

Abstract

The Third Wave Coffee phenomena in Bandung was started from the application of third wave coffee from Australia to small coffee shop like Kopi Bara, Yellow Truck coffee, Morning Glory, and Noah's Barn Coffeenerly. Some coffee shop has offer open bar system when customers could learn how to use brew a coffee with brewing coffee tools and brew a coffee for their own as quoted from Tyas Nugrahaeni in IPLBI article that discusses about Community Based Coffee Movement in Bandung. The trend was the main factor of rapidly development of coffee shop and roasters who had validated by Culinary Industries data of Bandung from Badan Pusat Statistik Kota Bandung. Third Wave Coffee has a character in quality improvement and emphasizing the process of sustainability of coffee. With the following of rapidly development of coffee shop and roasters, some roasters has difficulty from product marketing due to lack of networking. Another problem is the micro-roaster has some issues related to the cost of starting a business. These cost issues include the limited cost of purchasing a roasting machine and the limited rental fees so that their coffee business is difficult to develop. The emergence of a Co-Roasting Space is a new phenomenon in Indonesia. Co-Roasting Space is a solution to the problem of roasters who just start their business, one of them is by providing production facilities that can be used and rented by roasters. Other Facilities include selling products, education, and collaboration that are able to become a place to built networking between users. Avicena Co-Roasting Space as the first Co-Roasting Space in West Java, located in Bandung. Avicena Co-Roasting Space becomes a coffee industry platform in Bandung having a vision of "We Are Space to Collaboration and Grow." This Place Prioritizes collaboration activities between users so it requires a design that able to facilitate collaboration activities, in addition it is necessary to design in accordance with the brand identity in accordance with the needs of education and promotion. With these needs, the design has a solution that are translated through the Visible Spaces design theme. This theme directs users to be able to see the entire space clearly from various points of view or spaces. The determination of this theme based on collaboration space theory and interior branding aspects written by Kim Kuhteubl. This theme emphasizes the elements of Visibility of Openness. Visibility is the visual beauty of the aspect of interior branding in translating Avicena Co-Roasting Space's brand identity, while Openness is a collaborative space variable about openness that is able to direct general users and roasters to interact with each other. In designing Avicena Co-Roasting Space based on problems that have been in the data so it can fulfill the area based on increasing of the users, a proper space organization, providing production facilities, collaboration, and the education, as well as the application of Avicena Co-Roasting Space design in accordance with Brand Identity.

Keyword : Third Wave Coffee, Co-Roasting Space, Visible Spaces, Collaborative Spaces, Interior Branding