

جَزْنة
بَلاتوة

BF-COFFEE SHOP
GIZA PLATEAU

< FILE CODE: MS102024 >
REALIZED PUBLIC BUILDING



BF-COFFEE SHOP PROJECT SUMMARY

[GIZA PLATEAU]

The project reimagines the contemporary coffee experience through a design that celebrates **Egypt's timeless cultural identity** while embracing modern interaction and sustainability. Drawing inspiration from ancient symbolism and local craftsmanship, the architects created a space that **blends narrative, materiality, and sensory engagement** into one immersive environment.

The design introduces sculptural forms derived from Pharaonic motifs, interpreted through soft curves, tactile surfaces, and a warm, minimal palette. **Each element communicates a story** — from the landmark canopies that echo historical symbols of **protection and power**, to interior details that evoke ritual, comfort, and continuity.

Digital layers enhance the storytelling aspect through augmented-reality features and interactive QR installations that **reveal hidden tales and meanings within the space**. Sustainable design principles are embedded throughout the experience, including recycled materials and awareness-driven features that engage visitors in mindful participation.

Ultimately, the project transforms a simple coffee destination into a **cultural and emotional journey** — one that connects people to history, craftsmanship, and the **evolving spirit of modern Egypt**.



INTERACTIVE WALL OF HIEROGLYPHS

A contemporary interpretation of ancient Egyptian symbols reimagined as interactive wall features. Each element reveals a hidden layer of history and meaning, blending culture with modern design through subtle material contrasts and refined detailing.



Light plays a crucial narrative role: warm indirect illumination highlights tactile surfaces and creates subtle contrasts between shadow and reflection, guiding visitors intuitively through the experience.

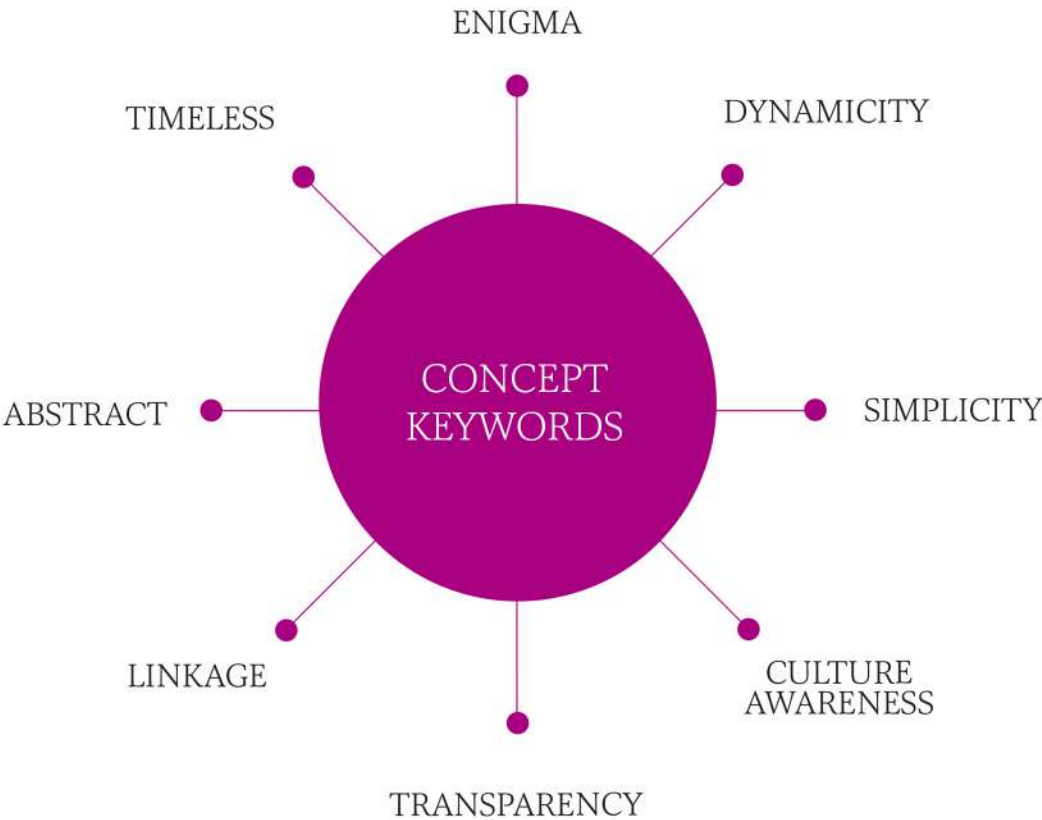
Materiality blends authenticity with innovation: textured stone, polished terrazzo, brushed metal, and locally crafted elements merge to express continuity between past and present.

BF-COFFEE SHOP DESIGN NARRATIVE

[CONCEPT & VISION]

The project's core concept centers on the dialogue between heritage and modernity, translating Egypt's deep cultural roots into a contemporary architectural and sensory experience. The design explores how ancient symbols, materials, and stories can be reinterpreted through modern spatial language to create a space that feels both timeless and forward-looking.

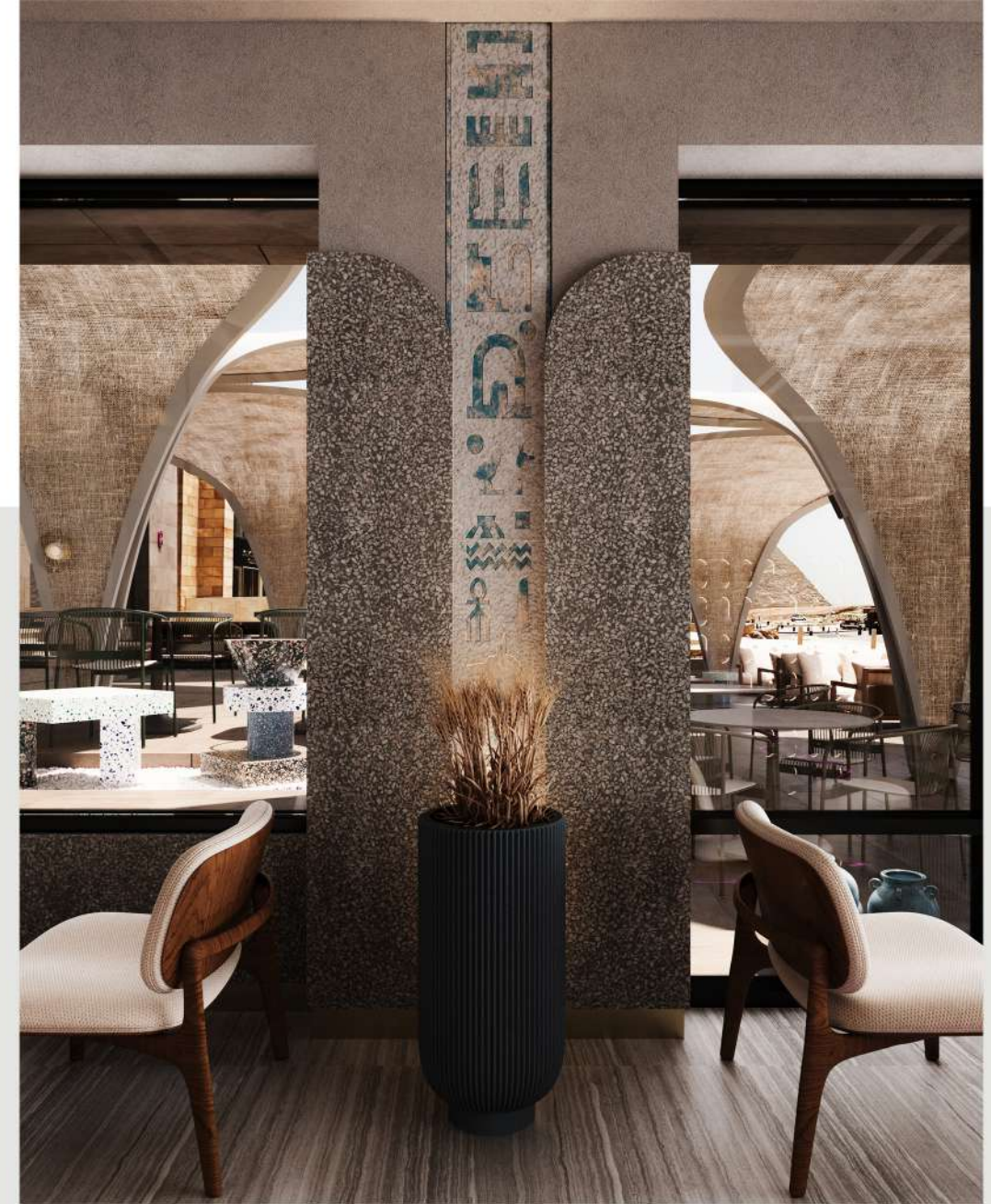
Spatially, the interior unfolds as a journey of discovery — a sequence of zones connected through fluid forms, layered textures, and curated light. Each space is designed to evoke emotion and curiosity, where soft curves and sculptural transitions echo ancient hieroglyphic gestures and natural desert formations.



BF-COFFEE SHOP DESIGN NARRATIVE

[INNOVATION]

Innovation in this project lies in its ability to merge cultural storytelling with contemporary user experience, transforming a coffee space into an educational and interactive destination. The design introduces a new typology of cultural hospitality, where architecture, technology, and heritage coexist to create engagement beyond the act of dining.



Through a series of interactive design elements, visitors are encouraged to uncover stories embedded within the walls and materials — from hieroglyphic puzzles to responsive surfaces that integrate digital layers through augmented-reality applications. This fusion of history and technology redefines how users perceive cultural spaces, making every visit an act of discovery rather than routine.



Spatial flexibility was also key to the innovation approach. Modular seating, adaptive shading structures, and multi-purpose elements allow the space to transition fluidly between day and night use, enhancing longevity and efficiency.

Ultimately, the project stands as an **experimental model** of how design can connect cultural awareness, environmental consciousness, and human interaction — **creating a meaningful, future-oriented hospitality experience.**

BF-COFFEE SHOP DESIGN NARRATIVE

[INNOVATION]

From a sustainability standpoint, the project integrates recycled materials and **promotes environmental awareness through creative, user-interactive recycling systems.** These encourage guests to participate in the recycling process, transforming sustainability into an **experiential and educational act** rather than a hidden technical feature.



OUTDOOR TERRACE VIEW

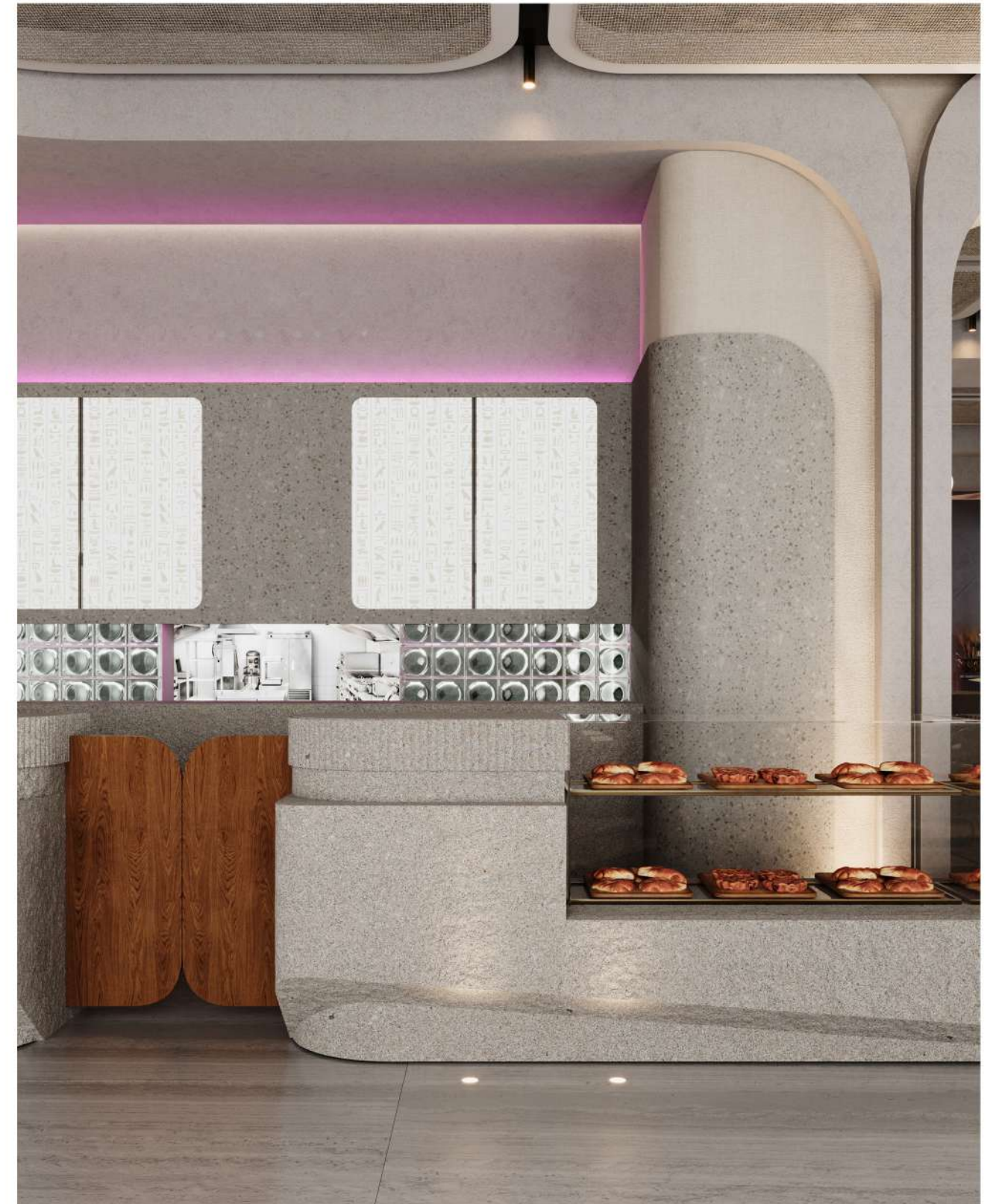
The exterior showcases a seamless integration of architecture and landscape, where sculptural canopy structures rise organically from the stone platform to provide shade and visual identity. Their fluid, petal-like forms contrast the rectilinear geometry of the building, creating a dynamic interplay between softness and solidity.





MAIN COUNTER AREA

The central counter features soft, curved forms and textured stone surfaces that evoke crafted simplicity. Subtle magenta lighting adds a modern accent, while the interactive wall on the side connects guests to cultural storytelling through embedded symbols and refined detailing.





GRAB YOUR CUP OF AMBITION. GET OUT THERE AND CHANGE THE WORLD.



ATMOSPHERE THAT BALANCES FUNCTIONALITY WITH REFINED COMFORT





INTERIOR LOUNGE VIEW

The space opens visually toward the terrace, highlighting the dialogue between interior softness and exterior sculptural forms. Natural light enhances the neutral palette, while warm wood accents and textured materials create a balanced atmosphere of comfort, refinement, and cultural continuity.

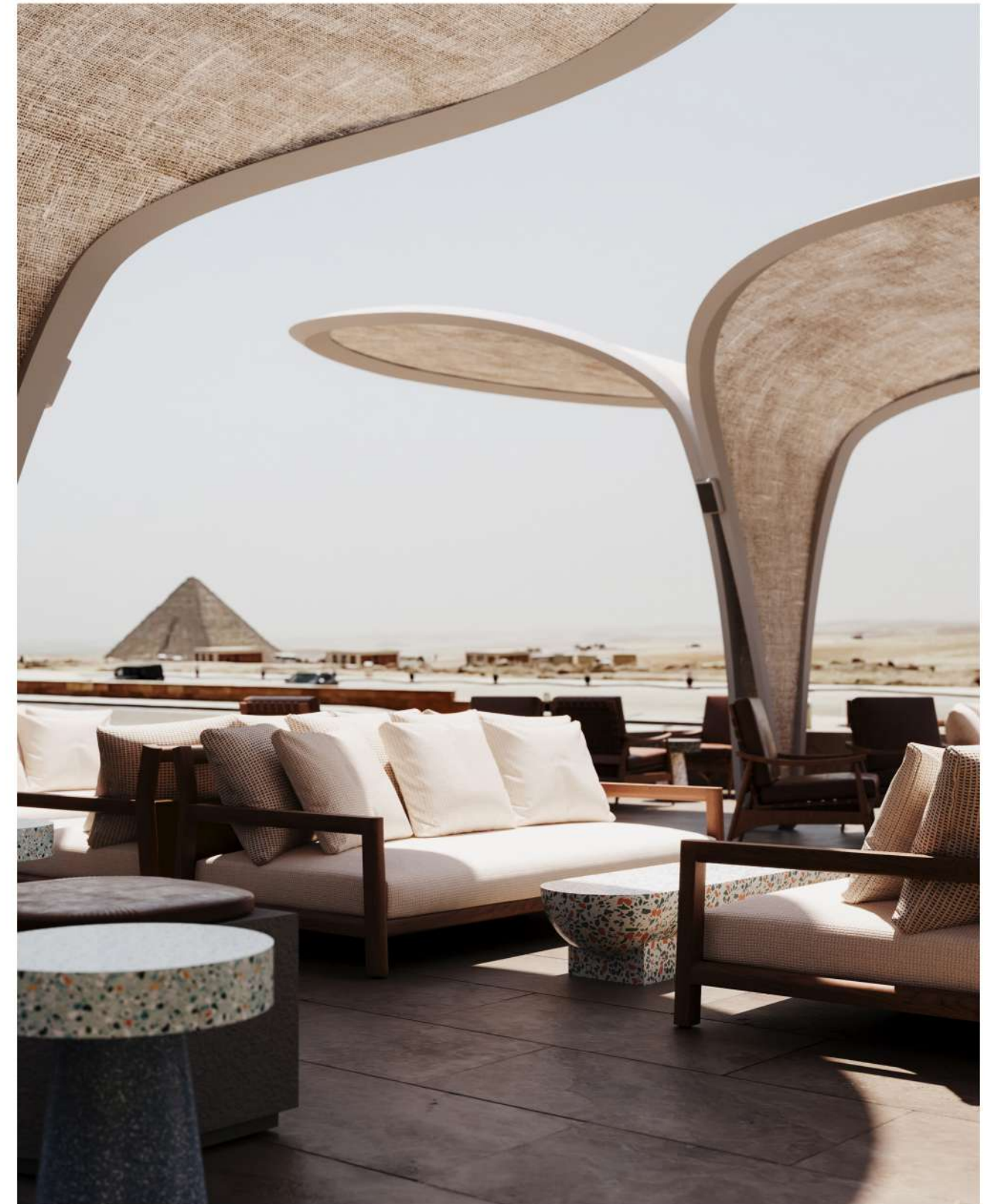






ENTRY TRANSITION



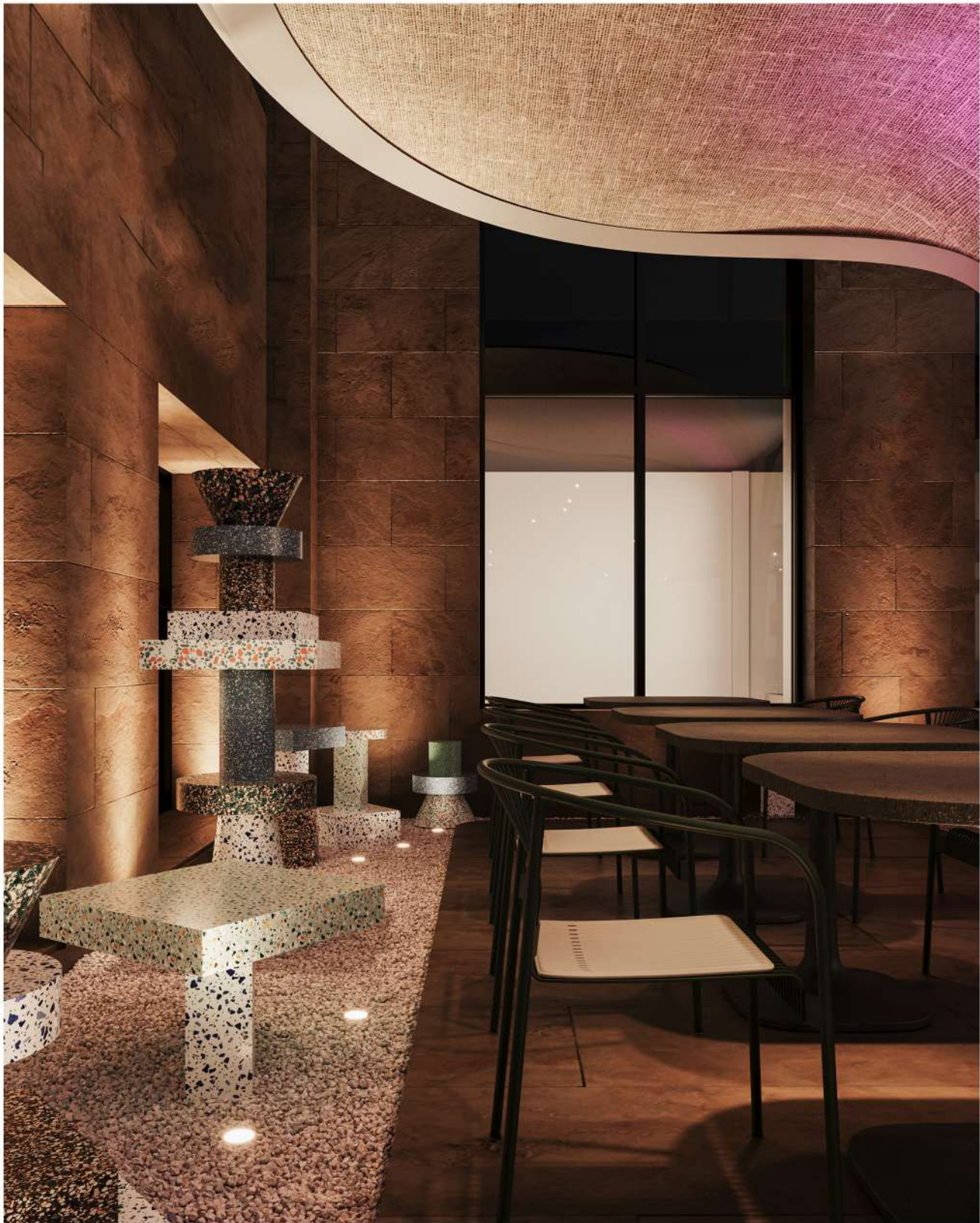


INTEGRATION BETWEEN THE PYRAMIDS AND THE CANOPIES



NIGHT TERRACE VIEW

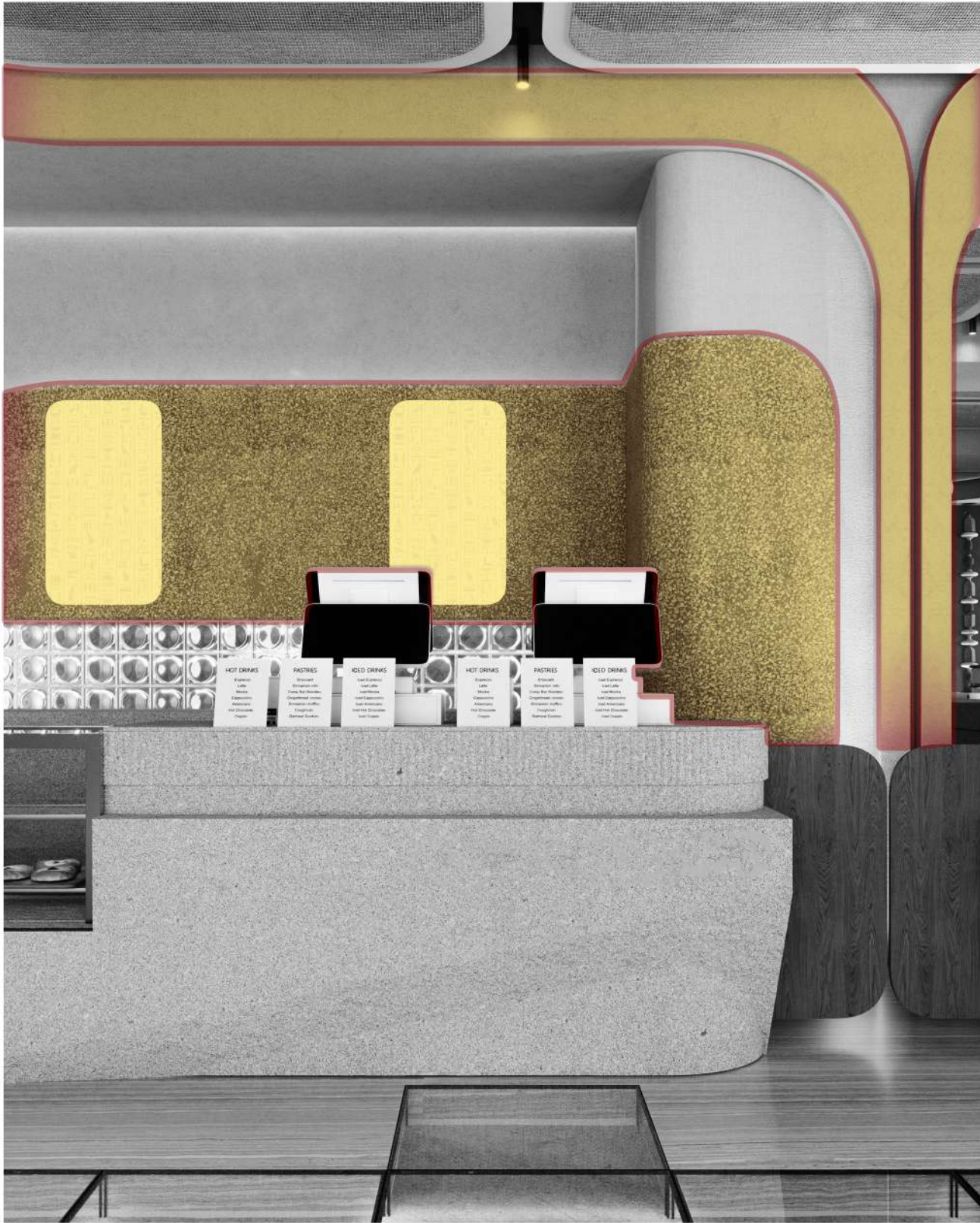
The terrace transforms at night through dynamic lighting that highlights the sculptural canopies in soft magenta tones. The interplay of warm stone, ambient glow, and fluid forms creates an immersive atmosphere — blending architectural elegance with a sense of serenity and contemporary drama.



ART INSTALLATION DETAIL



EVENING TERRACE AMBIENCE



IDEAS' BIRTH

[KEY ELEMENTS]

An ancient goddess who became the most popular and enduring of all Egyptians, known goddess of healing and magic, like  which has the same features through its design place which brings comfort as well as immersive and unique feelings after a magic and memorable experience.

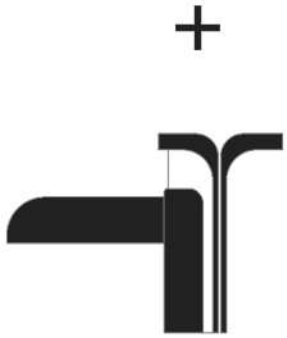


ISIS

Refers to Pharaohs who used it first and continued to be an integral vital component used in our daily lives. Its enduring presence refers to life and timelessness, same as  which started its project with bakeries as a main component in our breakfasts.



WHEAT



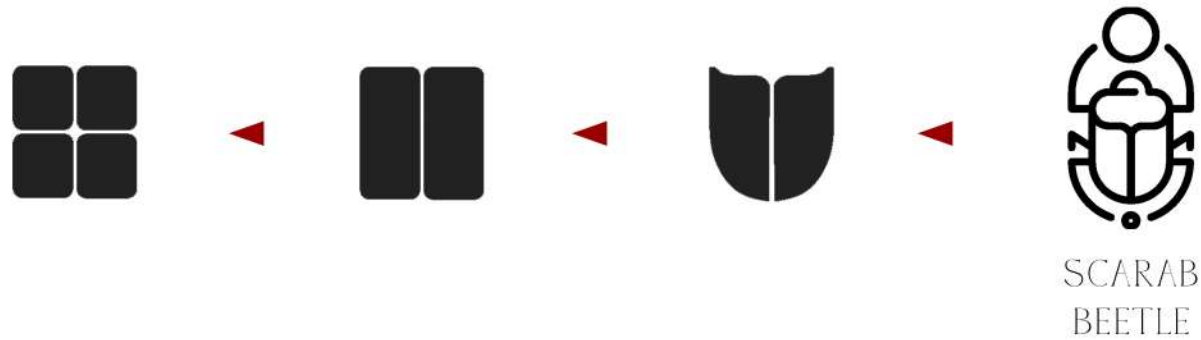


BARISTA BAR ZONE

IDEAS' BIRTH

[KEY ELEMENTS]

An ancient model connected with the sun god Khepri, and a symbol refers to rebirth, regeneration and protection, as which brings history back to life through a contemporary design and a virtual world full of secrets.



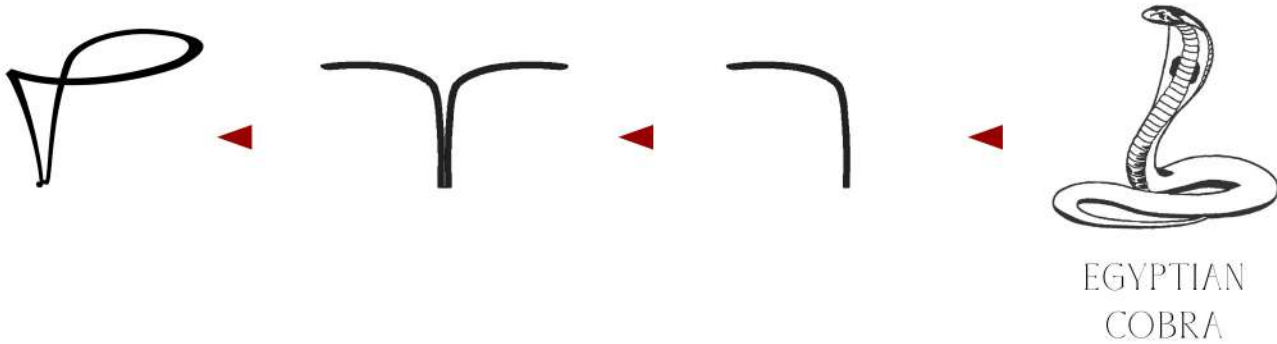


IDEAS' BIRTH

[KEY ELEMENTS]

Used in ancient Egypt to refer to royalty, power and divine authority.

As  got inspired from the symbol and reflected it in the outdoor space as a powerful brand which brings the different culture together through different outdoor zones.



LAYOUT PLAN

[GIZA PLATEAU]

170 sqm
INDOOR AREA

370 sqm
OUTDOOR AREA

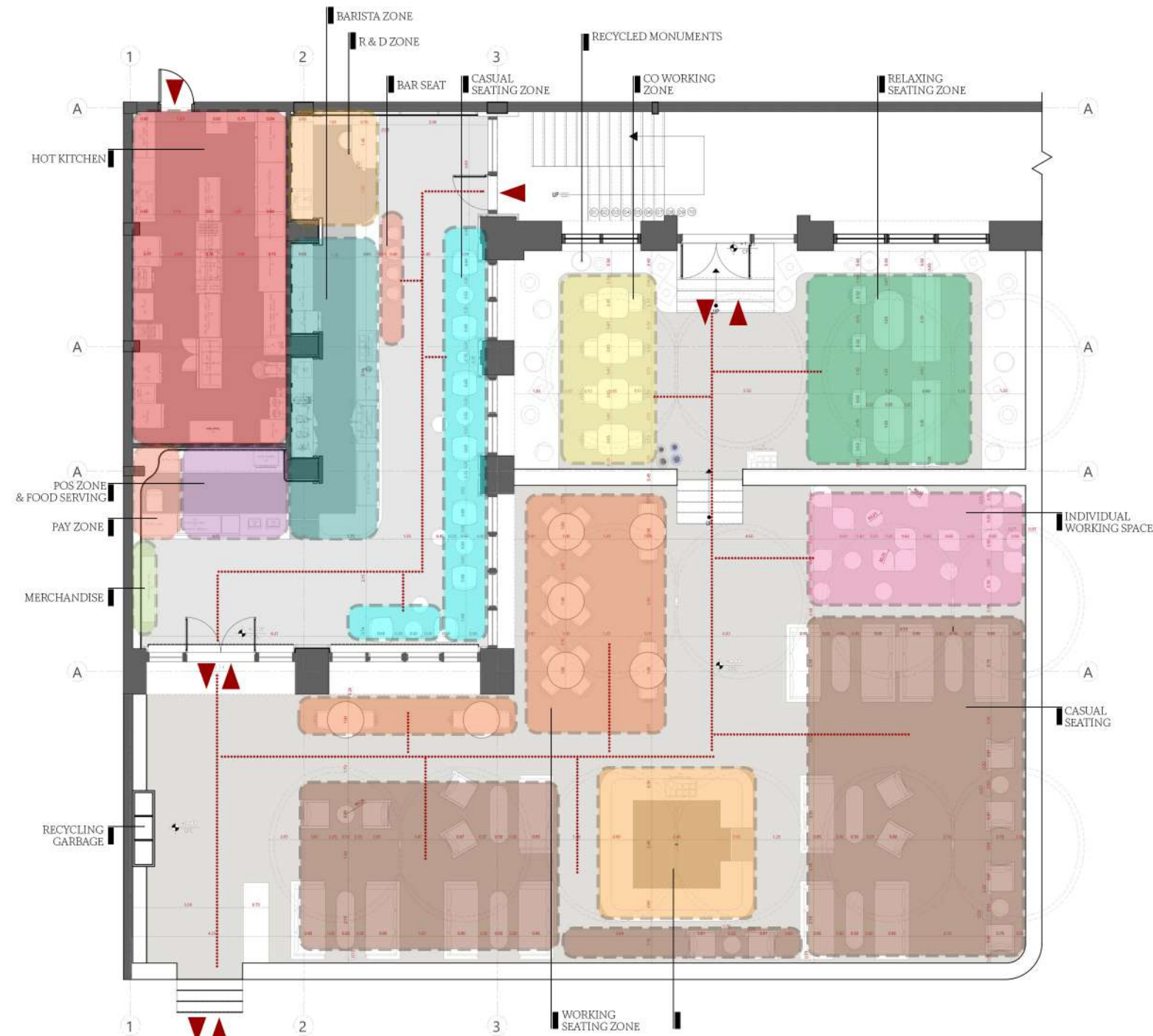


ZONING LAYOUT

[GIZA PLATEAU]

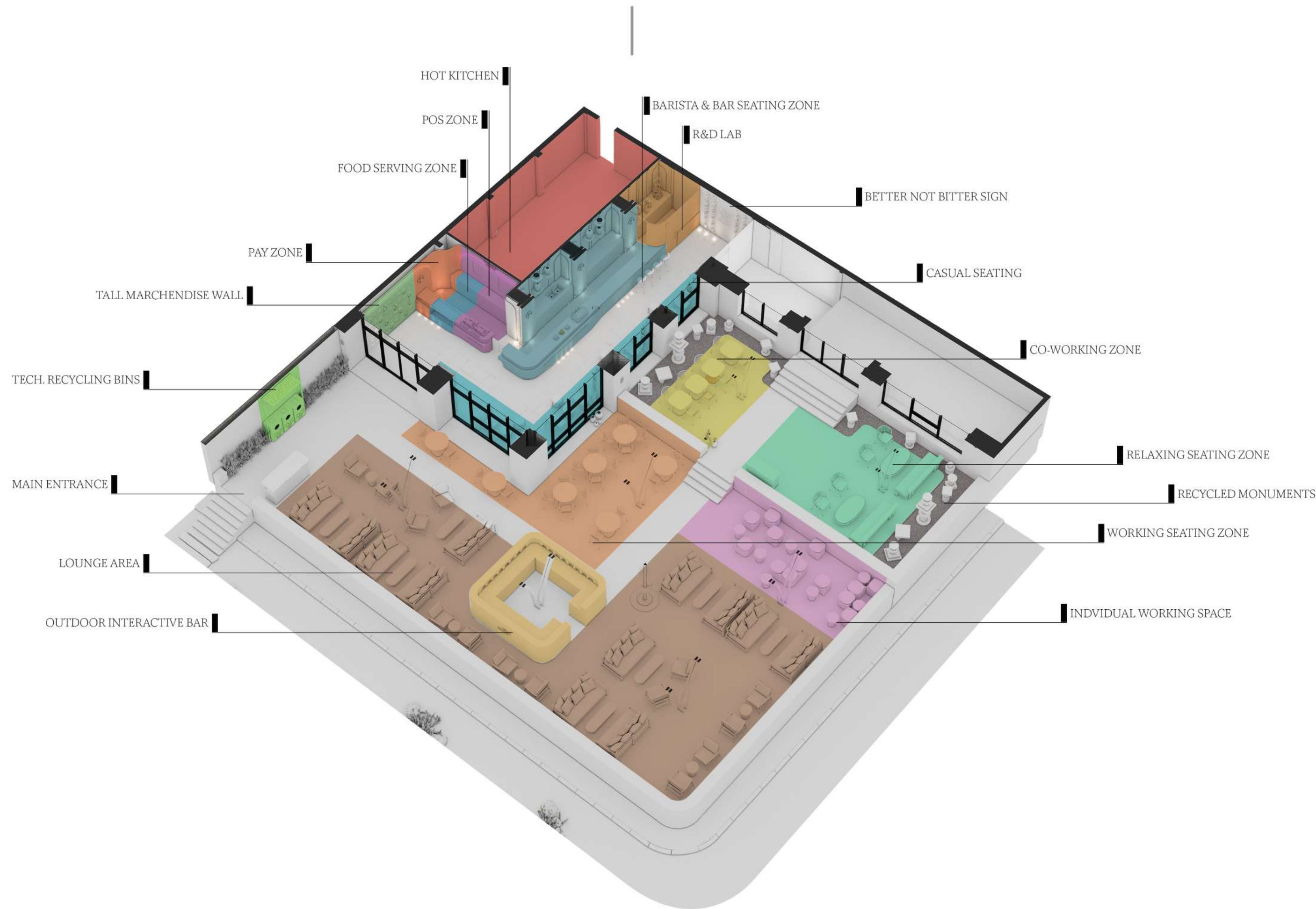
170 sqm
INDOOR AREA

370 sqm
OUTDOOR AREA



LAYOUT DIAGRAM

[GIZA PLATEAU]





White wood frame to be painted of color code (Sea salt RY-0192) (Jazeera Paints)



Special effect paint on MDF.



Glass bricks of 8mm thick of mint green color

Black painted ceiling of color code (Ocean Depth BL-0418), Matt finish (Jazeera Paints)



Gypsum board to be painted with special effect of color code (Soft Beige OW-1002) (Jazeera Paints)



Burlap fabric to be fixed on MDF panel

Beech wood counter to be painted with special effects of color code (Barley RY-0152) (Jazeera Paints)

Gypsum board to be painted with special effect of color code (Soft Beige OW-1002) (Jazeera Paints)



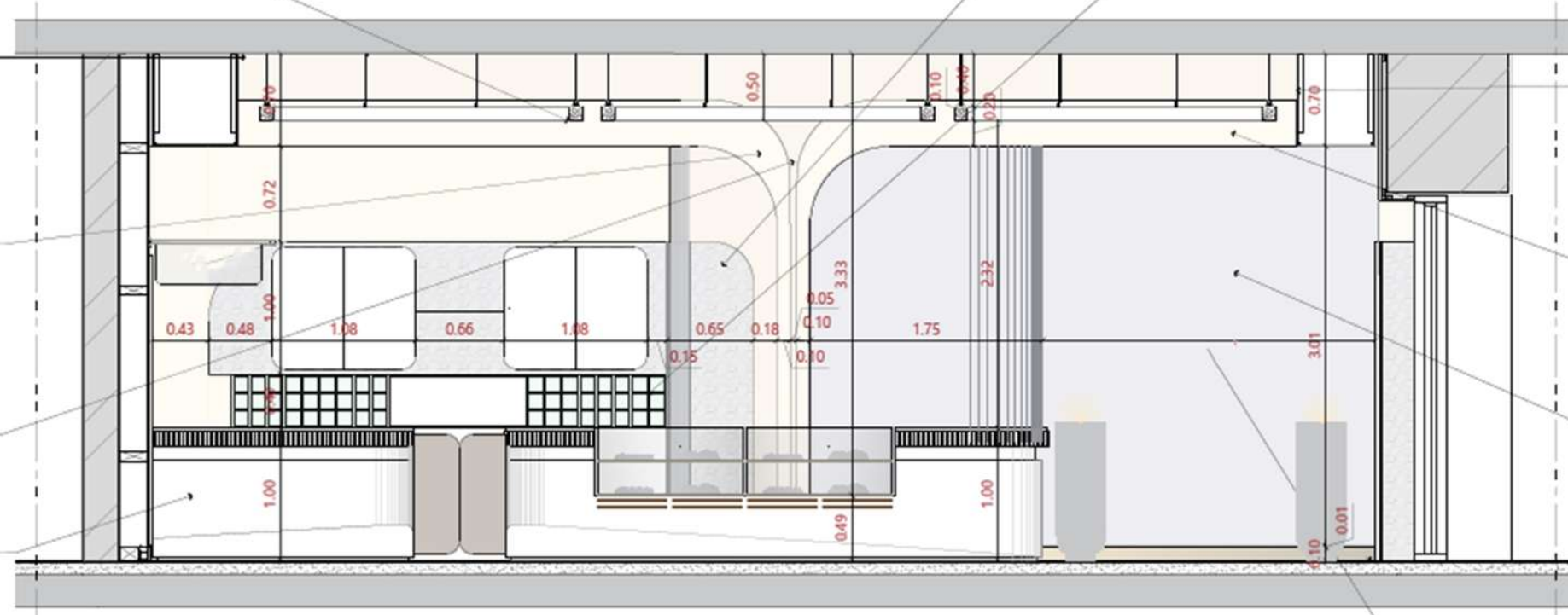
Burlap fabric to be tensiled and fixed within the wood frame using the frame fixation

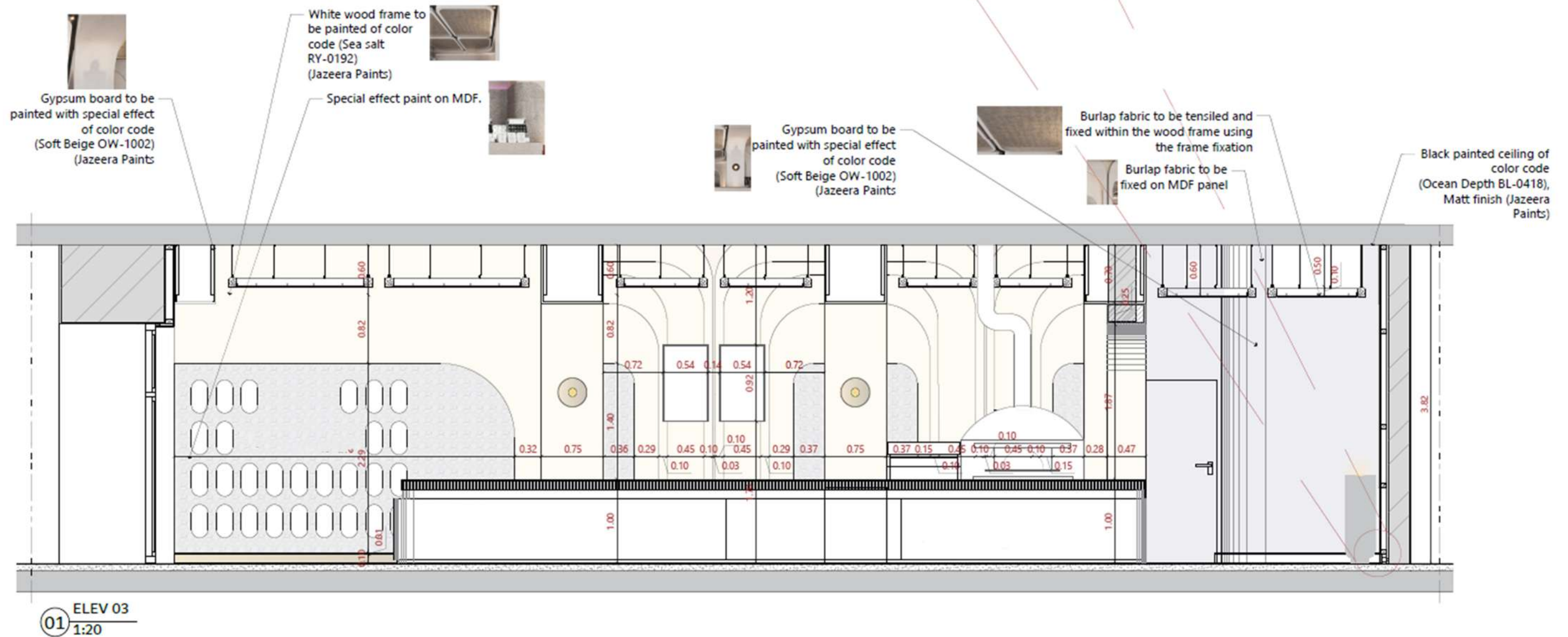
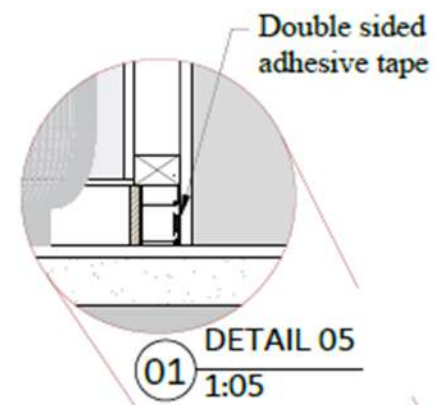


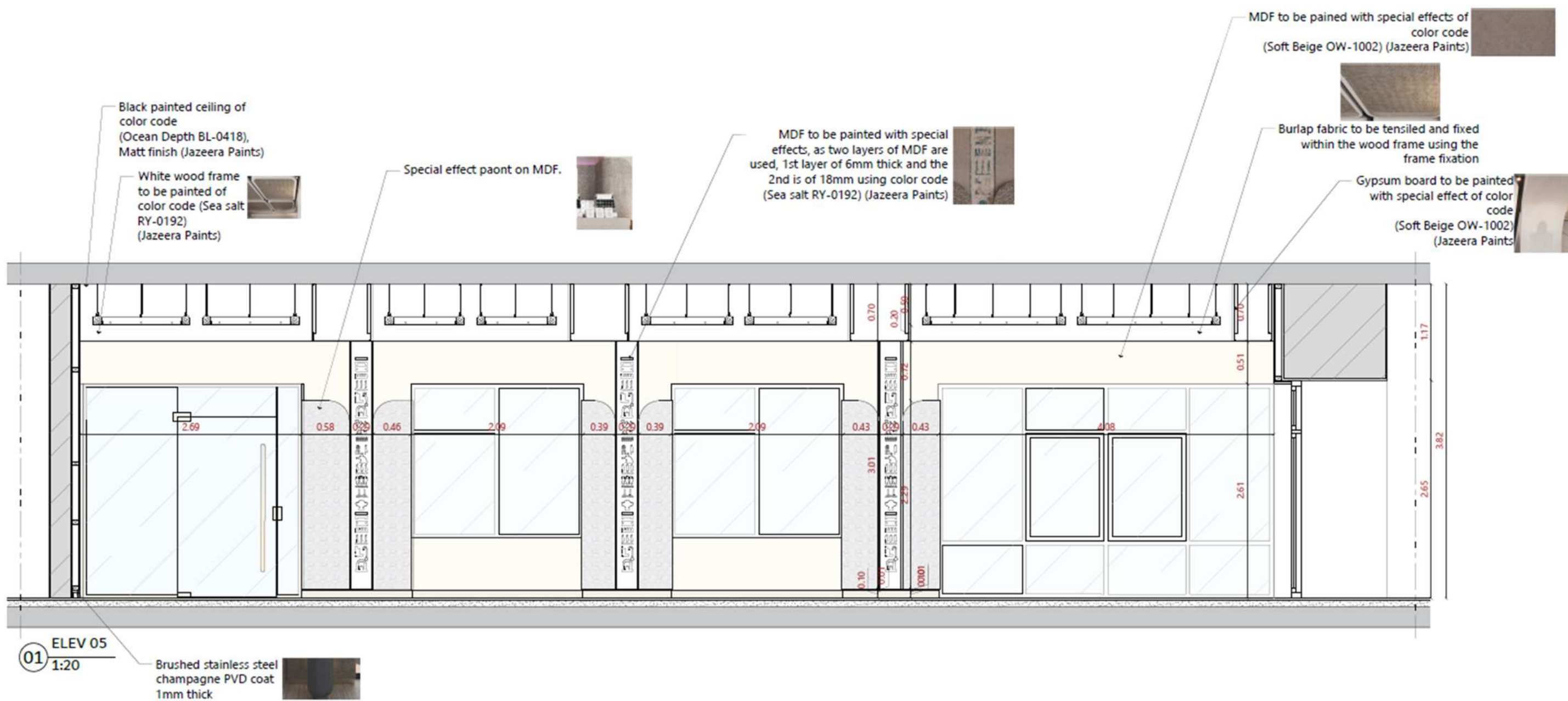
MDF is used to be painted with special effects using the color code (Thunderstorm BL-0456) (Jazeera Paints)

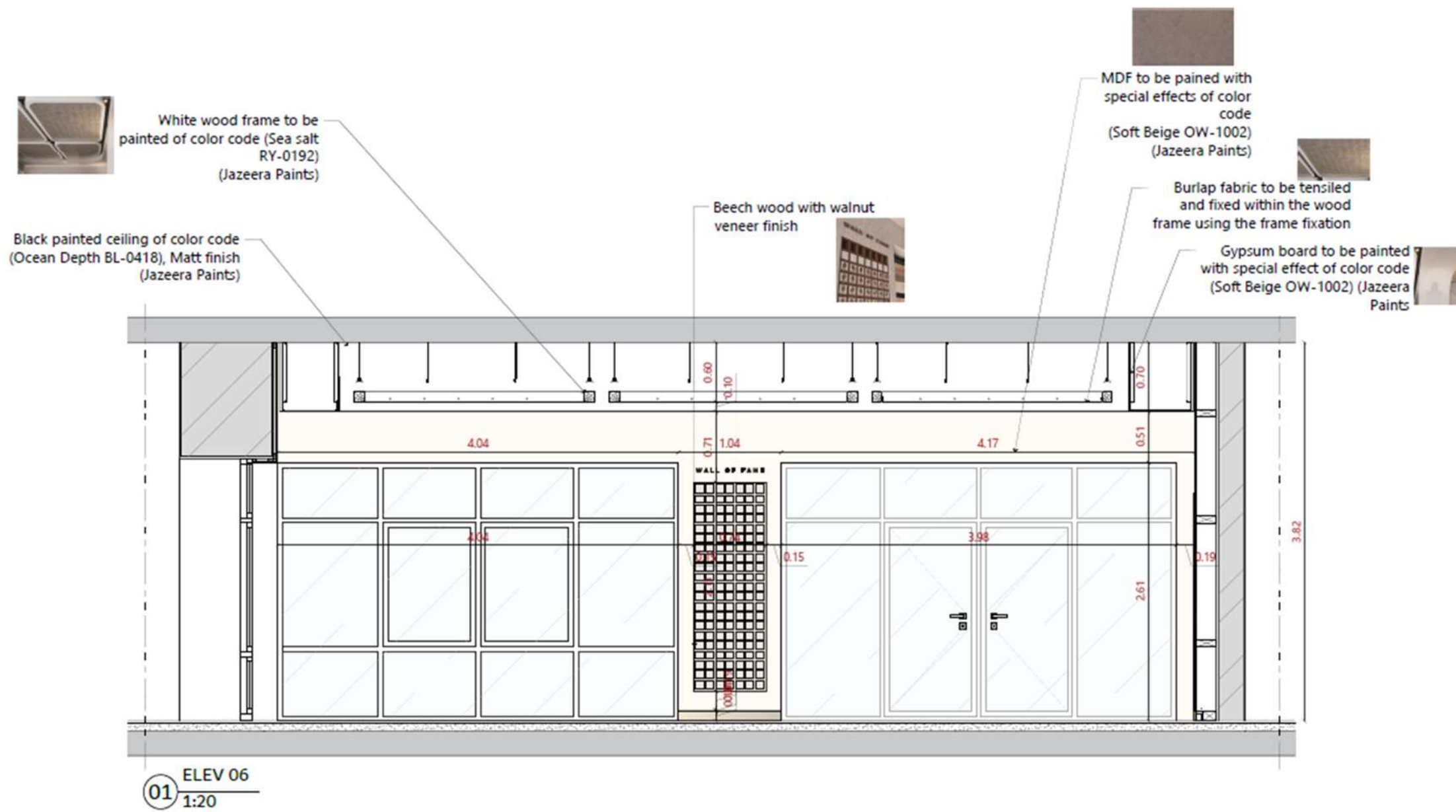
A glass tube material englightened with a neon of magenta color

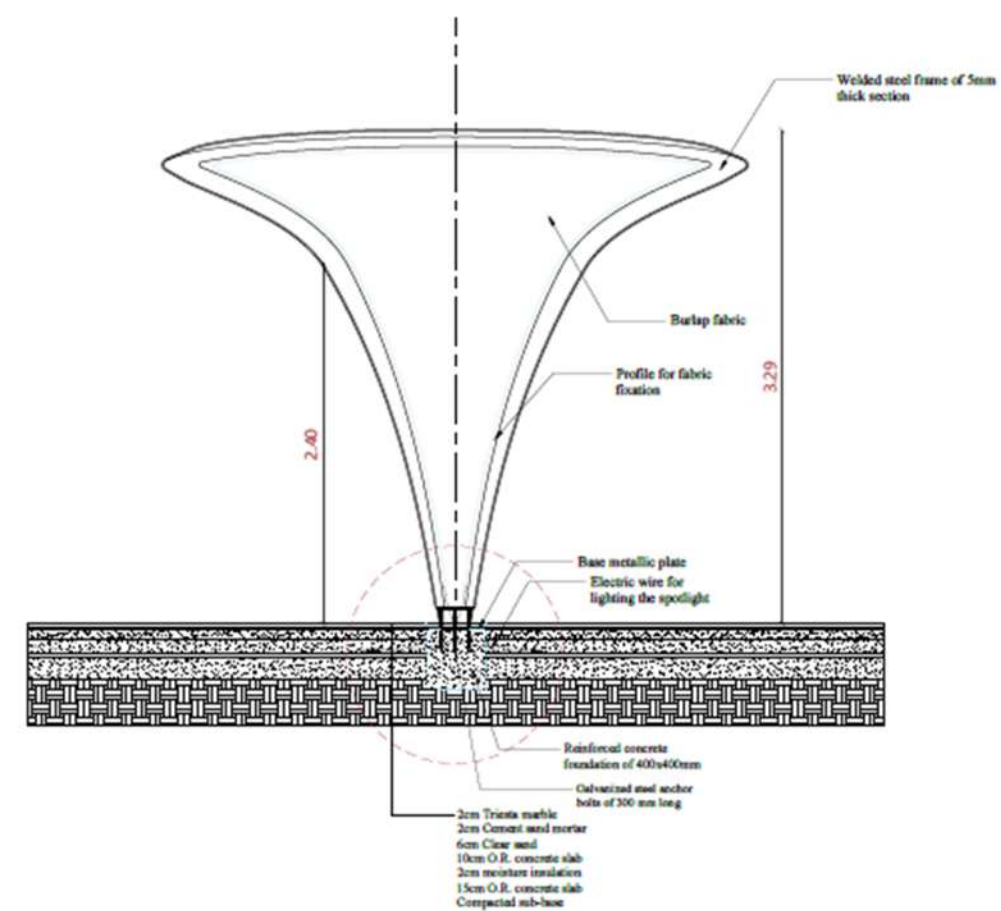
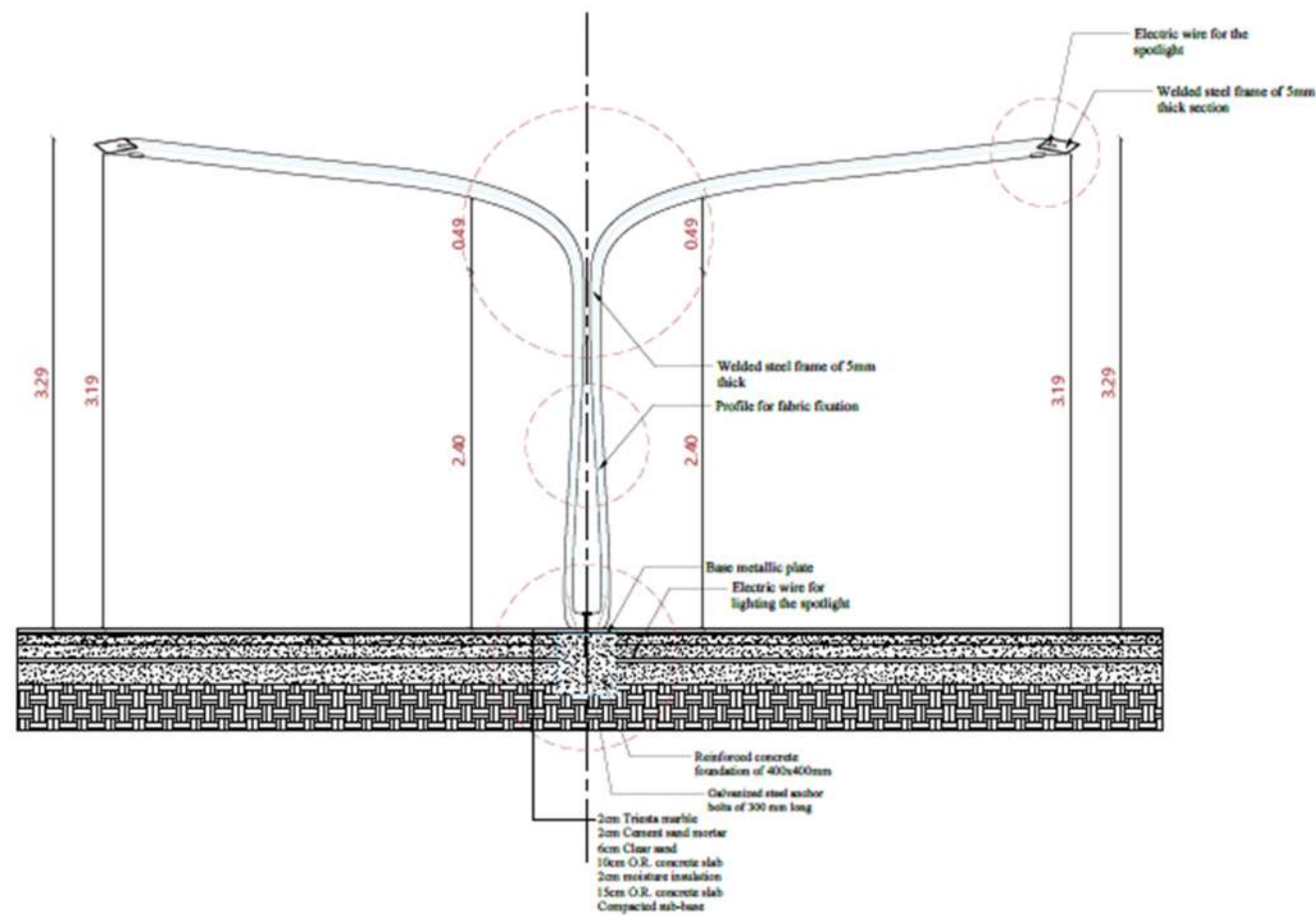
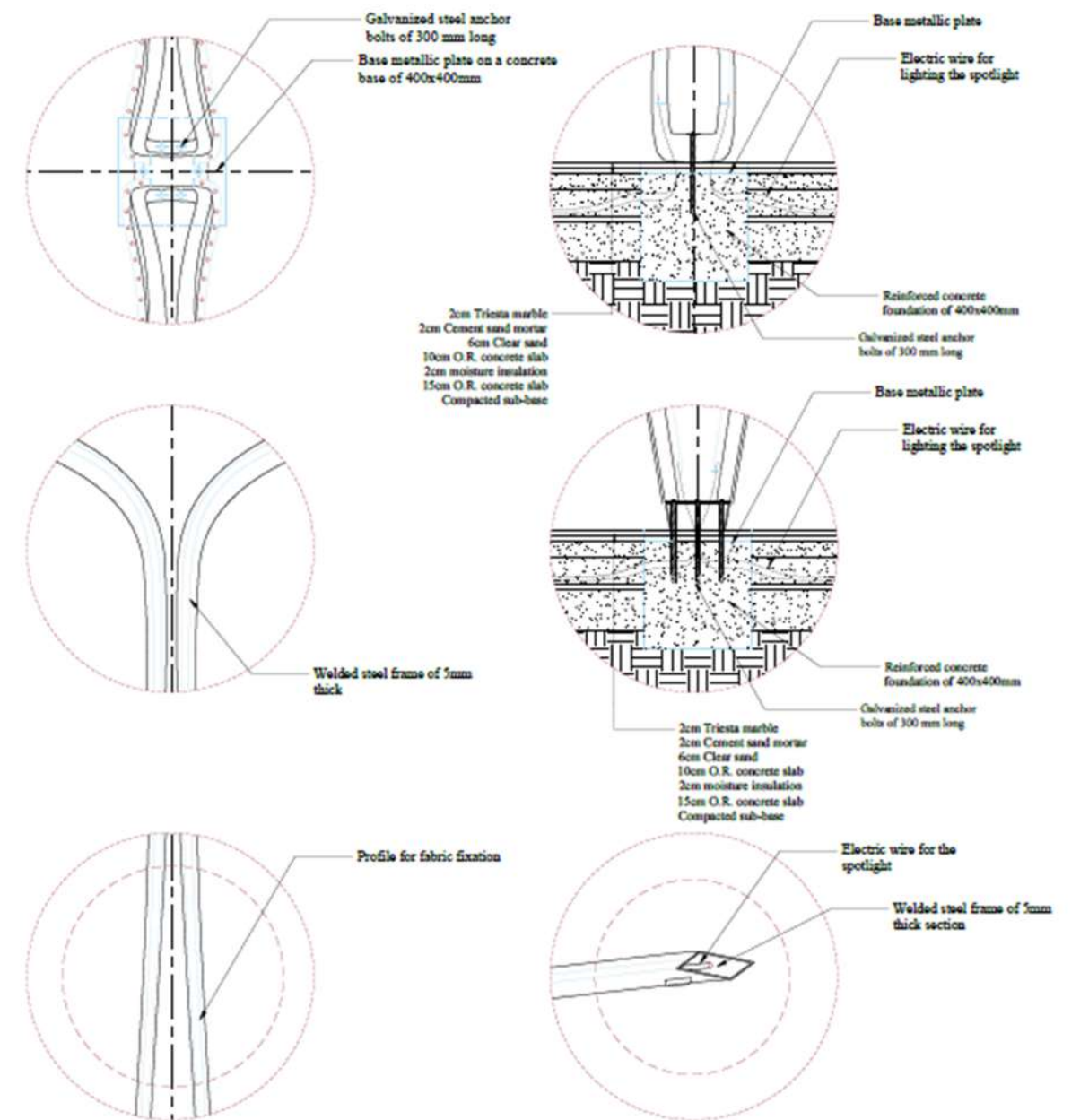
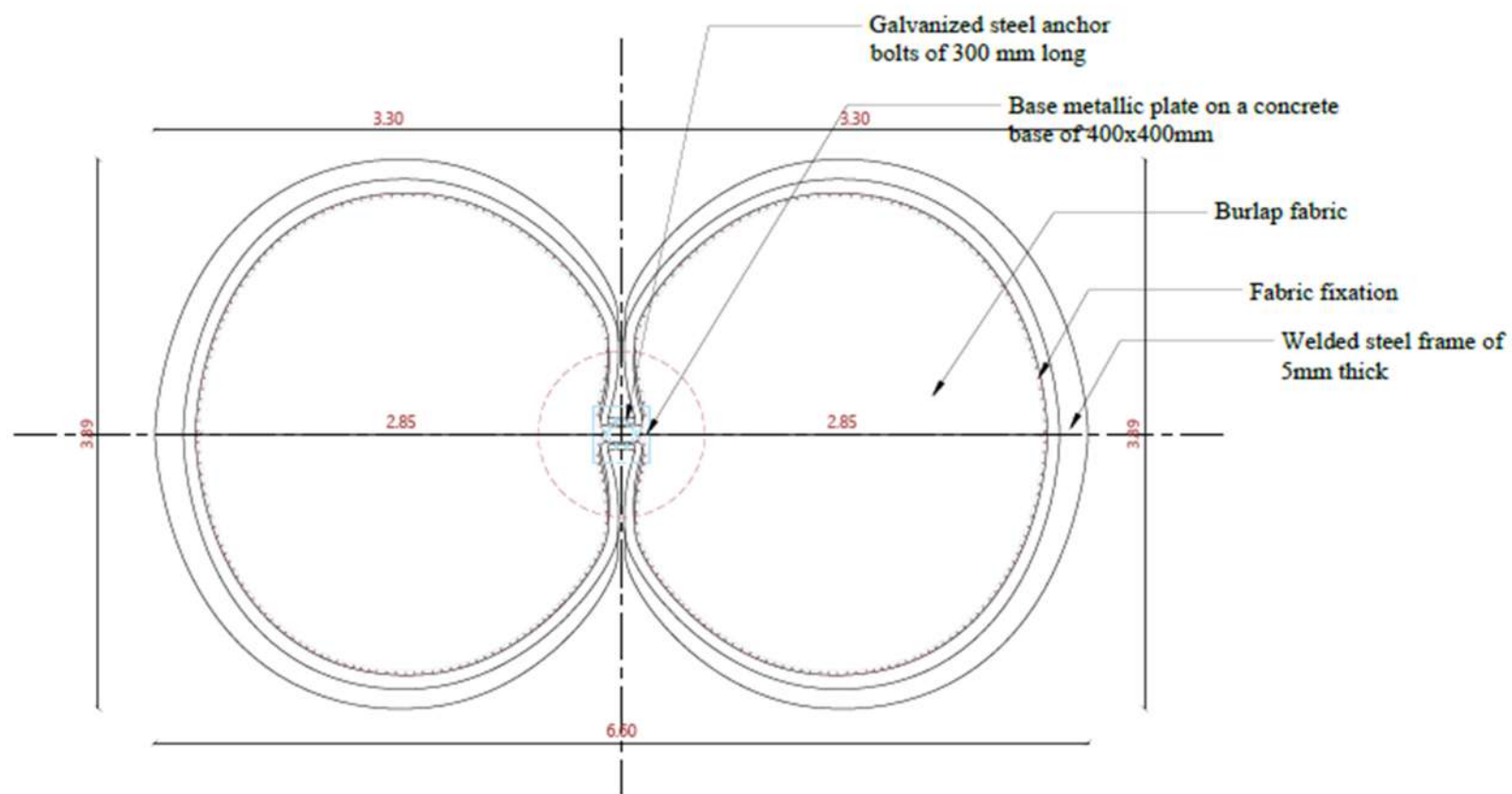
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BF-COFFEE SHOP MATERIALS & MOOD

[GIZA PLATEAU]

The material palette is driven by **authenticity, tactility, and harmony with the surrounding desert landscape**. Locally sourced limestone forms the architectural envelope, grounding the project in its natural context while **creating a visual dialogue with the earth-toned environment**. Inside, terrazzo, brushed metal, and textured plaster add depth and contrast — merging handcrafted tradition with contemporary precision. The **subtle interplay between rough and refined surfaces** highlights the project's narrative of continuity between past and present.



BF-COFFEE SHOP

TECHNICAL INFORMATION

[GIZA PLATEAU]

PROJECT TYPE
PUBLIC BUILDING

AREA
540m²

DESIGN COMPLETION DATE
OCT. 2025

CURRENT STATUS
UNDER CONSTRUCTION

CREDITS & ACKNOWLEDGMENT

[GIZA PLATEAU]

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