

PROJECT French Kitsch III
TYPE cafe
LOCATION City Link, Mueang, Nakornratchasima, Thailand
OWNER Chanon Jeimsakultip x Anuchit Vongjon
SITE AREA 154 sq.wah
USED AREA 360 sq.m.
STATUS built (2023)

ARCHITECT + INTERIOR | TOUCH Architect

PRINCIPAL ARCHITECT | Setthakarn Yangderm / Parpis Leelaniramol

DESIGN TEAM | Pitchaya Tiyaipitsanupaisa / Tanita Panjawongroj / Thanunya Deeprasittikul / Matucha Kanpai

CIVIL ENGINEER | Chittinat Wongmaneeprateep

M&E ENGINEER | Yodchai kornsiriwipha x Isarapap Rattanabumrung

CONTRACTOR | Samma Construction

PHOTOGRAPHER | Metipat Prommamate x Anan Naruphantawat

Full Description

The main design concept of French Kitsch is developed by interpreting its name; 'French' and 'Kitsch'. Apart from being a specialized French patisserie, the owner's love for French bulldog also comes as brand identity, portraying a playful yet elegant image to the cafe. The design aims to enhance this image together with the concept of 'Kitsch', a form of art that appreciates imperfection through architecture elements and materials which refers from an imperfect shape of 'croissant'.

The French cathedral is taken as a primary reference to the design where rhythmic arches are developed. Instead of symmetrical arches, imperfect arches of different scales are used. The design started from a perfect rectangular mass which is made imperfect by carving out imperfect arches on the first level and inverted imperfect arches on the second level. On the first floor, these arches embrace visitors with their antique yet modern looks, creating shadow along the path and when light passes through the arched window, it creates reflection on the floor, similar to that of cathedral glass. The oversized imperfect arch also creates a continuous space from the counter to the second floor, highlighting the full-function counter, allowing it to be seen from both floors. On the second floor, voids are carved into the inverted curves, allowing sunlight to enter while act as shading device.

By using textured concrete, it strengthens the concept of perfection of imperfection where the wall is not completely smooth, but it reflects the authenticity of the material which can be beautiful by itself. Moreover, by using concrete as the main material, the furniture, decorations, and LED lights are made outstanding, emphasizing the imperfect arch curves within the tunnel space, creating a strong memorable image of the cafe.

Short Description

The design of the café, French Kitsch, is based on the brand identity that is clear and distinctive. This interpretation is derived from the words "French" and "Kitsch" which are translated into architectural patterns. It uses arch patterns with incomplete, curvaceous arches, which represent beauty imperfection. These arches draw inspiration from the graceful curves found in croissant, creates beautiful curves and textured surfaces into the architecture. This concept is seamlessly integrated into the analysis of the overall space utilization, environmental, context, and users experiences.