



The My Coffee on West 11th in Eugene, OR uses colors and metals to create a warm and welcoming appearance.

## MY COFFEE—WEST 11TH AVENUE EUGENE, OREGON

My Coffee is a new spin on the concept of the coffee house. The values of this new restaurant chain are centered on healthy organic coffee and foods and smoothies, and excellent, enthusiastic service.

The design concept strategy for the restaurant's flagship store was to create a strong visual image that would be memorable and indicative of the restaurant's aims. The restaurant is both "hip and youthful" while at the same time "down to earth" and based in values of health, building local economies, and providing organically grown foods.

The form of the building is simple. It references both an economical modernism and western small town buildings with storefront walls and tall parapets. The metal siding, canopies, and crafted wood and steel bracket supports adopt the sensibilities of straightforward agricultural buildings. The red exterior and the warm interior terracotta tones create a memorable theme, as well as a cozy setting.

### Design Team:

*Greg Brokaw, John Rowell, Chad Kirkpatrick*



Led by a youthful and energetic entrepreneur, My Coffee in West Eugene brings a fresh and unique interpretation to the highly competitive work of cafes and coffee drive-throughs with its use of contemporary materials palette and lantern-like exterior.