



The Woodgrove Mall – SCHOFFEE

Design Communication 4
LOU-MING DASTOT



SUMMARY

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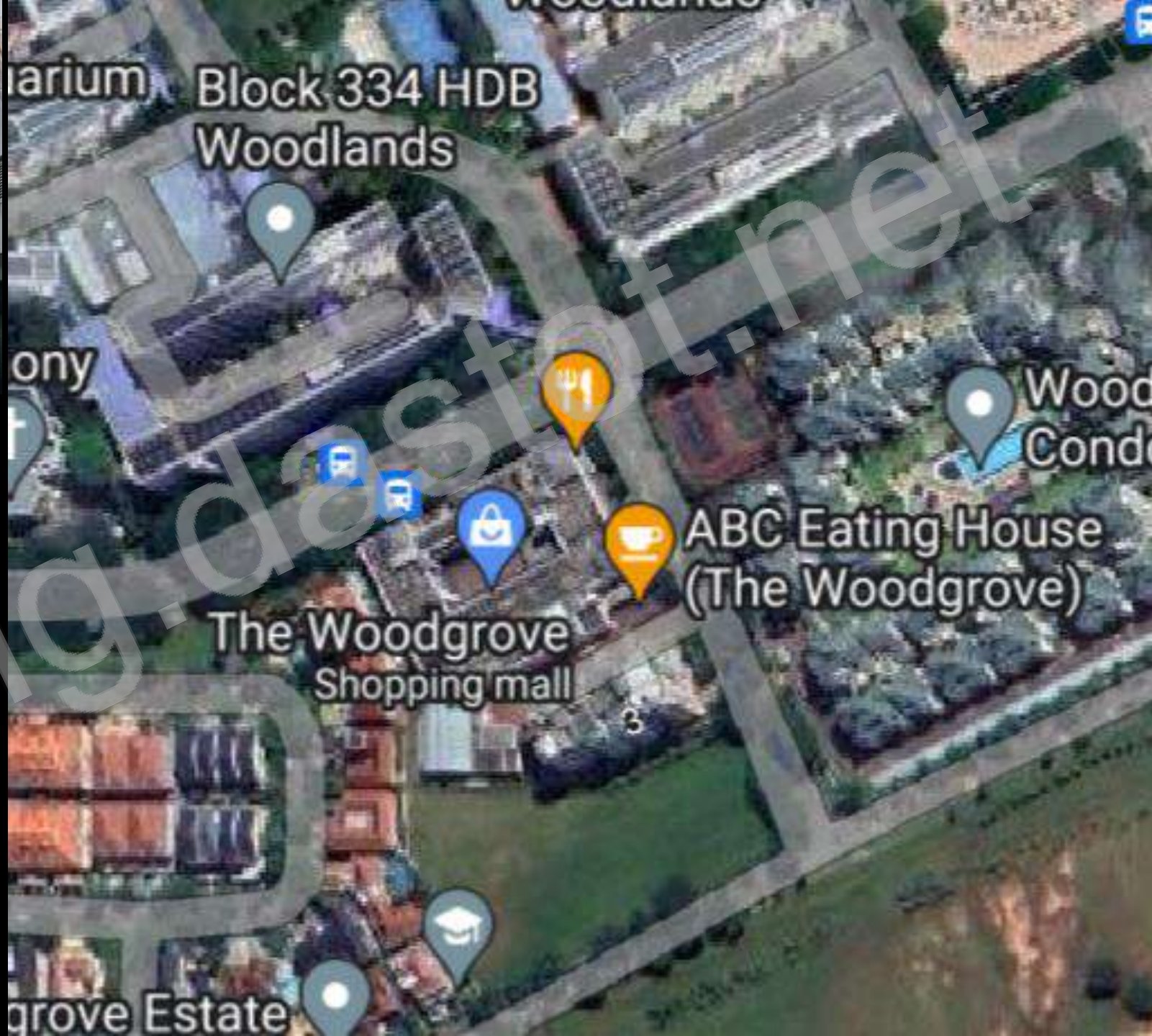
CPJ/Previous project



LOCATION

■ Address :

■ 30 Woodlands Avenue 1,
Singapore 739065





SCHOFFEE Project

Introduction

SCHOFFEE is open 24 hours all days of the week, the option to visit at any given time empowers the users to recognise an educational haven that provides to their needs which is accessible round the clock. Hence creating a platform to promote a sense of responsibility SCHOFFEE is a library-café that allows students to work in the best possible environment to study in the best possible conditions. This café caters to a conducive environment for study with the aid of amenities, such as a library that invigorates a supply of newspapers, magazine and a plethora of many more material sources, computers and a Wi-Fi connection which acts as an essential tool to today's modern students and at the same time restricts unproductive distractions such as video games, to help encourage students focus on their studies.





Issue

In Singapore we have a lot of resources, if you look at the figures for 2022, Singapore spends more than 10% than Malaysia on education. Malaysia is a country that is still developing. As explained earlier, Woodlands is one of the closest areas to Malaysia. The fact that it is a place where Singaporean and Malaysian students can access educational content and be challenged during their school years and in their future careers.



CLIENT/IDENTITY

- My client is Jia-Yi, a 28 year old Chinese woman who moved to Singapore with her husband to Woodlands 2 years ago. She realised that Woodlands is an area that lacks options for students and night workers who are looking for a quiet place to study and work late at night. This is why she came up with the idea of opening her own bookstore cafe that would be open 24/7 and offer comfort to all customers.
- As a young woman she did not have the chance to work in a quiet place where she could feel at home. Coming from a large family and living quite poorly, Jia-Yi did not have the chance to work in a quiet place with the necessary resources for a good school career.
- That is why my client Jia-Yi wants to give a chance to all the students who would be in the same situation as when she was younger by allowing them to work in a place where they can work, but where the environment is as warm as at home.

Client's expectation

Jia-Yi wants students and workers alike to feel at home with the same resources they can find at home, such as food and internet connection. She wants her bookstore café to have a warm atmosphere, and a decor that attracts the attention and curiosity of her customers. She wants students to have access to all the resources they need to succeed at school. Finally, she does not want to forget the people who need to feel alone when they work, so she wants to set up rooms that can be reserved.



KEYWORD

ATMOSPHERE

The atmosphere of a workspace affects a student's ability to focus, stay motivated and remain productive. A healthy, calm, well-organised working environment can help reduce distractions and promote better concentration, whereas a noisy, disorganised or stressful environment can destabilise the student and make them less productive. But an environment where everything seems interesting can help the student to develop creativity and thus be more productive.



Sociabilisation

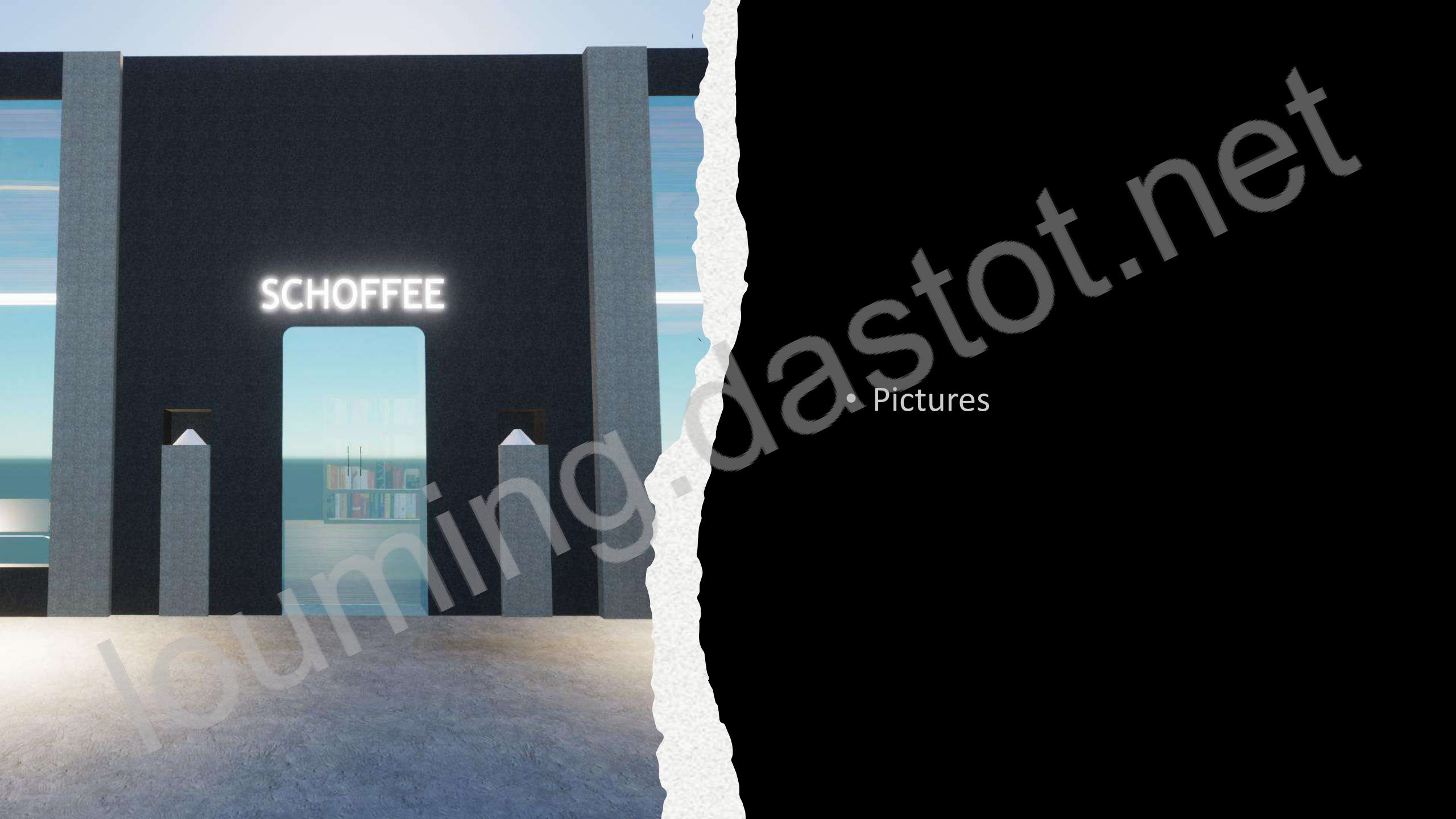
Socialising between students is important as it can help to create a positive and stimulating learning environment. Being able to talk and work with other students to gain confidence, learn new things. In addition, socialising can help in the future to meet new people and create your own network.



Concept

The project is called SCHOFFEE, this library café allows students who do not have the necessary resources to work in good conditions to be able to work in an environment where calm and knowledge are master. Schoffee also has rooms that can be privatized and therefore allows the student to work in the best conditions. Finally, Schoffee is a bookstore-café which offers refreshments and snacks so that students can stay focused on their work and not be distracted by the outside world.





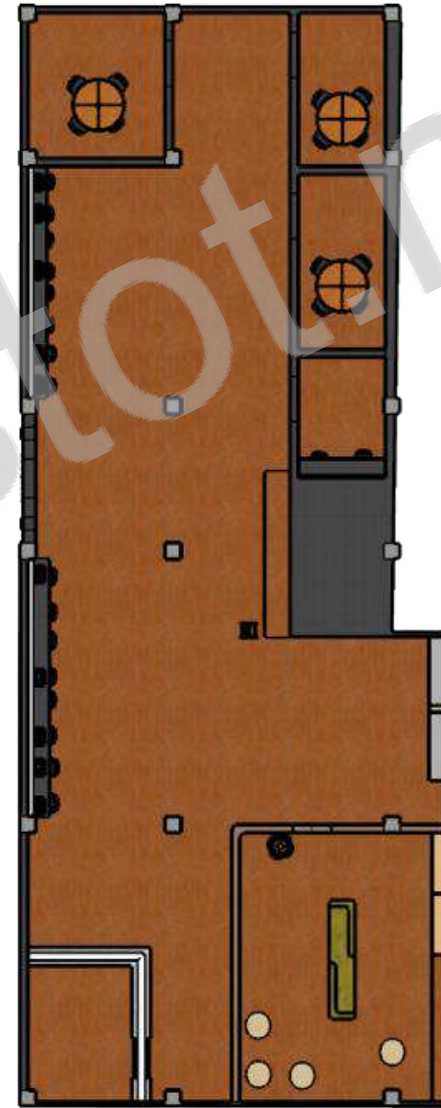
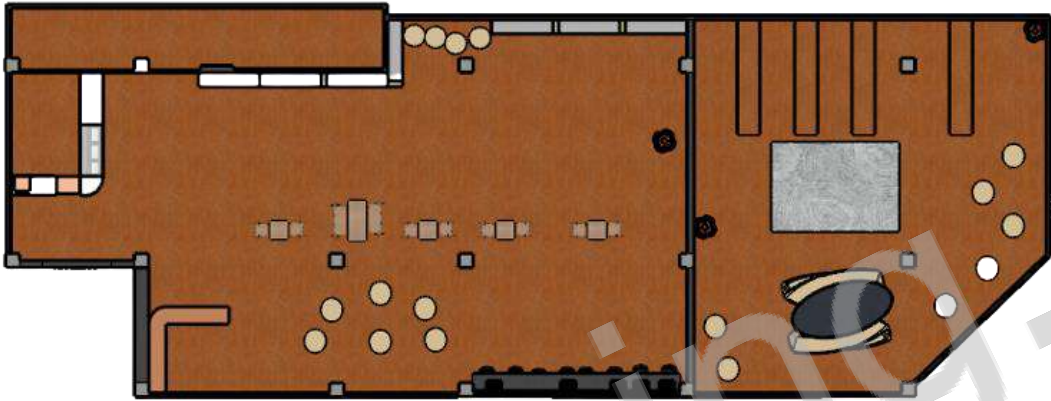
SCHOFFEE

• Pictures





TOP ELEVATION LAYOUT PLAN



Conclusion

- In conclusion, the creation of a library café can be beneficial for students who need quiet, support and guidance to study, as well as for parents who are looking for a serious and appropriate environment for their children. It can also limit online distractions and promote students' academic success.





Thank you!

A pair of black-rimmed glasses is resting on an open book. A red bookmark is visible on the left page. The background is slightly blurred, showing more of the book and a wooden surface.

Case Studies

Staytion Lifestyle

11 Orchard
Road, Singapore
238826, Dhoby
Ghaut MRT





- Staytation is a multi-concept that offers a wide range of activities, including sports, food and entertainment. It is also a bookshop-cafe that allows its customers to relax and think about something other than work. This concept allows people to work but also to have fun when they feel like it or when they are tired of working all the time.
- Finally, the facility offers such things as unlimited drinks for the whole day for \$49.



Bibliography

Electronic Sources

- The role of the Library Café as a learning space: A comparative ... (n.d.). Retrieved April 23, 2023, from <https://hub.hku.hk/bitstream/10722/285325/1/Content.pdf?accept=1>
- The role of the Library Café as a learning space: A comparative ... (n.d.). Retrieved April 23, 2023, from https://www.researchgate.net/publication/321774143_The_role_of_the_library_cafe_as_a_learning_space_A_comparative_analysis_of_three_universities
- Massonnié, D. J. (2022, December 7). Students could come up with more ideas in the cafe than in the library. University of Portsmouth. Retrieved April 23, 2023, from <https://www.port.ac.uk/news-events-and-blogs/news/students-could-come-up-with-more-ideas-in-the-cafe-than-in-the-library>

Other Sources

- The Book Cafe. (n.d.). The Book Cafe. The Book Cafe Sg. Retrieved April 23, 2023, from <https://www.thebookcafesg.com/> (The Book Cafe, 20 Martin Rd, #01-02, Seng Kee Building, Singapore 239070)
- Staytation. (n.d.-a). Retrieved from https://gostaytion.com/outlet/staytion-lifestyle-dhoby-ghaut-mrt-72619?selected_currency=SGD



CPI & Previous Ideas/Project

TRANSPORT

- Buses: 912, 912B, 912M, 913M

- Bus stops :

- Blk 335 (ID : 46621)

- The Woodgrove (ID : 46629)

- Opp Blk 325 (ID : 45589)



MRT :

- Marsiling MRT (935m)

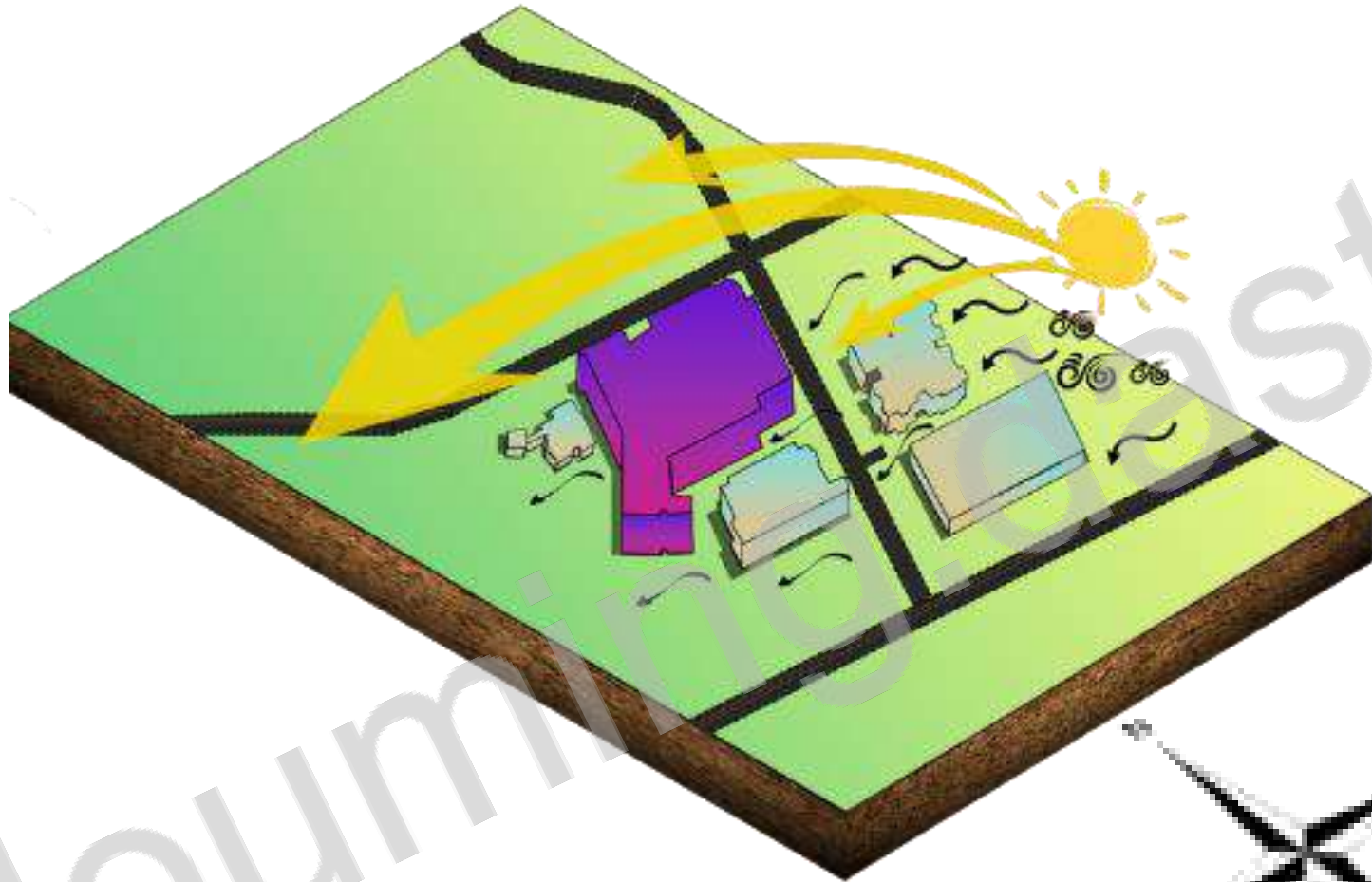
- Woodlands MRT (1.4km)

- Woodlands South Mrt (1.8km)

- Woodlands North Mrt (2.7km)

- Admiralty MRT (3km)





HISTORY

- Early 20th-century The Woodlands was a rural region with farmland, mangrove marshes, Attap houses, rubber plantations, and woodlands. The view across the Johore Straits in Malaya was of towering, green Keranji trees. Early in the 20th century, Woodlands was a rural region with a railway station and a ferry service linking to Malaysia. Although the train station did not start off well, connections and infrastructure development in the region were boosted once the Causeway was built in 1923. With rubber plantations and attap settlements, the Woodlands remained largely agrarian after World War II. The region underwent renovation in the 1970s and 1980s as part of Singapore's third five-year plan to boost population and enhance living conditions. Many kampongs were destroyed to make room for new construction.





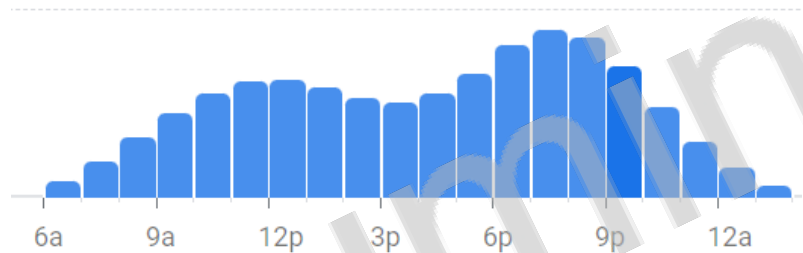
WHAT IS AROUND THE MALL?

- Around the shopping centre there are mostly HDB houses, and also a condominium called Woodgrove condominium, there is also a huge field called Woodlands Undeveloped Field. There is also a school (Fuchun Primary school), and a church (St Anthony's church).



WHEN ARE THE POPULAR HOURS

- The mall is very quiet in the morning, hardly anyone is in it, only a few elderly people come there, then around noon, the mall starts to fill up to go to the fast-food outlets and the food court which is on the left side from the mall. It is rather around 5pm that people flock and come to do their shopping in the fair price. In the evening, the square is rather quiet, hardly anyone is inside, the shops close around 8 p.m.



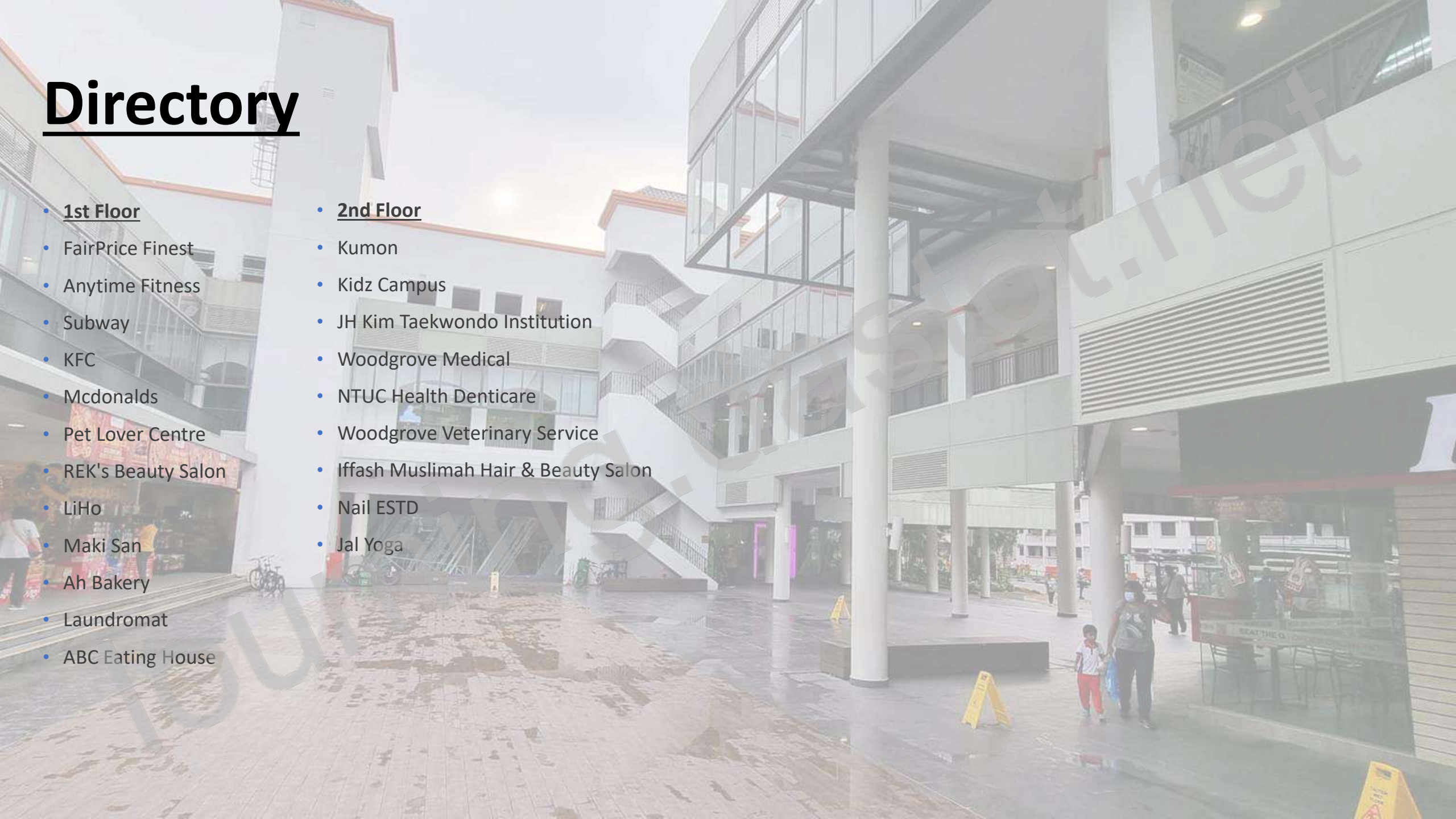
Directory

• 1st Floor

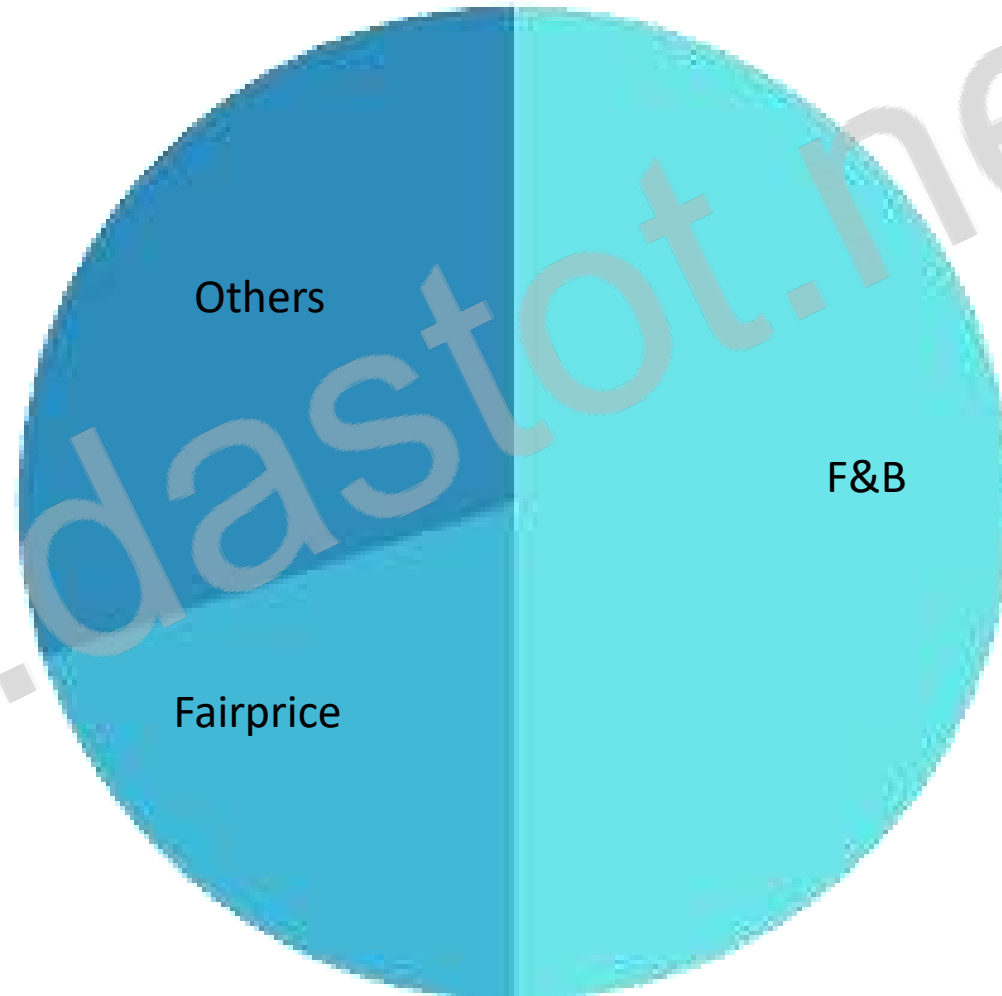
- FairPrice Finest
- Anytime Fitness
- Subway
- KFC
- Mcdonalds
- Pet Lover Centre
- REK's Beauty Salon
- LiHo
- Maki San
- Ah Bakery
- Laundromat
- ABC Eating House

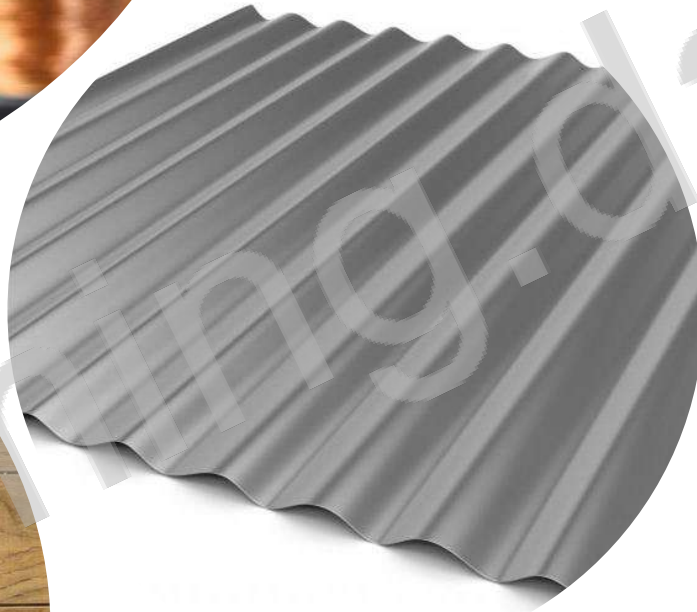
• 2nd Floor

- Kumon
- Kidz Campus
- JH Kim Taekwondo Institution
- Woodgrove Medical
- NTUC Health Denticare
- Woodgrove Veterinary Service
- Iffash Muslimah Hair & Beauty Salon
- Nail ESTD
- Jal Yoga



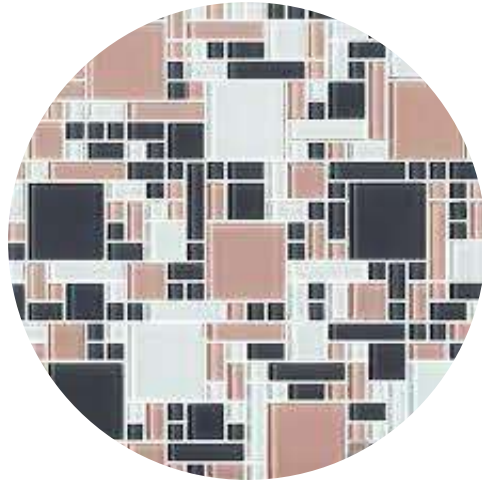
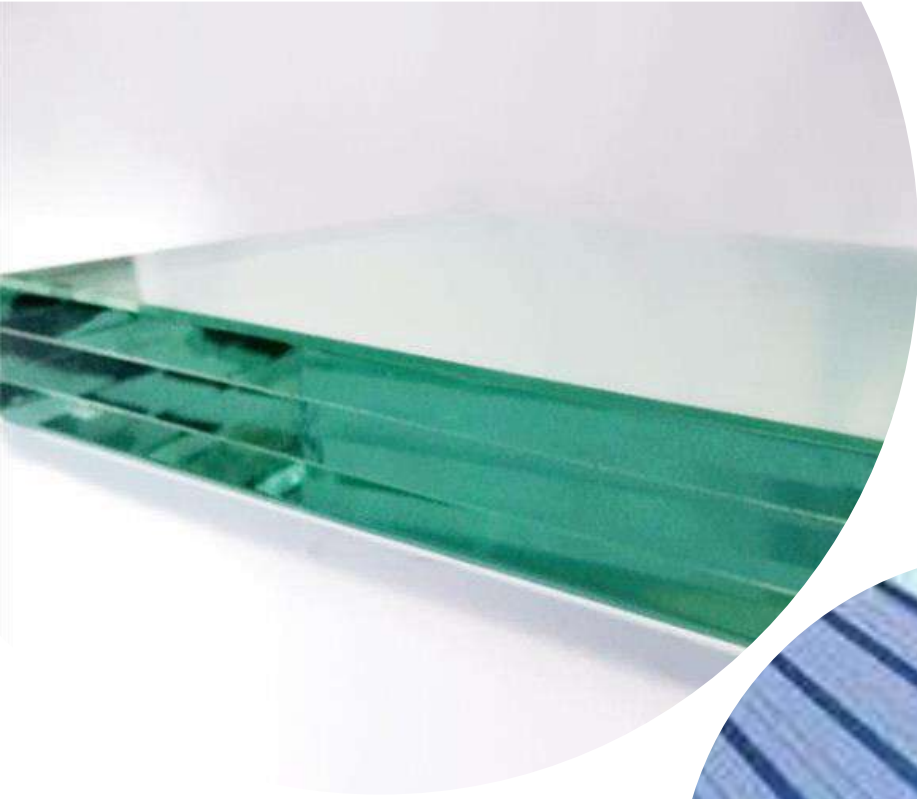
The Woodgrove mall is full of small shops and sports activities, but also restaurants. The mall is about 50% F&B (Food & Beverage) and 20% Fairprice as it occupies almost the whole ground floor (about 1000-meter square). And 30 % for all the activities, medical, animals...





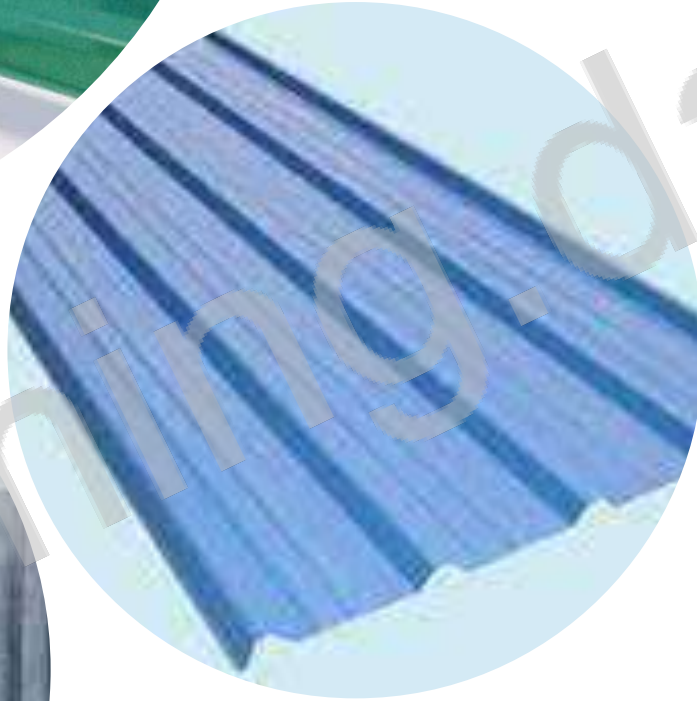
Materials

- Iron-cladded staircase railing
- Wooden Textured Tiles
- Grey Slate Tiles
- Copper



Materials

- Laminated Glass Panes
- Concrete
- Tiles (Miscellaneous)
- Corrugated Roof



PIZZA SINGAPURA
Project



INTRODUCTION

- The environment around the mall is very populated by children and elderly people, the aim of my project is to teach the basics of cooking while having fun for the children and to recreate a dialogue to help the elderly to reintegrate into the current active population.
- Moreover, fast food is not the best type of catering, it is very convenient when you need to go fast, but for children it is better to prefer home-made food with good ingredients. That's why it's important to teach children the basics of life and hygiene from a very young age.

ISSUE

- The environment is full of old people but also of children. For the children, very young children will assimilate a lot of things and it is therefore primordial to teach them the beginnings and the essentials of life, starting with the norms of hygiene. In the kitchen, hygiene is paramount, and cooking is paramount for one's own independence and survival, as living on fatty and sugar-saturated foods is not the best food to feed children.





CLIENT/IDENTITY

- My client is David who is 28 years old and is currently a young parent, he is currently married to his wife Marie who is 26 years old and has a 6-year-old son named Mathis. David is from Italy, and met his wife here in Singapore, where he is starting his life as a young parent. His dream is to open his own Italian restaurant where he will make his own pizza and share his culture and passion.

Client's expectation

- The aim would be to make the kitchen activities attractive, for example by putting on different menus that would appeal to children, but also bring back fond memories of childhood.
- In addition, the client would like to attract the restaurant's clientele by making tubes that would serve as a flat "lift", which would make a show both outside and inside the restaurant but also avoid long journeys of dishes that might fall off.





MAIN KEY WORDS (PROGRAM)

- Have fun while Learning
- Independent
- Communication

HAVE FUN WHILE LEARNING

■ The fact that a child can have fun and at the same time learn things that will be useful in the future is very important because the good times are more easily remembered than the bad times.

Playing enables for sensory, motor, emotional, and cognitive experiences. Play, in fact, allows youngsters to explore their surroundings, improves communication, and so aids in the development of initiative, imagination, and creativity. Finally, this notion would allow the instructor to assess development in numerous areas such as thinking, self-control, application of concepts learnt, and so on.





Independant

- The fact that we can set up this kind of activity is very intuitive because it allows us to communicate with different people and therefore to be sociable and to be understood more easily. It is also very important to learn the rules of hygiene from a very young age, because it is at this age that most of the things we learn are anchored in the brain and it is therefore fundamental to always carry these rules of hygiene with you, such as washing your hands before making food or eating.

COMMUNICATION

■ Communicating is what allows us to understand each other, which is why establishing this link with children is very important because it is what they will use on a daily basis. It is also what allows us to express our emotions, and therefore to open up to the world. The dialogue between a child and an adult is sometimes complicated, that's why the fact of directly putting forward this type of activity allows to put the person in confidence and thus to be able to speak to his interlocutor with much more clarity.

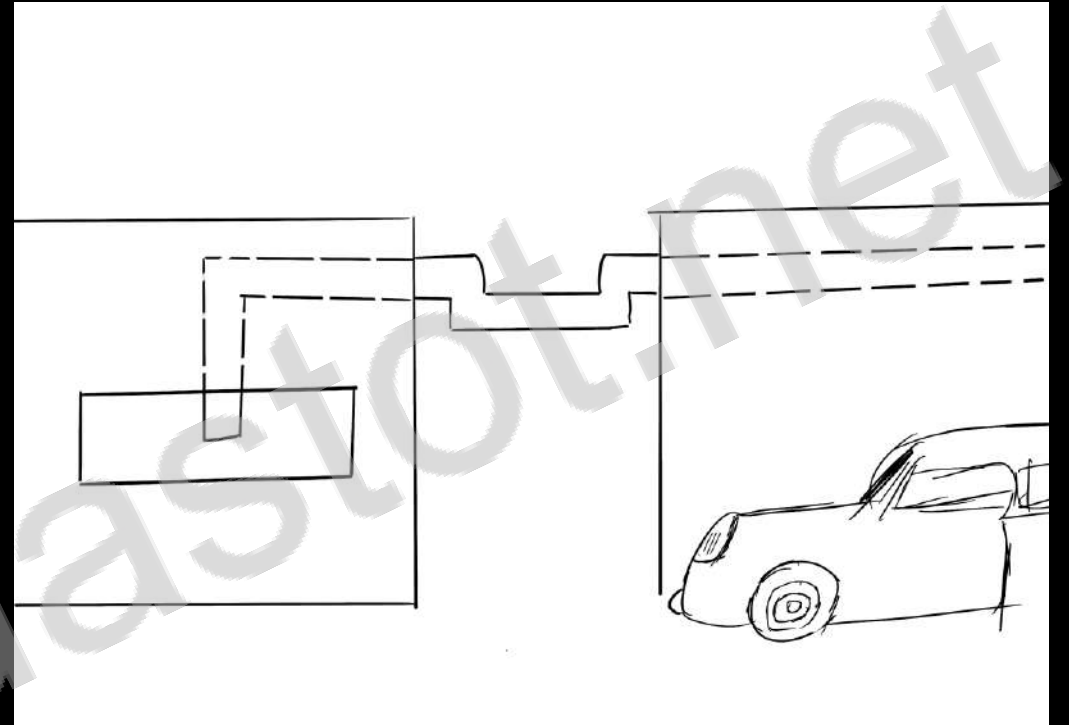
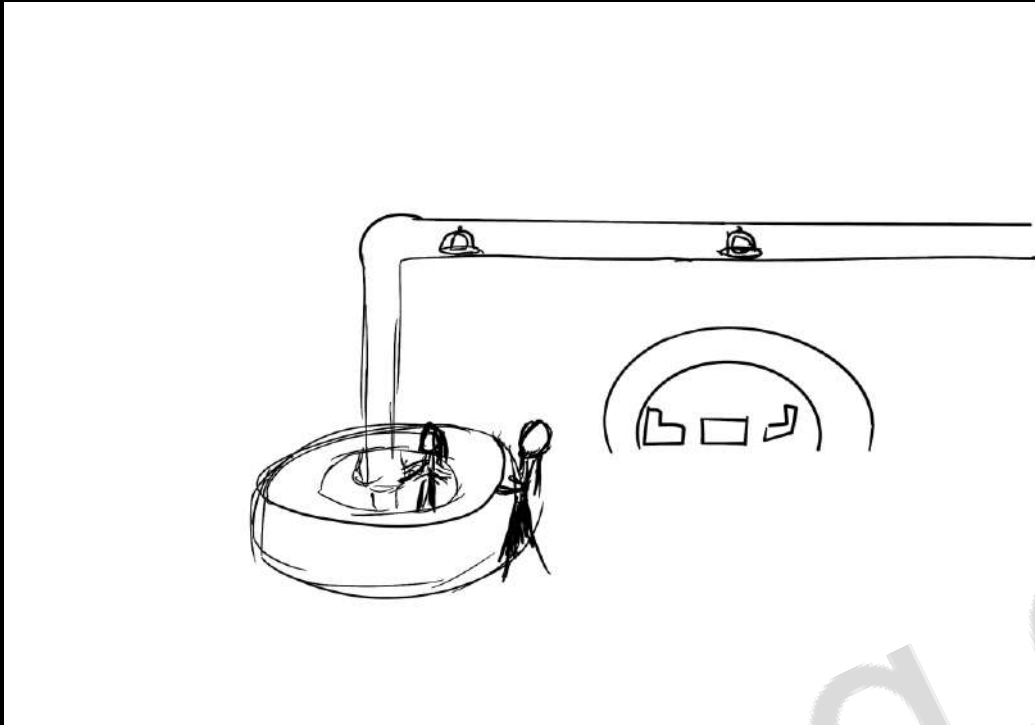


SPACIAL TPOLOGY

- Italian Restaurant Workshop
Young Kids Concept:
The aim is to teach young children the basics of cooking, for hygiene rules but also to teach them to be independent and to show them how to cook for themselves. But also, to make them know what real food is like.

Eldery and forgotten people
Concept:
The aim is to recreate a dialogue with the world/active population.





DRAWINGS IDEAS

The concept

- The concept of this workshop restaurant would be to organise cooking workshops on weekdays for children, adults and seniors. The weekday hours are rather busy in the morning and in the evening, but in between, it is completely quiet. Therefore, as there will not be a lot of service, a restaurant that can be run by apprentice chefs is preferable. The customers will of course be informed that the service will probably take a little longer than at the weekend, but in compensation, the dishes will be cheaper. Of course the hygiene rules will be the same, and will be respected as well as the professionals, because the professionals will also be there to guide these apprentices and make them gain in confidence, communication and also in independence.
- On weekends, the restaurant will be open as usual, but the prices will be normal and the workshop part will be inactive.

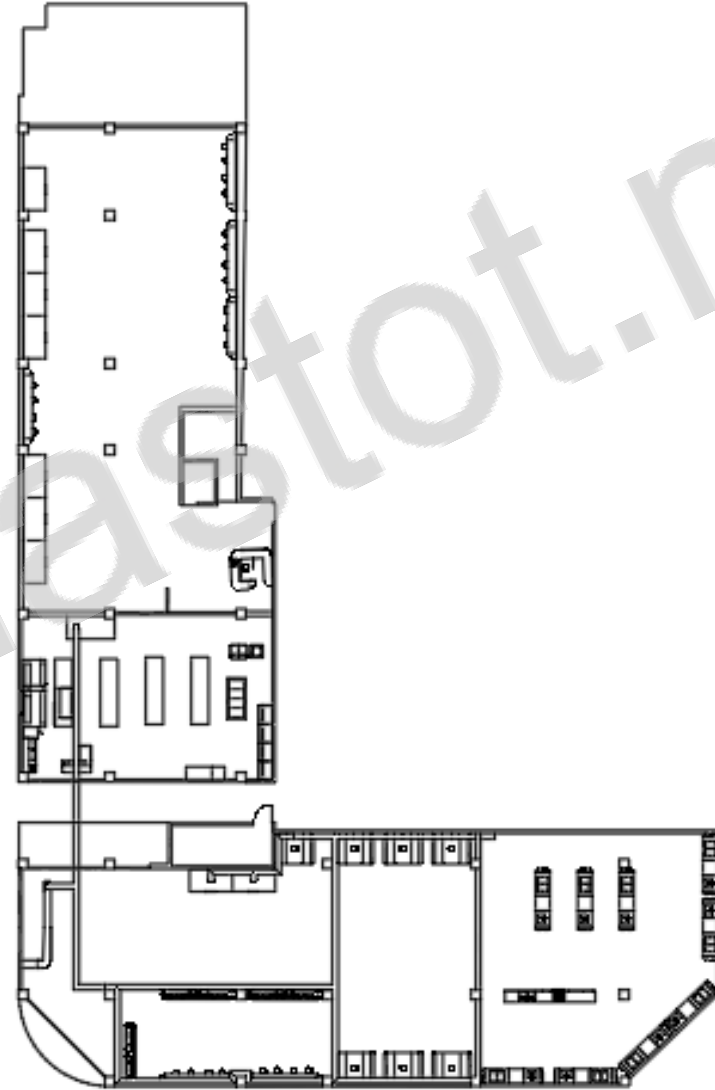


A fun dish move

- The movement of the dishes will be sent in transparent tubes which will act as waiters, as the kitchen is quite far from the other tables, so it is preferable to limit the movement of the waiters. It is a practical concept but also entertaining, as it can also allow customers to be entertained while waiting for their food to arrive.



Top View



Photos



Main Entrance



Workshop Space



Main Dining Hall



Kitchen Area



2nd Dining Area



Case Studies

Inspiration for the project

C1 Espresso

- This New Zealand fast food restaurant has produced at least one ingenious system to send their burgers at over 140 km/h, the system is simple but ingenious. The technology is called the pneumatic tube.
- A pneumatic tube transport system consists of different components: The turbine produces pressure or vacuum. The products are transported in cartridges. The selection of the destination is made at the shipping and receiving stations.



Authentic Korean Culinary Workshop with Private Dining

- In this Korean culinary workshop, you can learn the basics of Korean food, its secrets but also its culture. We are taught how to make authentic dishes directly from the Korean countryside. In addition, after participating in this culinary workshop, we can eat together as a family in a private room for the guests to eat their dishes.



Thank you for your
attention

