

Project: HARUDOT by Nana Coffee Roasters

Team: IDIN Architects

Size: 475 m²

Location: Chonburi, THAILAND



Feature:

Project - Tucked away in the beachside town of Chonburi, Thailand lies Harudot, a one-of-a-kind coffee shop that celebrates rebirth and new beginnings. Conceived through a unique collaboration between coffee roasters Nana Coffee Roasters and a landlord with a penchant for unique plants, Harudot's name captures its ethos, with "Haru" meaning "spring" in Japanese and "Dot" representing a starting point.

The focal point of the cafe is a magnificent bottle tree planted right in the middle of the space, bursting through openings in the architecture as if it had grown there for years. The three black gabled forms of the exterior establish an air of understated elegance, while the warm, golden pine wood interior ushers visitors into a lush, nature-filled sanctuary.

As part of the Japanese-inspired brand identity, the architects employ simplicity and meticulous attention to detail through custom signage, fonts, and even terrazzo floors with embedded quotes that playfully lead customers to different areas. The continuity of the space is emphasized through ribbon-like seating forming a fluid progression through the various zones of the cafe.

By pulling apart the gabled roofs to allow sunlight and rainfall to penetrate, the architects have crafted an indoor-outdoor sensibility, keeping guests connected to the surroundings. Harudot ultimately achieves a harmonious balance between manmade design and organic forms through an inventive concept celebrating growth and renewal.

Design Team - Founded in 2004, IDIN Architects' name stands for "Integrating Design Into Nature," encapsulating its vision to fuse natural elements with architectural aesthetics. For

IDIN, "nature" has a twofold meaning - the surrounding ecology as well as innate dispositions and personalities. Through analyzing and prioritizing the unique needs of each project, IDIN merges these "natures" into the designs.

Moreover, the Thai word "idin" depicts the fragrant scent emitted from soil after rainfall, epitomizing Thailand's tropical climate that IDIN's works respond to. While aesthetics are important, functionality tailored to the environment is equally vital.

Led by founding principal Jeravej Hongsakul, who obtained his Bachelor of Architecture in 1998, IDIN rose to prominence in Thai architecture when its project "Phuket Gateway" won an ASA Architectural Design Award in 2010. Since then, IDIN has amassed numerous honors across Thailand and abroad, including the Arcasia Awards for Architecture, Architizer A+ Awards, American Architecture Prize, Asia Architecture Awards, German Design Awards and UNESCO's Prix Versailles.

With a human-centric ideology and locally attuned identity, IDIN creates dialogues between buildings and surroundings through designs that integrate, respond and give back to nature.