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The interior of this cafe features a solid connectivity with its gorgeous landscaping as its Parisian-theme is felt thoroughly inside and out.

The cafe culture is still going strong in Malaysia. This has caused an increase in competition between cafe owners to create creative ideas that would attract new patrons while retaining the regulars. However, what’s unique with this design is its extravagant landscaping and interior that exemplifies the brand image of the cafe to its fullest. Anchored by a miniature Eiffel Tower, the black-coloured replica makes it tremendously easier for the cafe to be spotted from the main road. In addition to that, you can’t get any more French than to tour Eiffel.
By extending the Parisian theme indoors, all its interior spaces feature a healthy selection of industrial-like metal fixtures and a matching black colour palette. Apart from capturing the elegance of Paris, the design team of Young Concept Design has also ensured that the cafe exudes a warm and romantic vibe that’s associated with the City of Love. In order to achieve this, the interior is filled with raised timber decks and built-in wooden cabinets that serve as a functional counterbalance to its colder industrial features.
Aside from usage of materials, the space planning aspects of its design also enhanced the overall atmosphere within. For example, the design greets its guests with the sight of its order counter that is strategically placed directly across the room from its main entrance. Large and covered in light wood tones, it instantly makes guests feel welcomed. Another significant design highlight of this cafe lies in its open space design, which leaves the space between the entrance and its order counter free and unobstructed, allowing guests and staffs to move about without disrupting the other patrons. The application of large glass windows further accentuates the homeliness and spaciousness of its interior.

Essentially, the interior of this cafe can be further divided into three seating areas. Furnished with red-colored velvet chairs at the raised decks on either side of the counter, the seating area on the left is added with a long bar table and bar stools with backrest to cater to larger groups. The other seating area on the right is distinguished with an exposed brick wall feature. However, the third seating area that is situated at the inner part of the cafe offers a more private and exclusive atmosphere. Separated from the main area via a half partition, patrons seated in that area is also provided with a view of the entire cafe. As a result, the design of this cafe offers its patrons more than a single visual perspective of the outlet, which makes each of their visit exciting and memorable in its own way.
DREAMING OF PARIS

BRYANT CHAI OF BLACK TOWER COFFEE SHARED THE VISION AND MOTIVATION BEHIND THE CAFE’S SIGNATURE DESIGN, WHICH FEATURES A SMALLER REPLICA OF THE ICONIC EIFFEL TOWER IN ITS SHOP FRONT.

Well recognised anywhere across the world, France and the French culture have become a symbol of social status and an icon of a lavish lifestyle. Inspired by this sophisticated culture and its iconic Eiffel Tower, Bryant Chai, Director of Black Tower Coffee, has vowed to attract and retain diners through the extraordinary design of his cafe and its excellent services. The black coloured Eiffel Tower replica is instantly spotted from the bustling main road in front of the shop. Upon making such a stunning first impression, the interior design and the rest of its landscape are also given an equal amount of attention and detailing to help its patrons to gain a deeper understanding of its brand story. Motivated by the success enjoyed by the Shinagai Kabito Park in Japan, Bryant shared his ambition of incorporating many exciting elements into the Black Tower Coffee, including bringing the brand into China in the future.

Developed and executed excellently by Young Concept Design, the team has based its design decisions by studying coffee beans, which is the main star of this cafe. Featuring a black and brown colour theme, the design blends nature into its interior, blurring the lines between inner and outer spaces. In addition to that, its Parisian-inspired concept emanates a sense of class and romanticism that transports the patrons into another world. Nevertheless, this has resulted in a cozy and laidback environment where patrons get to enjoy their coffee in a casual meal in style and in comfort.

With a masterpiece of a design, Black Tower Coffee continues to attract patrons through its doors, especially the younger generations who look for the complete package when dining. “They come for the design, but they stay for the environment,” quipped Bryant passionately as he shared with us the beauty of Black Tower Coffee’s incredible design story and its expansion plans. “There are many restaurants in Malaysia that serve absolutely delicious food, but the business owners have unfortunately neglected the branding and positioning of their business,” added Bryant, bringing emphasis on the synergy that a good outlook design could provide.