

## OTTO DESIGN GROUP ENLISTED BY THE COCA COLA COMPANY TO ASSIST IN “FAR COAST” IDENTITY DEVELOPMENT AND DESIGN

As part of an international launch of its new Far Coast brand, the Coca-Cola Company recently opened the doors of four concept cafés offering tea, coffee and infusions - brewed fresh by the cup. Located in Toronto, Canada; Singapore; Oslo, Norway; and Atlanta, Georgia these hubs showcase the brand and introduce consumers to a world of experiences - adventures by the cup. Through a diverse product offering, Far Coast seeks to celebrate the authentic flavors, cultures and customs that inspire their blends.

In keeping with their grass-roots brand development and marketing strategy, the world's largest beverage company assembled a team of small, forward-thinking creative agencies to help shape the identity for this exciting new range of products. Integral to this development was the creation of a holistic retail environment in which consumers could discover and sample the product offerings, thereby drinking up the ethos of the brand. To this end, Coca-Cola enlisted the services of odg / otto design group – a multi-discipline design firm with offices in Philadelphia and Los Angeles.

odg was challenged to envision spaces that would be representative of the new concept – but that would also provide consumers with a comfortable setting to absorb the nuances of the brand. The global nature of the launch demanded that ideas could be executable across a range of cultures, tastes, and time zones. odg's first step was to clarify the conceptual basis with a broad agenda that could provide foundations for the entire creative team. These organizing principles - globally eclectic, locally inflected, and intrinsically green became the poetic and functional anchor points that would drive the design.

Eager for this architectural branding statement to be evident in every decision, the client requested that odg be involved in the site selection process in each launch market, including the assembly of local professionals who would complete documentation and execute the work. The team set about making market visits and ultimately chose the most brand-appropriate and commercially viable locations in each city. odg led the interview and recommendation process for the local partnerships that would make the projects possible.

These first iterations also provided the opportunity to showcase Far Coast's inherent respect for the environment and celebration of global cultures and communities. Environmentally responsible concepts underscored all design decisions in order to minimize the environmental impact of these projects.

Submitted for review to Metropolis Magazine, please find the photography and otherwise images on the preceding pages as well as our follow up at the end of the submittal describing the challenges unique to each of the four worldwide Far Coast destinations.



1 east exterior - far coast cafe, atlanta, ga



intimate lounge - far coast cafe, atlanta, ga 2



3 southeast exterior pavilion viewing green roof - far coast cafe, atlanta, ga



4 rendering of above



5 "blendscape" promotional panels



north exterior - far coast cafe opposite world of coca cola, atlanta, ga 6



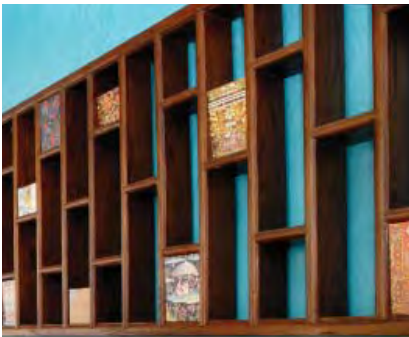
7 northeast exterior in world of coca cola context, georgia aquarium beyond



reclaimed barnwood interior finish wall



blend, frosted pattern windows



art and artifacts shelf



frosted pattern



brand pattern for plaster walls



routed reclaimed teak interior cabinet finish



9 exterior - far coast cafe, toronto



10 interior platform seating - far coast cafe, toronto



11 interior view from entry





exploded beach glass chandelier - far coast cafe, toronto 12



signage - far coast cafe, toronto 13



14 interior service hub - far coast, oslo



15 intimate lounge - far coast, oslo



interior entry portal - far coast, oslo 16



17 intimate lounge - far coast cafe, singapore



18 "blendscape" promotional patterns - far coast cafe, oslo



19 intimate lounge - far coast cafe, singapore

## Efficient Architecture

open air  
creates shelter/context for kiosk and consumer  
expands the brand space  
makes brand visible on site

An open air pavilion space directly engages the site and invites the consumer into the Far Coast experience. The welcoming accessibility of a pavilion maximizes the path of discovery as the consumer approaches the site. The design of a pavilion allows for the integration of screening materials, floating planes and volumes - all of which help to reinforce the brand identity. An open plan also allows for maximum flexibility. It can be re-configured to accommodate special events and performances in and around the pavilion.

## Sustainable Design

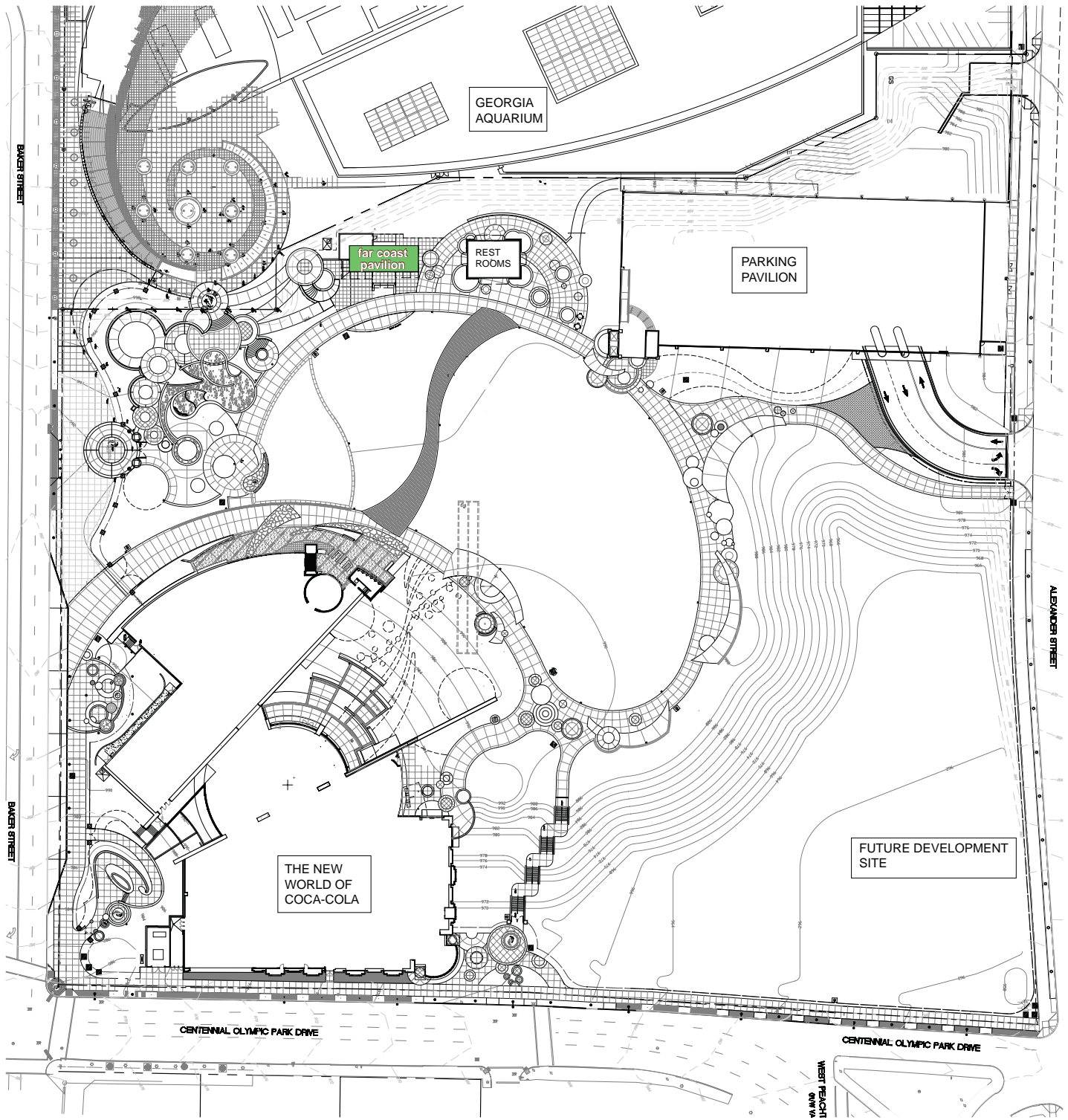
saw tooth green roof  
passive cooling system  
optimized solar orientation  
recycled/repurposed materials

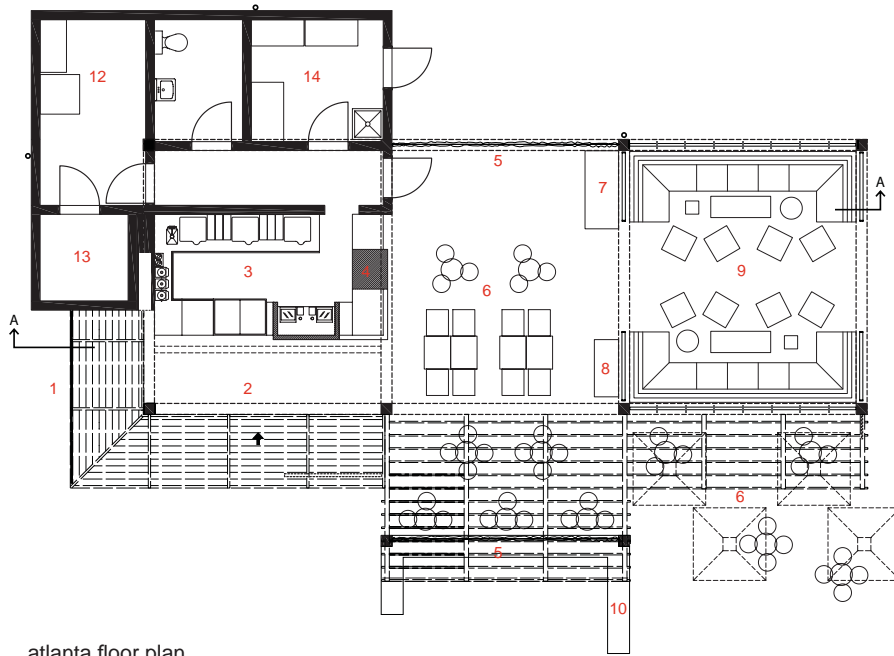
A guiding ethic in the Far Coast brand is to be environmentally responsible; the green roof pavilion makes that dedication visible to the world. A green roof offers a great number of sustainable benefits, helps maximize the life-cycle of the structure while providing a beautiful and comfortable environment, and minimizes energy use. Sensitivity to placement of the structure provides further energy conservation by minimizing solar gain and taking advantage of prevailing breezes on the site. The main frame timber will be constructed from locally sourced wood. In keeping with the core values of the other Far Coast locations around the globe, green materials comprise a great deal of the finish palette.

## Simple Geometries

brand appropriate  
additive and complementary  
amplifies brand impact

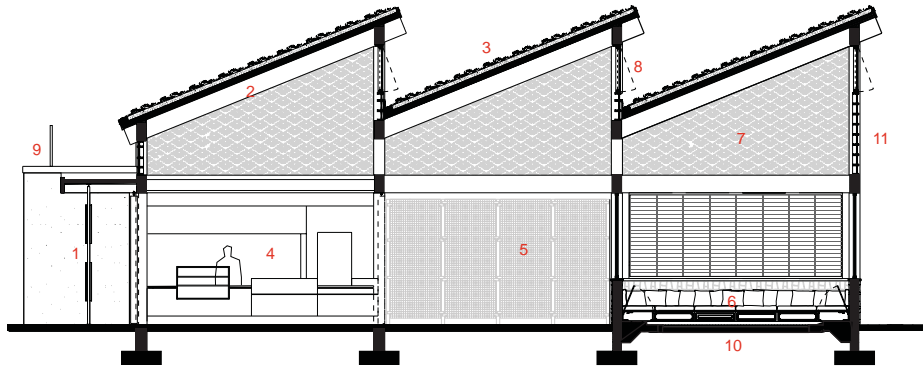
The Far Coast pavilion sits within a backdrop of two massive buildings that share a similar curvilinear architectural design. In response to this, the Far Coast building uses simple geometries: squares, rectangles, triangles, in order to create a noticeable presence and stay true to the brand aesthetic. The integration of the building into the Pemberton Place complex at the new World of Coca Cola uses similar landscaping and complementary hardscaping.





- 1 "blendscape"
- 2 main entry
- 3 service hub
- 4 beverage presentation area
- 5 green screen
- 6 flexible seating
- 7 condiment station
- 8 recycling area
- 9 lounge seating
- 10 seat wall
- 11 performance area
- 12 office
- 13 mechanical
- 14 storage

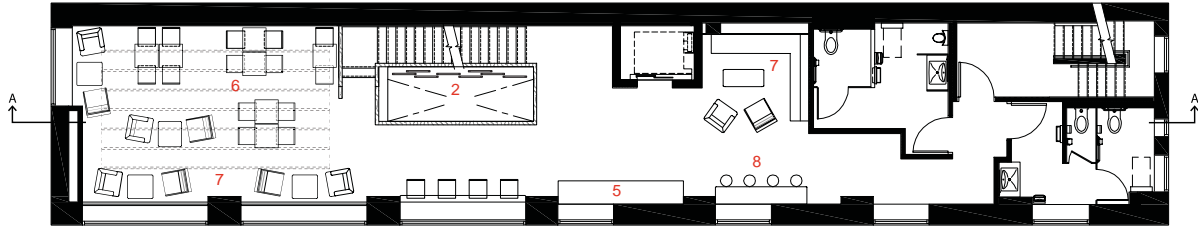
atlanta floor plan



- 1 "blendscape"
- 2 timber frame structure
- 3 green roof system
- 4 service hub
- 5 green screen
- 6 lounge seating
- 7 plaster wall with integrated brand pattern
- 8 operable awning windows
- 9 signage
- 10 reclaimed decking
- 11 cypress siding

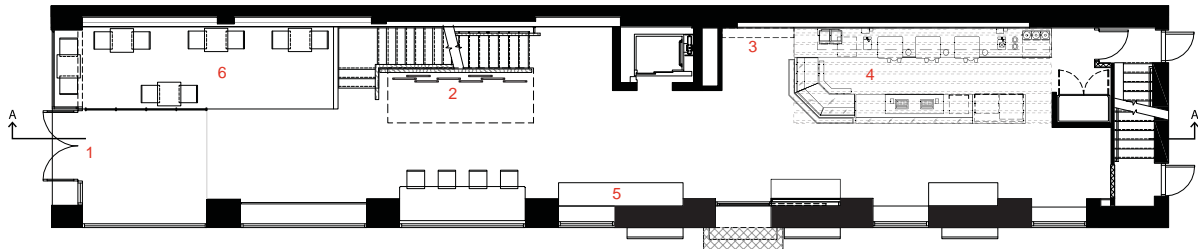
atlanta section



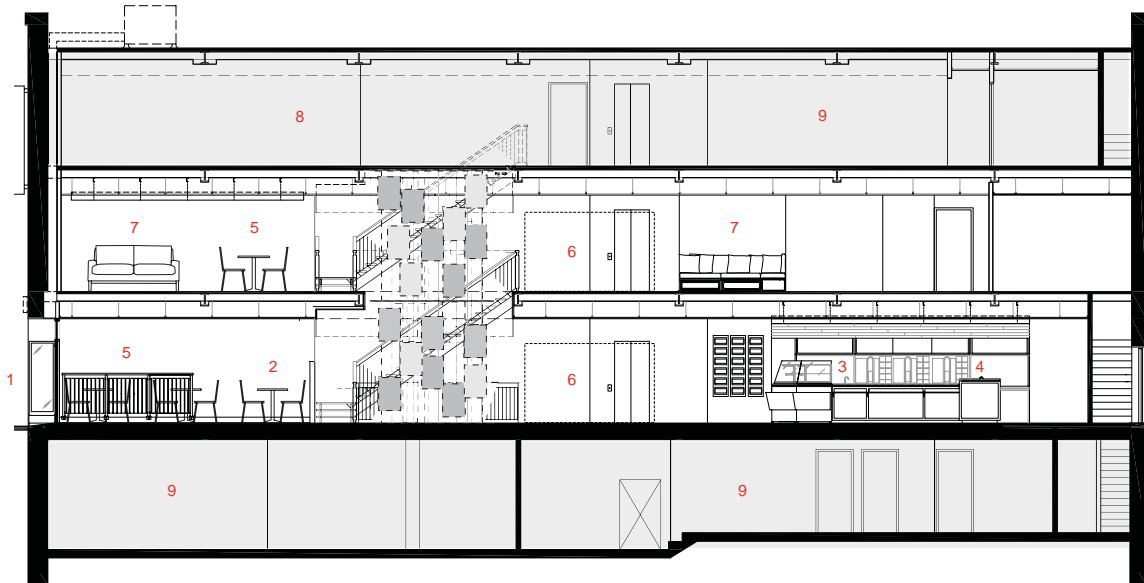


- 1 main entry
- 2 "blendscape"
- 3 product information
- 4 service hub
- 5 condiment station
- 6 flexible seating
- 7 lounge seating
- 8 kids area

toronto second floor plan



toronto first floor plan

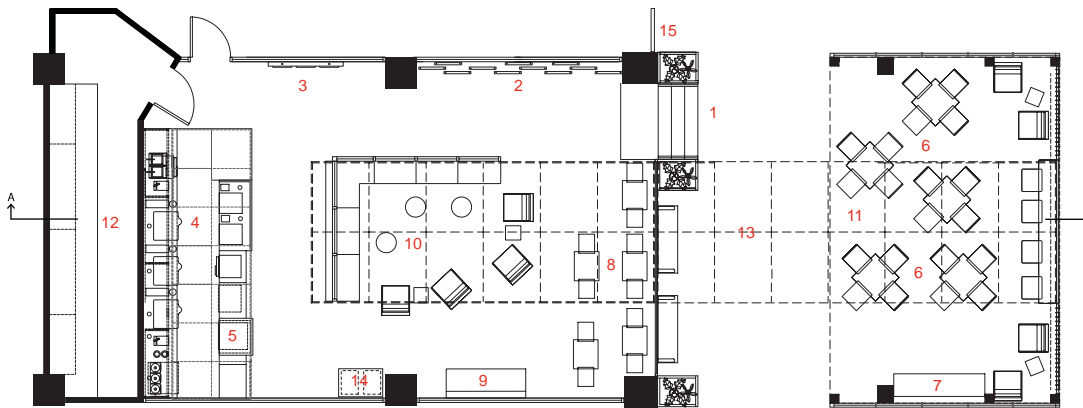


- 1 main entry
- 2 performance area
- 3 service hub
- 4 beverage presentation area
- 5 indoor flexible seating
- 6 condiments station
- 7 lounge seating
- 8 office
- 9 storage

toronto section

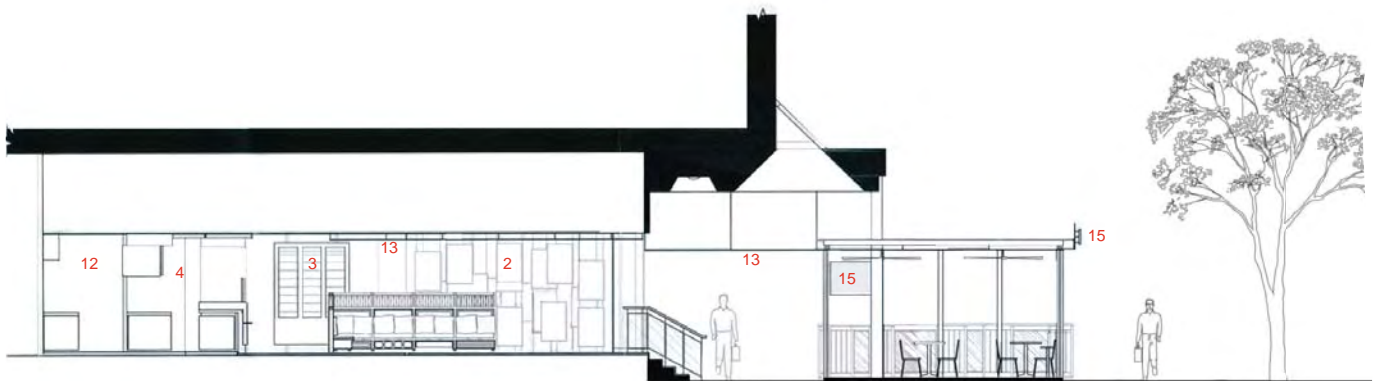




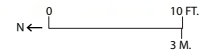


- 1 main entry
- 2 "blendscape"
- 3 product information
- 4 service hub
- 5 beverage presentation area
- 6 outdoor flexible seating
- 7 recycling station
- 8 indoor flexible seating
- 9 condiment station
- 10 lounge seating
- 11 performance area
- 12 equipment / storage
- 13 overhead screen
- 14 kids area
- 15 signage

singapore floor plan



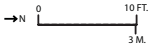
singapore section





- 1 main entry portal
- 2 "blendscape"
- 3 product information
- 4 service hub
- 5 beverage presentation area
- 6 condiment station
- 7 flexible indoor seating
- 8 lounge seating
- 9 flexible outdoor seating
- 10 performance area
- 11 kids area
- 12 hearth
- 13 equipment / storage

oslo floor plan



## **Challenges Unique to Each of the Four Worldwide Far Coast Destinations**

### **Far Coast Atlanta**

The showpiece of the four prototypes must be considered the recently opened Far Coast pavilion at Pemberton Place in Atlanta. As part of its new World of Coca-Cola museum, the client wished to provide visitors a sampling of several new international brands. Far Coast required a small but impactful building that would introduce the unique new brand to the expected multitude of visitors that will pass through the park each day. It would have to make its presence known while serving as a complement to the massive main attractions. otto design group, in collaboration with Rosser Architects, responded to this challenge by creating a small open-air pavilion, sited adjacent to the much larger Georgia Aquarium and across the park from the World of Coca-Cola. The innovative and earth-conscious Far Coast design creates a dramatic window through which consumers can experience the park while discovering the new brand.

In keeping with Far Coast and Coca-Cola's core values, the design of the Atlanta pavilion integrates numerous innovative and sustainable features, foremost of which is a passive cooling strategy – anchored by a planted roof. The south-facing 'green' roof surfaces are blanketed in succulent plants that insulate and cool the space while reducing rain water run off. Combined with fans and operable windows, the building takes advantage of natural air movements and does not require conventional air conditioning. In addition, sustainable materials were specified to the greatest extent possible. Flooring, wood panels, and built-in furnishings are all made from reclaimed woods from around the globe. The timber structure was built using material harvested in an environmentally responsible manner. From the ground, up to the roof, the building seeks to be earth considerate - even counters, table tops, and floor mats utilize recycled plastics and resin.

### **Far Coast Toronto**

In Toronto, Far Coast found its home in the former Georg Jensen showroom on Bloor Street – one of North America's toniest shopping districts – in what was a landmark work of modernism. The three-level space gave odg and local partner, K. Paul Architect Inc., the opportunity to explore the extension of the public space vertically, and to add a much-needed sales and support office suite on the upper floor. The project also offered the opportunity to honor the building's history and to perform much-needed preservation work on the 50's-era stone façade.

### **Far Coast Oslo**

In the brand's entrée to the European market, the team chose a space connected to the lobby of Oslo's Thon - a popular Bogstadveien hotel. In this land of perpetual winter, an sunny outdoor seating area becomes the popular focus of the project – accented by a cozy lounge and lodge inspired interior. The size of the venue and the rambling nature of the plan allowed odg and local partner Lars Helling Arkitekter to create a series of intimate spaces that directly connect to the outside seating and provides a logical introduction to the brand – a path of discovery.

### **Far Coast Singapore**

Another premier shopping district, Singapore's Orchard Road, provided a perfect context for the brand's launch in Asia. True to local form, the team selected a tiny storefront space located in the ground floor of a popular shopping destination, the International Building. In collaboration with Laud Architects and TID Interiors, odg developed an innovative plan which places much of the public seating in a covered outdoor space. The fan-cooled sidewalk seating has quickly become a destination, and gracefully avoids the environmental trappings of creating a fully enclosed and conditioned space in this steamy locale.

### **A Global Brand**

This collection of completed Far Coast projects serves as dramatic expressions of the brand – they are modern yet timeless, global yet placeless, and cutting-edge yet charming. odg accomplished this balance via a comprehensive scope of creative services, including: architectural and interior design; market activation; custom furniture design; service model and customer interface design; sourcing of furnishings and artifacts, curating of artwork and lastly through the execution of site-specific art installations in each market.

### **About the Designers:**

odg / otto design group is a full service design firm specializing in identity concepts. The firm assists clients in the creation, formalization and implementation of their identities into physical form. Working with a variety of clients around the world in a wide range of media, odg has achieved a careful balance between efficiency and sophistication. odg has offices in Philadelphia and Los Angeles, and produces innovative designs all over the globe in the realm of architecture, interior, graphic, and industrial design.

## image credits:

1-3 Far Coast Atlanta, Jim Roof Photography

4 rendering, otto design group

5-7 Far Coast Atlanta, Jim Roof Photography

8 details, otto design group

9-11 Far Coast Toronto, Philip Castleton

12 Far Coast Toronto, otto design group (Jamie Montgomery)

13 Far Coast Toronto, Philip Castleton

14-16 Far Coast Oslo, Greg Buick

17-19 Far Coast Singapore - otto design group (Phil Otto)

20-25 otto design group

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**“The Far Coast”**

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Far Coast locations completed in collaboration  
with local architectural firms.

Atlanta: Rosser Architecture  
Toronto: K. Paul Architect, Inc.  
Oslo: Lars Helling Arkitekter  
Singapore: Laud Architects and TID Interiors

start/completion dates:  
Far Coast Atlanta: Jan 2007/May 2007  
Far Coast Oslo: Nov 2006/Feb 2007  
Far Coast Singapore: Sept 2006/Nov 2006  
Far Coast Toronto: Aug 2006/Sept 2006