



Brewing Bold Brands:

Block 1 Designs Coffee Experiences that Captivate the UK

Beyond Beans & Brews:

DESIGNING DESTINATIONS THAT AWAKEN THE SENSES



Block 1: Design doesn't simply design interiors; we craft immersive coffee experiences that awaken the senses and connect communities.

Our expertise in multi-site and franchise projects translates to a keen understanding of the UK coffee landscape, its complexities, and its boundless potential.



Steaming Hot Competition:

NAVIGATING THE UK CAFÉ LANDSCAPE



COMPETING IN A SATURATED MARKET:

Differentiating brands amidst independent shops and large chains.

ATTRACTING AND RETAINING DIVERSE CUSTOMERS:

Catering to evolving preferences for atmosphere, workspaces, and community.

NAVIGATING OPERATIONAL CONSTRAINTS:

Optimising space and workflow for both dine-in and takeaway while maintaining coffee quality.

EMBRACING SUSTAINABILITY:

Balancing eco-friendly practices with a premium coffee experience.

54% of UK consumers choose a coffee shop based on its atmosphere and design



Block 1: Design partners with café owners who envision their space as a vibrant hub where loyalty brews and brands flourish. Whether you're a local gem crafting artisanal blends or a burgeoning chain seeking consistency across locations, Block 1: Design brings your coffee vision to life with precision, passion, and an unwavering commitment to success.



District

PARSON'S GREEN, LONDON / UK

AFTER COMPLETING WHERE'S FRED'S FOR THE OWNER CHELSEA LAST YEAR, WE WERE TASKED WITH UPDATING DISTRICT PARSON'S GREEN TO BRING IT IN LINE WITH THE REST OF THE COFFEE SHOPS IN THE GROUP.

We designed a new hardwood shop front entering the store which created a warmer look to the store as well as improving flow and accessibility.

Services delivered by Block 1:

Design on this project:

- Full drawing pack
- Implementation of project
- Design production support
- Landlord packs
- Planning applications
- Concept and visualisation
- FF&E design

The Block 1 Approach:

WHY HIRE BLOCK:1 DESIGN?

- We stay away from clichés and we blend your unique brand identity with modern elements, crafting original experiences.
- We analyse customer behaviour and menu preferences, then weave those insights into every design detail, from seating arrangements to lighting, ensuring your brand resonates with every customer.
- Our kitchen layouts are performance-optimized, maximising profitability without sacrificing the food making expertise.
- We offer scalable success with design consistency. We design experiences that translate flawlessly across locations.
- We handle everything, from initial concept to final construction, ensuring a smooth and delicious design journey.



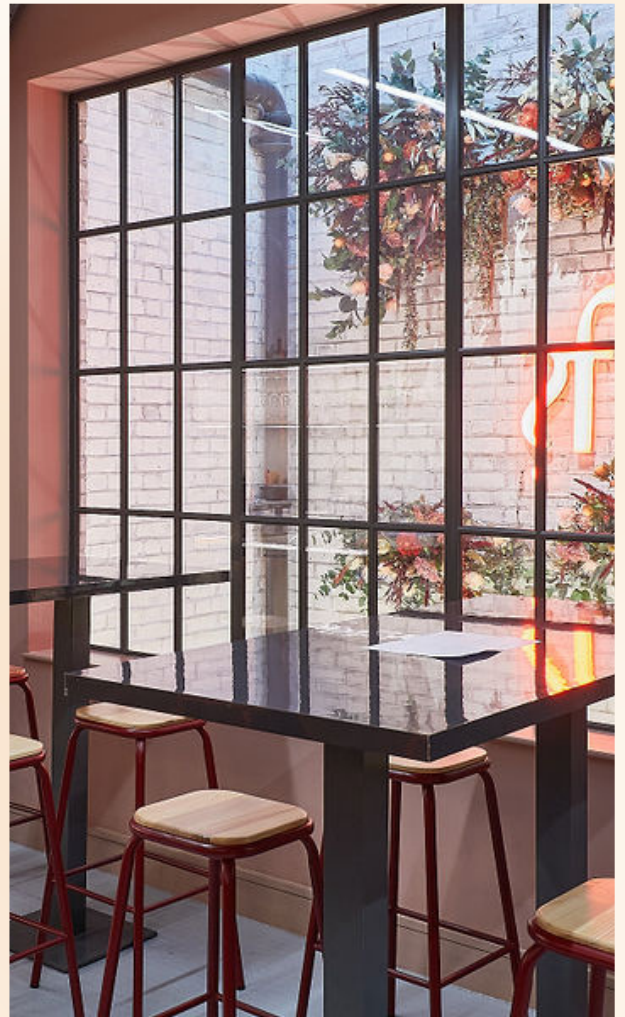
Project Case Study:

WHERE'S FRED'S / LONDON

The Brief: To design a day-to-night café and wine bar.

Our Solution: Working closely with the client, we chose a minimal and contemporary colour palette to contrast against the historic fabric of the building. The clean stainless steel lines of the serving counters sit perfectly against the original brick walls and beautiful oak windows.

The use of light is key to the success of this design. The use of zoning and concealed lighting helps the space transition from light filled busy café to warm and welcoming nighttime wine bar. At night, the neon sign creates drama and adds to the atmosphere.



Project Case Study:

26 GRAINS, NEAL'S YARD / LONDON

The Brief: To create a contemporary space with Nordic influences

Our Solution: 26 Grains sits within the dynamic community of Neal's Yard in the heart of Covent Garden, central London. The Cool Nordic concept reflects the 26 Grains ethos of delivering wholesome grain based dishes. The stripped back palette of natural woods, clean marble and rough rendered walls and counters is the perfect setting for the Scandinavian inspired dishes.

The flexible space with bi-folding doors brings the restaurant out into the centre of Neal's Yard.

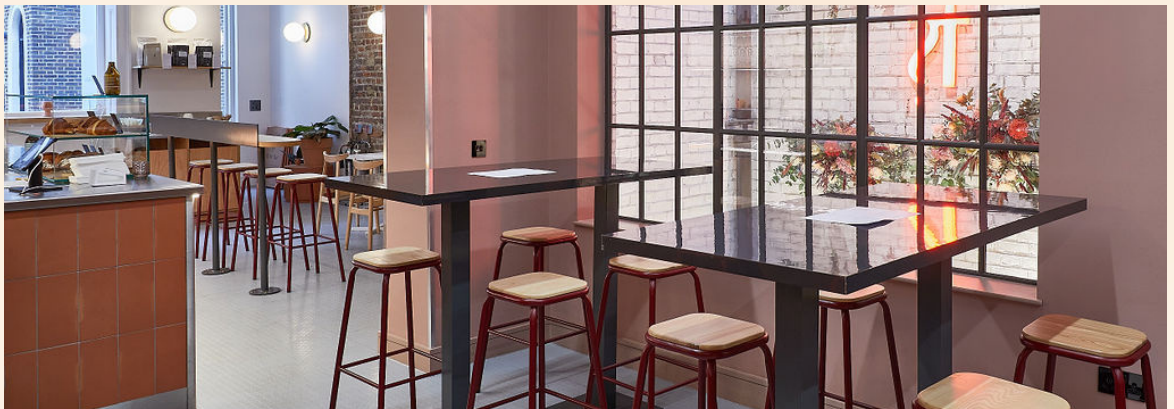


The Numbers:

THEY DON'T LIE

Beyond aesthetics, good interior design demonstrably impacts restaurant footfall. Studies reveal a clear correlation between well-designed spaces and increased customer engagement, leading to a boost in business. Here's the proof:

- A 2022 Restaurant Design Trends Report by Allegra Strategies found that 72% of diners believe a restaurant's design influences their decision to return. ([Allegra Strategies – Coffee, Foodservice & Hospitality](#))
- A 2021 study by Cornell University's Center for Hospitality Research showed that restaurants with unique and memorable design elements saw a 15% increase in customer loyalty and a 10% boost in revenue. ([Restaurant Profitability Management: The Evolution of Restaurant Revenue Management \(cornell.edu\)](#))
- Another research paper published in the Journal of Retail & Leisure Property found that well-designed restaurants enjoyed a 20% increase in footfall compared to their less-inspired counterparts. ([The effect of brand experiences and relational benefits on loyalty in the fast-food restaurants | Emerald Insight](#))



Block 1 knows the power of design-driven impact. We translate data-backed insights into strategic design solutions that entice customers, enhance brand perception, and ultimately, drive footfall and profits for your coffeeshop.

Contact Us



Ready to brew success?

Let's talk about the design!

Contact us for a free consultation and discover how Block 1: Design can craft your brand's ultimate story.

CONTACT INFO

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