

Kali Coffee Roasters^(R) Mexico



Kali Coffee Roasters^(R) is a Mexican company established by cafetaleros (coffee producers). With over 30 years of experience in growing high-quality coffee in rural areas around Chiapas, Mexico, this premium coffee will enrich cups around the world.

Kali, which means home in the native language of Nahuatl, embodies the company's philosophy and beliefs. The culture's agricultural richness, and values have passed down through generations. This is why, the Kali Coffee Roasters^(R) family makes sure that every member in its group is well taken care of; by providing living, health and education programs.

When analyzing the context and the living conditions of this community, Concentrico stumbled upon their homes which are constructed with wood and dirt walls with handmade clay tiles on the ceiling to protect themselves from the rain.





Using this clay tiles as part of the interior design on the walls, not only conveys their ways of life, but also offers a unique and warm texture that will function as an ambiance trademark for the brand. Needless to say, this clay-piece arrangements and lattice have a very powerful impact on the eye; their curvature and material properties help absorb and deflect sound waves to help with the acoustics. When the light is set against the texture, it acquires depth and its curved shadows resemble coffee beans.









The coffee bar is located intentionally where every client can see it as it is the heart of the project. The open and industrial-like design promotes interactions between the customers and the staff which gives the baristas the perfect stage to share their talent.

Time is of the essence; this is why it played a very significant role in this concept. It got portrayed with the walnut wood used at the bar and booths.





Its grain resembles the grounds layers which document the passing of time. Reminding us of how long it takes to prepare a land to harvest. The rigorous time for planting, growing, picking, selecting, pulping the cherries, fermenting, drying, sorting, milling, grading, cupping, distributing, roasting, packaging, grinding, brewing and ultimately serving the perfect cup.





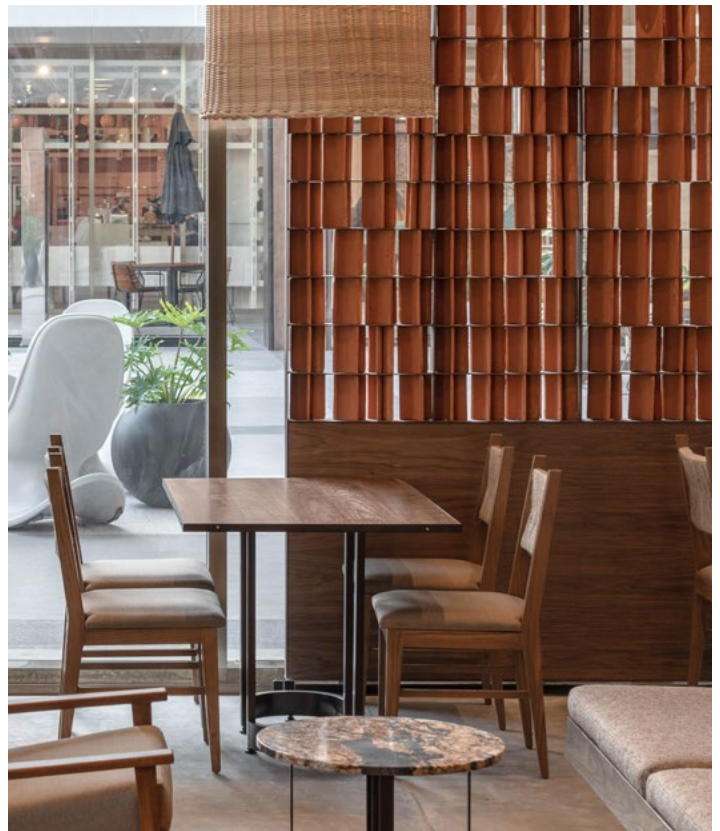




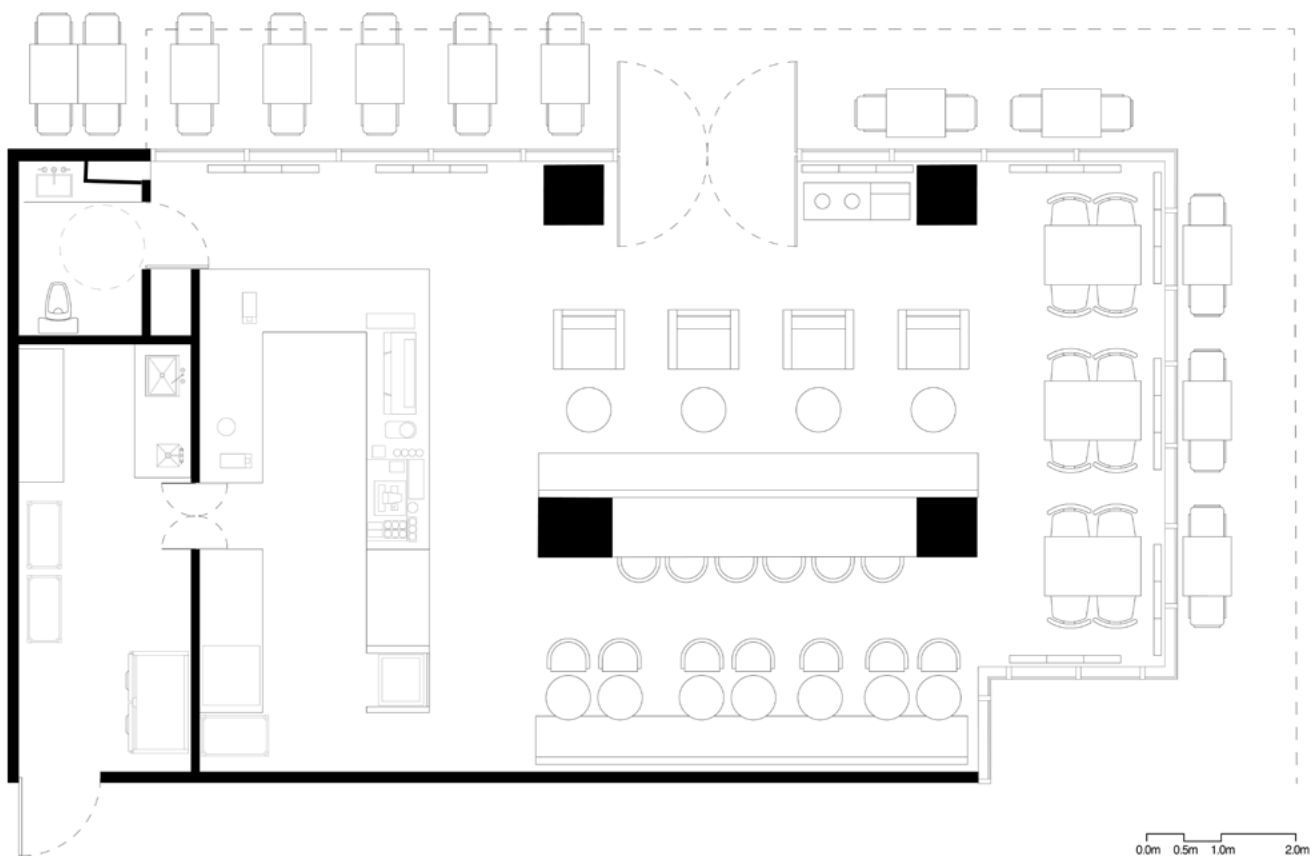


All of this is done sustainably by Finca La Fortaleza, where the coffee being harvested is certified by the Rainforest Alliance; which promotes biodiversity and natural resource conservation, effective planting and farm management systems, and improving the livelihood and well-being of every member of the community.





In homage to this detailed and impeccable process, all furniture, and light fixtures were custom-designed in collaboration with Ok Design Studio. This was done through a meticulous process of observing the materials, textiles and local designs and reinterpreting them into unique pieces.



"One cup at a time, this multi-sensorial encounter with coffee takes each customer to the Central Highlands of Chiapas Mexico to discover their culture, traditions and ways of living." – Alejandro Peña Villarreal



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