



Kaapi to Cappuccino

Discerning the evolution of coffee culture in Bengaluru

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ABSTRACT

Coffee has been the heart and soul of residents of Bengaluru over a large period of time. Coffee being one of the most popular and loved beverage in the city, has been successful in finding a significant place in the city's culture. Bengaluru, with its strong cosmopolitan environment, has always been a favorable destination for the evolution of any new culture and coffee culture is no exception. Being the Silicon Valley of India, and accounting to 38% of India's total IT exports, [1](The Hindu business line, 2017) Bengaluru has always managed to attract young, ignited minds from across the country. This huge inflow of young population has helped the city in flourishing as the coffee capital [2] (Rajagopalan, 2017) of India. The ambience of cafes in the city has always been appealing to the people from all walks of life. This study attempts to draw a comprehension of the evolution of coffee culture in Bengaluru. In the following sections of this research paper, detailed descriptions of the emergence and evolution of coffee culture, recasting in café typologies and the influence of café typologies on various user groups will be analyzed. Also, the impact of architectural characteristics and the integration of the concept of cafes with other domains will be analyzed in detail.

Keywords: Urban lifestyle, Coffee culture, Café culture, Café typology, Coffee

INTRODUCTION

Bengaluru being the largest city in south India and also a city which has always welcomed new ideas, innovations and cultures with open heart and its cosmopolitan nature, has provided a strong foundation for the evolution of coffee culture in the city. Considered to be the gate way of South India, Bengaluru with its pleasant climate, has always provided a strong support for the evolution of many new ideas. Coffee being a foreign beverage in our country, has become an integral part of our daily lives. Our day will not have a smooth start without a cup of coffee and similarly, our minds will not be relieved without a cup of coffee after a stressful day. Going in this direction, the coffee shops which became an integral part of the western society in the mid-17th century, did not merely remain as coffee shops, but also became centers for political discussions, cultural exhibitions where people from all walks of life could meet and interact. This led to the evolution of coffee houses and coffee culture which paved way for integration of various other concepts and culture, as the society, people and their mindsets evolved. The role of coffee houses in the society has remained same throughout centuries. But, with changing times, as coffee shops evolved into cafes, they were very much successful in remaining popular among people of all kinds. This flexibility and ability of cafes to adopt and incorporate new ideas led to the formation and evolution of different café typologies such as book cafes, gaming cafes, pet cafes, coffee breweries, etc. In this research paper, we will make an attempt to classify, study and analyze the different types of cafes in Bengaluru city.

AIM

To classify and assess the fate of café typologies prevalent in Bengaluru.

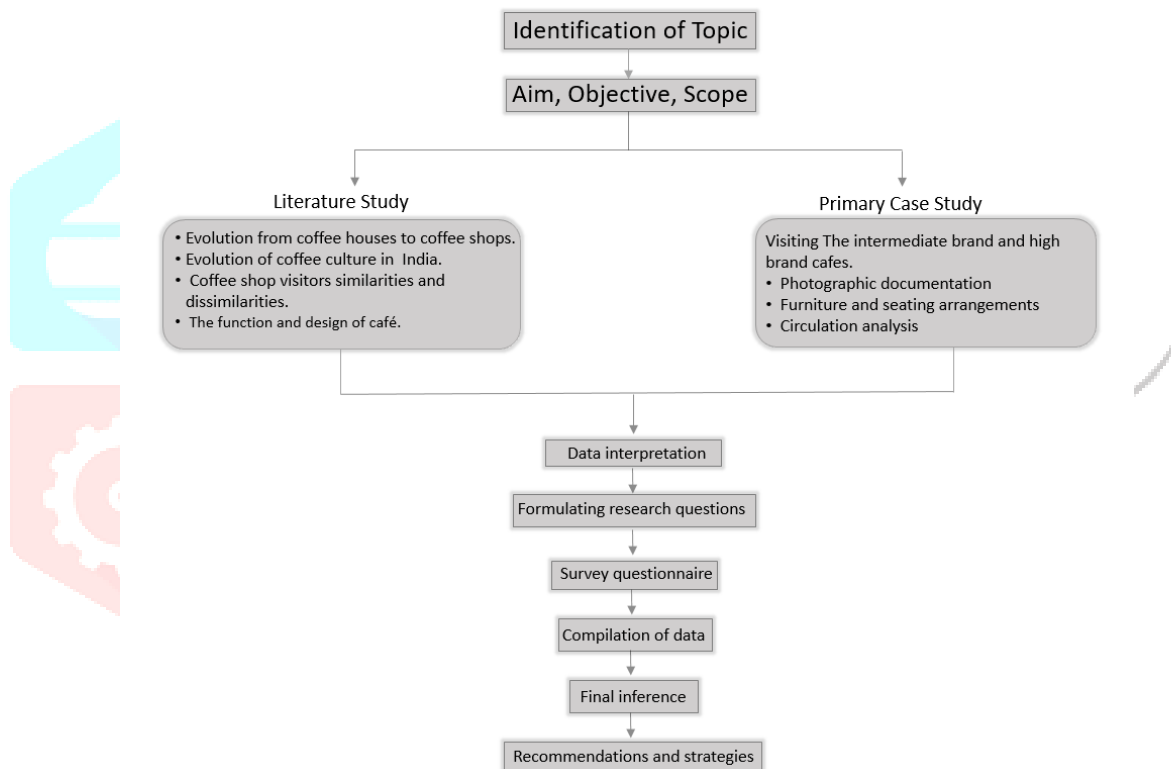
OBJECTIVES

- To deduce the origin of coffee culture in Bengaluru.
- To examine the architectural characteristics of different typologies of cafes in the city.
- To investigate on the popularity of the typologies among different user groups and to assess the fate of various typology of cafes in the future of the urban context.

SCOPE

To formulate a chronological timeline of evolution of the coffee culture with various interpretation of the coffee houses among the city and to analyze the popularity of cafes based on the mass information tool and to conduct a feasibility analysis of existing cafes in the city for the future.

METHODOLOGY



LITERATURE STUDY

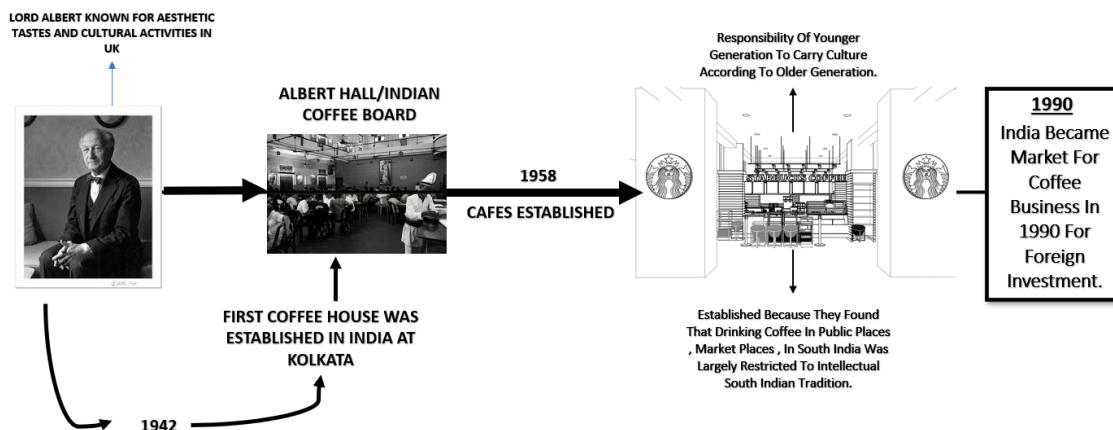


Figure 1: Chronological timeline of evolution of the coffee culture (Images Source: Google Images, Flow chart source: Author)

The first coffee house in India was Albert house in Kolkata. Keshar Chandra Sen got this coffee trend to India because he was impressed by the coffee houses in UK where a lot of cultural activities used to happen. Lord Albert was known for aesthetics taste and other famous cultural activities in UK. Other reason why coffee houses started in India was people believed that it is responsibility of younger generation to carry forward the culture of older generation. Many cultural activities took place in Albert house in Kolkata where great political leaders like Mahatma Gandhi, Bose, Nehru, and Indira Gandhi gave political speeches.[6] (Sen, 2009). Coffee houses started growing rapidly all over India and there were a lot of chaos created by the opposition party because ostensibly coffee houses were providing chaos coffee to people and it popularized among non-coffee drinking Indians. In 1958 coffee houses were completely shut down after the opposition party trespassed the coffee house property.

Soon cafes came into existence because coffee popularized in India and someone had to deliver coffee to citizens. Cafes were established they found that drinking coffee in public places, marketplaces, in south India was largely restricted to intellectual south Indian tradition. As cafes started growing in India people found cafes as a mixture of fun, relaxed and hangout space. In 1990, India became a market for coffee business foreign investment. After interacting with the salesman and the people working in the industry for several years, according to their experience at café coffee Day, Barista etc.

Cafes, people of age group with caries from 20 to 30 years visit the cafes most often. Students, young professionals, youngsters are regular to these cafes as they all feel it is a good hangout space with perfect ambience for catching up. At airport people of all age groups visit the cafes. Most of the people either waiting for arrivals or departures. One of the most important factors why cafes are widely preferred is because of the air conditioning and good background music which lighten up their mood. And looking at the coffee houses which still exist in India, people who are retired professionals, old age people whose age varies from 50 to 65, magazine writers etc. visit this place. Initially when café culture began in Europe they were called penny houses [7] (Sen, 2009) where members were gathered to discuss the important matters, politics, political speeches, cultural activities, art and equality. These penny houses offered a space among individuals, the location of the shop plays a significant role in determining the typology of café.

Example: Side walk cafes and entirely indoor, entirely outdoors etc.

The goals of cafes are centred around the customers their main aim is to provide a sense of both personal private space with privacy. Based on the location of café and population of particular area, colour inside and in and around, also the music is manipulated to enhance the mood of the people by a good background music, lighting and air conditioning.



Figure 2: The various interpretation of the coffee houses among the city
(Source: Google Images)

Evolution of coffee culture in south India

Born in Chikkamangaluru district of Karnataka, Siddhartha comes from a family that has been in business of coffee plantation for around 140 years. He became second largest exporter of coffee from India. And opened first Café coffee day store in 1996 at brigade road. [3](India Today, 2019) After coffee culture came in India and was spreading all over India. Siddhartha owner of coffee plantation and CCD collaborated with amagama bean coffee trading company and with its good marketing and business skills [4](India Today, 2019) decided to open first store in south India and from then it never stopped and grew all over India. Thus CCD created a huge impact in south India and got the coffee vulture in south India and Bengaluru.

Early 1990	Opportunity arose with the deregulation of the coffee board in coffee day began exporting coffee to the connoisseurs across Europe, USA, and France
1996	CCD was first set up in brigade road in Bengaluru
2000	Exported more than 27000 tons of coffee valued 60 million used to countries like USA Europe and Japan. For second time in span of 7 years retained the 1 st position as the largest coffee exporter in India.[5](Sadani, 2011)

Table 1 – important events CCD
(Source: Authors)

PRIMARY STUDY

Café coffee day at Hebbal, Bengaluru

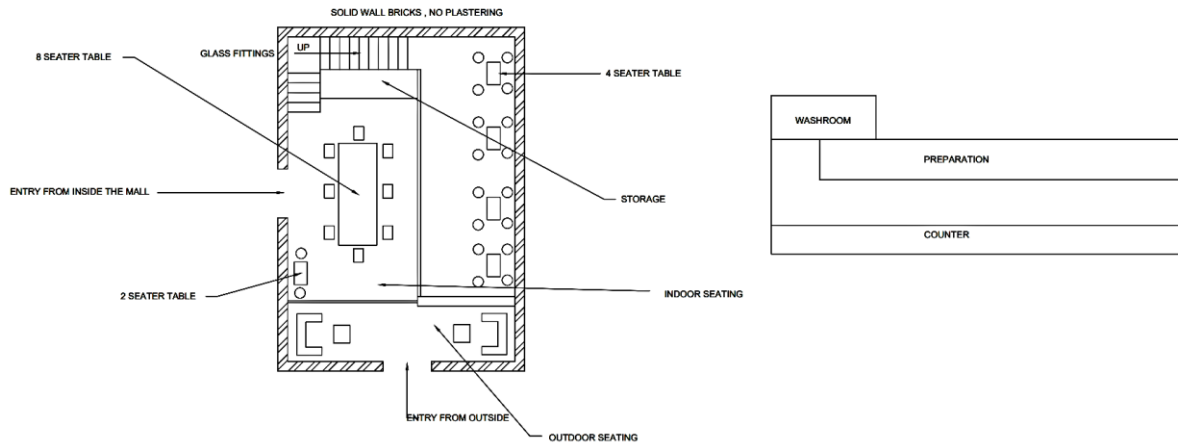


Figure 3 - Floor plan layout of Café Coffee Day [CCD] at Esteem Mall, Bengaluru and Figure 4 – Layout (Source: Authors)

Café Coffee Day is the best example of a successful café which started in Karnataka, India. This café incorporates a number of successful design elements including high ceilings and glass facades. The furniture is made up of teakwood and have a variety of seating options.

Starbucks at Indira Nagar, Bengaluru

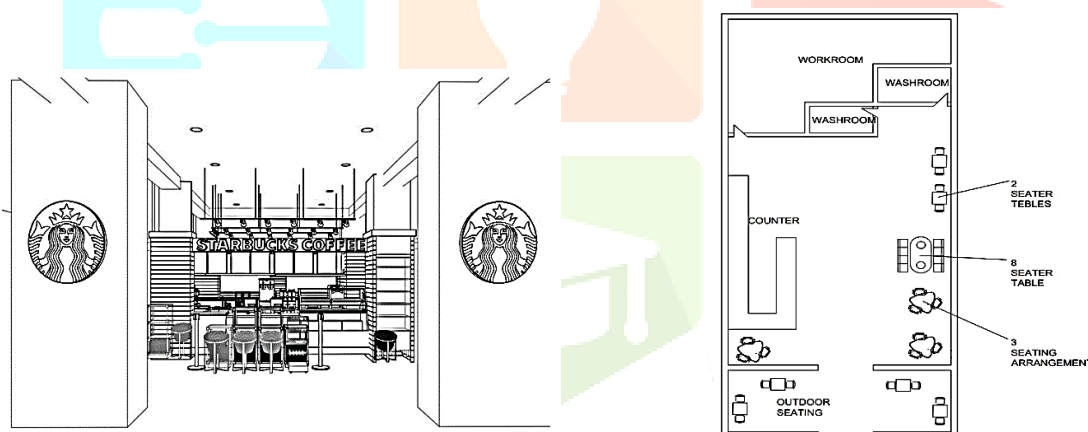


Figure 5 – Elevation of Starbucks, Indiranagar, Bengaluru, and Figure 6 – Floor plan layout of Starbucks, Indiranagar, Bengaluru.

Figure 5: Source (www.starbucks.in), Figure 6: Source (Authors)

Existing walls in the café are left exposed, ornamented with painted coffee botanicals and local brick work. Jaali patterns, used for sun shading and breezeway structures, were re-imagined and layered lacelike throughout the interior and at the storefront allowing light to filter through. All furniture are made locally, including textiles and finishes sourced from small surrounding villages. Café follows four concepts –

PREVALENT CAFE CONCEPTS

Coffee house should be a place to find connections. It should fit seamlessly within its neighbourhood. And its environmental impact should be minimal as possible. These store designs are rooted in coffee heritage, community involvement and environmental stewardship goals. The design reflects the character of a store's surrounding neighbourhood and help reduce environmental impacts.

Each store uses one of four design concepts:

Heritage – Coffeeshouses reflect the culture of their first store in Seattle with worm wood, stained concrete or tiled floor, metal stools and factory inspired lighting, furniture evoke century feeling.

Artisan – Taking inspiration from the modernism of 1930s, the motif celebrates simple materials like exposed steel beam, masonry walls, hand polished woodwork for culture and arts.

Regional modern- Usage of bright loft like light filled spaces punctuated with regionally inspired furniture and culturally fabric to create calmness and contemporary.

Concept – Stores are unique environments created by our designers to explore innovations with coffeehouse. [8](www.starbucks.in)

ANALYSIS OF THE POPULARITY OF THE TYPOLOGIES AMONG DIFFERENT USER GEOUPS AND TO ASSESS THE FATE OF VARIOUS TYPOLOGIES

As per the recent study, the survey shows that, how often the people in the city tend to make use of branded cafes and small coffee shops. It was very interesting to find out about the choices people make while choosing a café to spend time in or for various purposes. Bangalore is an urban city, the crowd in the city prefers to have a good ambience to spend time in with their loved ones, let it be in a café or a restaurant. Getting into the details about the Café and the smaller coffee shop like, Darshinis. The study shows that almost 38% of the people in the city visit cafés once a week at least, where in the small coffee shops are widely used, of course more than the cafés i.e.: 82% of the people use small coffee shops in their everyday lives.

Some of the details as per the study are shown below in the graphical representation:

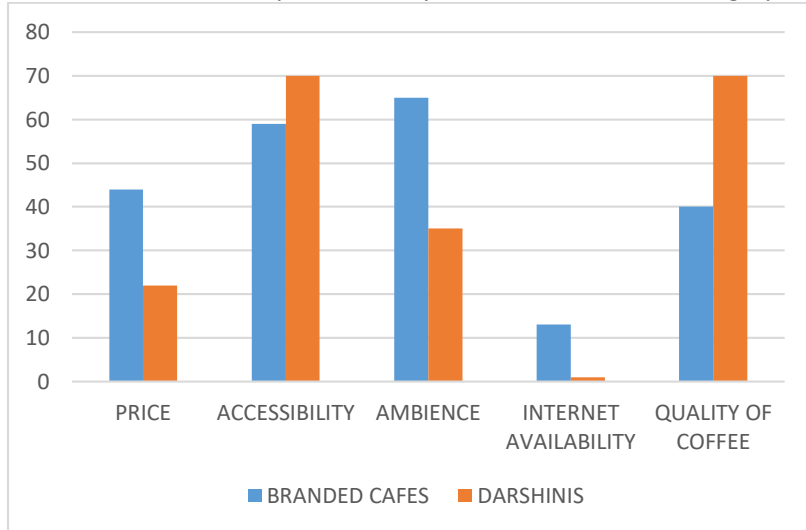


Chart 1 – Comparison between branded cafes and Darshinis
(Source: Authors)

Darshinis are present in every minor part of the city which is easily accessible by everyone. But we see a lot of technology gap in between the coffee shops and coffee outlets which is a major reason coffee outlet will have good fate and hence there will be an increase in number of café outlets which will be easily accessible to everyone. Details from the study also represent the factors influencing the choice of cafés, mostly it is the ambience, location and price that matter the most and then finally comes the factor of internet and the quality of the product. Cafes are great choice for the people in the cities as per the considered factors. The small coffee shops not the less, attract huge crowd for their easy accessibility and price options. Everyday essentials such as the dairy products and the bakery items can be easily availed here. Which in fact increases the demand for Darshinis, in and around the city.

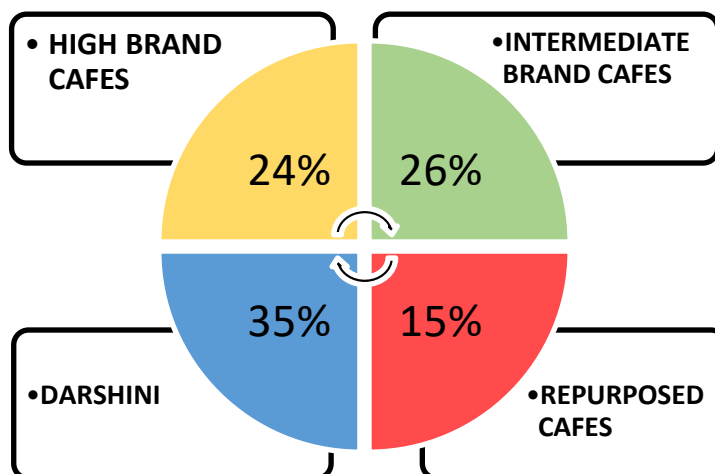


Chart 2 – Percentage shared by different types of cafes based on the number of users.
(Source - Authors)

CAFÉ TYPOLOGIES	AMBIENCE	COST	SOCIAL MEDIA PRESENCE	SERVICE TIME	SERVICE QUALITY	QUALITY OF COFFEE/FOOD	CUSTOMER SATISFACTION
High Brand Cafes	5	1	5	3	5	5	4
Intermediate Brand Cafes	4	2	4	3	5	5	4
Darshinis	2	5	1	4	3	4	3
Repurposed Cafes	4	3	2	4	4	5	4

Table 2- Parameters rated on scale of 1 to 5 (1 being the lowest and 5 being the highest) (Source: Authors)

Looking back to the Cafés again, as per the generation and the younger people in the city, the need for cafés is increasing day by day. Cafés are widely used by the working men and women, usually on the weekends or weekdays. Great ambience and good locations surely be the point of attraction, and not to forget the highly trained staff and the services.

CAFÉ TYPOLOGIES	DESIGN	TYPE OF COFFEE SERVED	CUISINE	POPULARITY
High brand Cafes	Modern	Brewed: Lattes, Mochas, Cappuccino, Espresso	American, Italian	Trendy
Intermediate band Cafes	Modern, Themed	Lattes, Mochas, Cappuccino, Espresso	American, Italian	Happening
Darshinis	Aged, Retro	Authentic Filter Coffee	South Indian	Famous
Repurposed Cafes	Antique, Themed	Filter Coffee, Cappuccino, Espresso	Combination Of Variety Cuisines	Median

Table 3 - Classification of Cafes Based On Availability and User Analysis (Source: Authors)

SWOT ANALYSIS

Swot analysis is designed for use in the stages of decision-making processes and can also act as a tool for evaluation of the strategies for different typologies of cafes prevalent in the city. It also specifies and identifies the internal and external factors that are favorable and unfavorable to achieve our aim. This enables us to generate meaningful information for each category to make it useful. In order to gather all the information related cafes and small coffee shops we had to analyze the factors that influence the people to use cafes, And this led us to do an analysis i.e.;

TYPLOLOGIES	STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
HIGH BRAND CAFES	High service culture, quality product and sophisticated ambience.	High prices	Should reach out to smaller towns.	Better values offered by local café organization.
INTERMEDIATE BRAND CAFES	Makes huge young crowd as target group. Quality products	Crowd management	Coordination with native cafes.	High branding of foreign cafes.
REPURPOSED CAFES	Best way to maintain an old building and unused buildings and generate revenues instead of keeping it closed.	Not known by the maximum crowd Available in reserved areas not everywhere.	Needs to popularize among the crowd.	It fails to get recognized by maximum crowd, might end up with loss.
DARSHINIS	Easily accessible as it's found everywhere,	Comparatively not hygiene, Crowd management.	Improved ambience and cleanliness.	Rise in other branded cafes.

	affordable less serving time.			
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Table 4 – SWOT analysis on different typologies of cafes
(Source: Authors)

As per the research and the study, small coffee shops are much needed, and the Cafes are in great demand. Not forgetting that the younger generation is too much into the technology and looking around for places with good hygiene space. Here, it can be concluded that Cafes are the demand as per the generation and the coffee shops are the need for the people.

EMERGING CAFÉ TYPOLOGIES IN BENGALURU

The cafes in the city have developed a new approach towards coffee enthusiasts by indulging interesting domains to serve its purpose. This led to the emergence of various other café typologies in the city. Such as – Coffee Breweries, Bookstore Cafes, Repurposed Cafes and Themed Cafes.

COFFEE BREWERIES:

- **Third Wave Coffee Roasters, Sadashivnagar** – Third Wave Coffee Roasters use premium quality coffee beans which is used in making delicious coffees. They influence and gather youths by conducting workshops. Different types of coffee flavors (wide ranges compared to other brands), Internet, conducting events influenced this kind of cafes.
- **Blue Tokai, Koramangala** – They sell brewed coffee through retail channels – bottles, cold brew and nitro. Ready to drink, social media influence, branding and sponsored.

BOOKSTORE CAFES:

- **Champaca Bookstore, Vasanth Nagar** – Champaca Bookstore is named after the Champa tree which is a delightful space that packs in children's library, bookstore and a café. This café has a reading corner for kids and a bookshelf covering an entire wall for the adults.
- **Atta Galatta, Koramangala** – This café in Bengaluru is designed like a typical bookstore with diverse collection of books in many languages. It not only serves food but also conducts seminars, book readings, workshops and stage plays.

REPURPOSED CAFES:

- **L'inoui, Cunningham Road** – L'inoui café is situated inside a 150 year old bungalow. The place is redesigned to give a divine warmth attracting people of the city. This place is quiet, perfect and ideal to have a conversation along with delicious food served.
- **Mugful of stories, Kalyan Nagar** – This is a small garage converted into a café. The interiors, quiet neighborhood and reasonable price makes the place authentic.

THEMED CAFES:

- **Olive Planet, Yelahanka** – Café Olive Planet focuses on military camp with a rustic-looking seating area along with a shooting range and army accessories store. This café does not indulge any permanent structures. They serve luscious and spicy food.
- **Café Down The Alley, Banashankari** – This café concentrates on DC and Marvel enthusiasts. It features artworks of famous characters right from Hulk and Joker to Batman and the Justice League. They also have a wide range of collection of comic books along with a great menu of short eats.

STRATEGIES FOR SURVIVAL OF CAFES

The survival of cafe is the most important question that arrives. It is important to keep a few things in mind to attract more consumers. The location is an important factor and has a moderating effect on relationship building and customer loyalty. Location of the coffee house can influence the success of those cafes. Cafes need to be in a quiet area where you can sit and talk, [9] (Soman, 2016), Social media presence - Internet presence through their website and social media platforms brings a lot of customers to the coffee shop. Another strategy is to choose high traffic locations in affluent neighborhoods.

DARSHINIS

Social media presence.

Espresso machines air conditioned, well trained english speakin staff.

Ambience interior colors like red and yellow sofa sitting, comfortable chairs.

Usage of dim light (concept of antoinette) good fragrance, bouffe concept.

INTERMEDIATE BRAND CAFES

Accessibility: Establishing many branches and reaching out to remote place of the city.

Good qality of coffee and taste.

Cost: Reducing the cost of each product so that it is easily affordable by everyone.

Fast serve so that people can grab a quick snak between breaks.

Chart 4 – Survival strategic matrix for Darshinis
(Source: Authors)

Chart 5 – Survival strategic matrix for intermediate brand cafes
(Source: Authors)

Instead of juggling arms and pouring coffee from steel vessels to tumblers, these small coffee houses could set up espresso machines, Air conditioning and well trained English speaking staff [10](Times of India, 2016)put together making it a concept store. Influencing western architecture to bring in the pub culture making a café with good dim lights which change according to the environment, enhance the mood of people. Catering customers with freshly made snacks, books, board games and Wi-Fi connectivity on hands. A bright colorful wall, T-shirts or merchandise on displays. Cushions with quirky quotes strewn on sofas and furniture. Having open cafes which are integrated with outdoor environment usage of natural vegetation and waterbody, good background music.

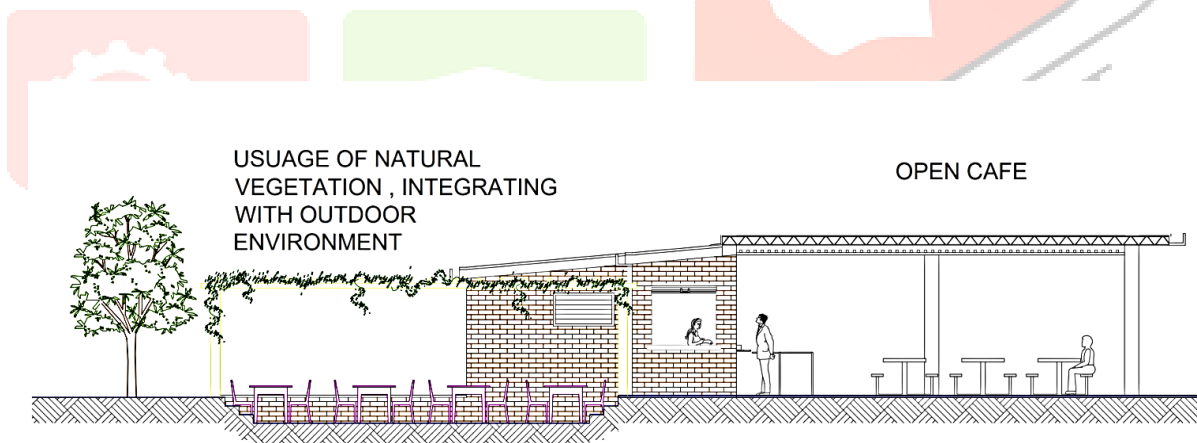


Figure 7 – Open cafes integrated with natural vegetation and outdoor environment
(Source – Authors)

The interiors and the color combination in Café are those first thing that the customers notice and it is also an integral part of the cafe design. Colors will be important to get the concepts across, but at the same time, picking up the combinations that create the desired mood is always at the top of the list. Colors like reds and yellows are considered to be diet stimulants since they create an impulse in our minds [11] (The restaurant times, 2019). This is one of the major reasons why almost every food joint incorporates these colors into the interior design in

varying degrees. If you provide minimal seating, near to uncomfortable chairs, or more impulsive colors like reds or yellows, it will trigger customers to grab a quick bite and go [12] (The Restaurant Times, 2019). On the other hand, pastel colors, relaxing music, wooden furniture, and sofa sitting or comfortable chairs will prompt customers to stay for longer durations. This is the type of environment that most coffee houses lean towards. And this is the reason why the youth of the nation are more attracted towards the cafes. Bright lights will over-power your customers, distract them from the food and make them uncomfortable. Dim lights work in a coffee house if you want to give a rustic and exclusive impression. Dim lights create a mood that will make the customers feel like they just got into a separate zone, away from the everyday world, but not to forget that there is still enough light for them to see comfortably. There are a few tricks that some restaurants use, liking making their dining area to smell of food as it triggers hunger. Most cafes smell like coffee not because a lot of coffee is being prepared there. They do so because they want the people outside and inside to crave coffee by being reminded of the taste through the scent and then order more [13] (The Restaurant Times, 2019). Homeliness - A good example is Antoinette, it still brings a homely vibe to the table making it a comfortable space. The hanging ceiling lights take you to another era while the tables and an extensive chest of drawers remind you of your family home Colors, lights and interior design blend perfectly to hit the right heartstring. [14](The Restaurant Times, 2019)'

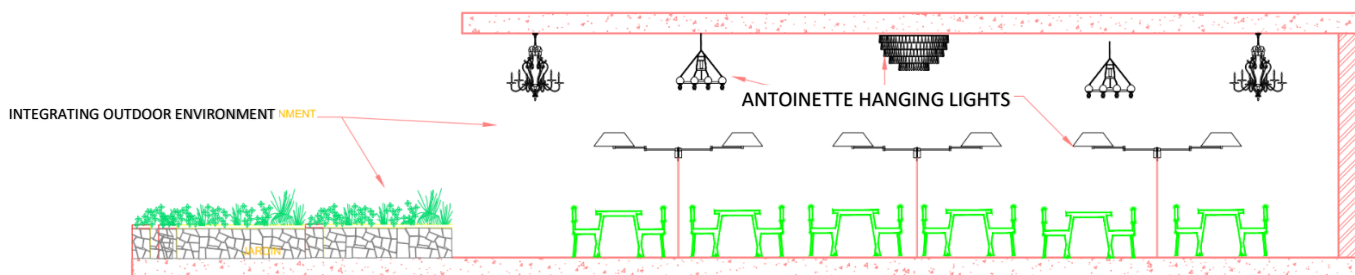


Figure 8 – Section showing the concept of Antoinette Hanging lights (Source: Authors)



Figure 9 – View showing the concept of Antoinette Hanging lights (Source: Authors)

Bouffe is another example. A minimalist-design and straightforward cafe, it has couches and group tables on one side while a long counter table has single seats for those who would rather not socialize [15](The Restaurant Times, 2019)The combination ensures that privacy is maintained while crowding is kept in check.



Figure 10 – Concept of Bouffe (Source: Authors)

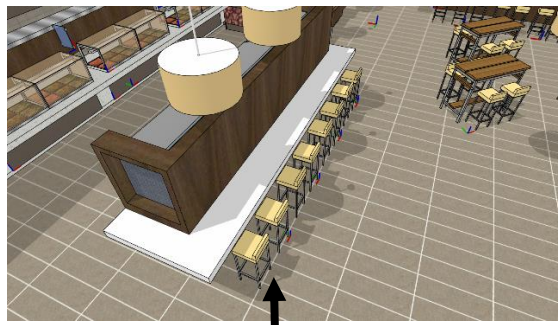


Figure 11 – Concept of Bouffe (Source: Authors)



**SINGLE LONG COUNTER TABLE
WITH SINGHLE SEATING**

Figure 12 – Concept of Bouffe – Single long counter table with single seating (Source: Authors)

Interior design choices have to be the best in order to have a good impact on the customer about the place where they are. Finally the colors used, the lights installed, the music playing, the way the cafe smells, and the furniture installed, creates the mood to stay and leave. And hence, these are the minimal strategies that have to be looked upon, while having a thought of a survival of cafes.

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