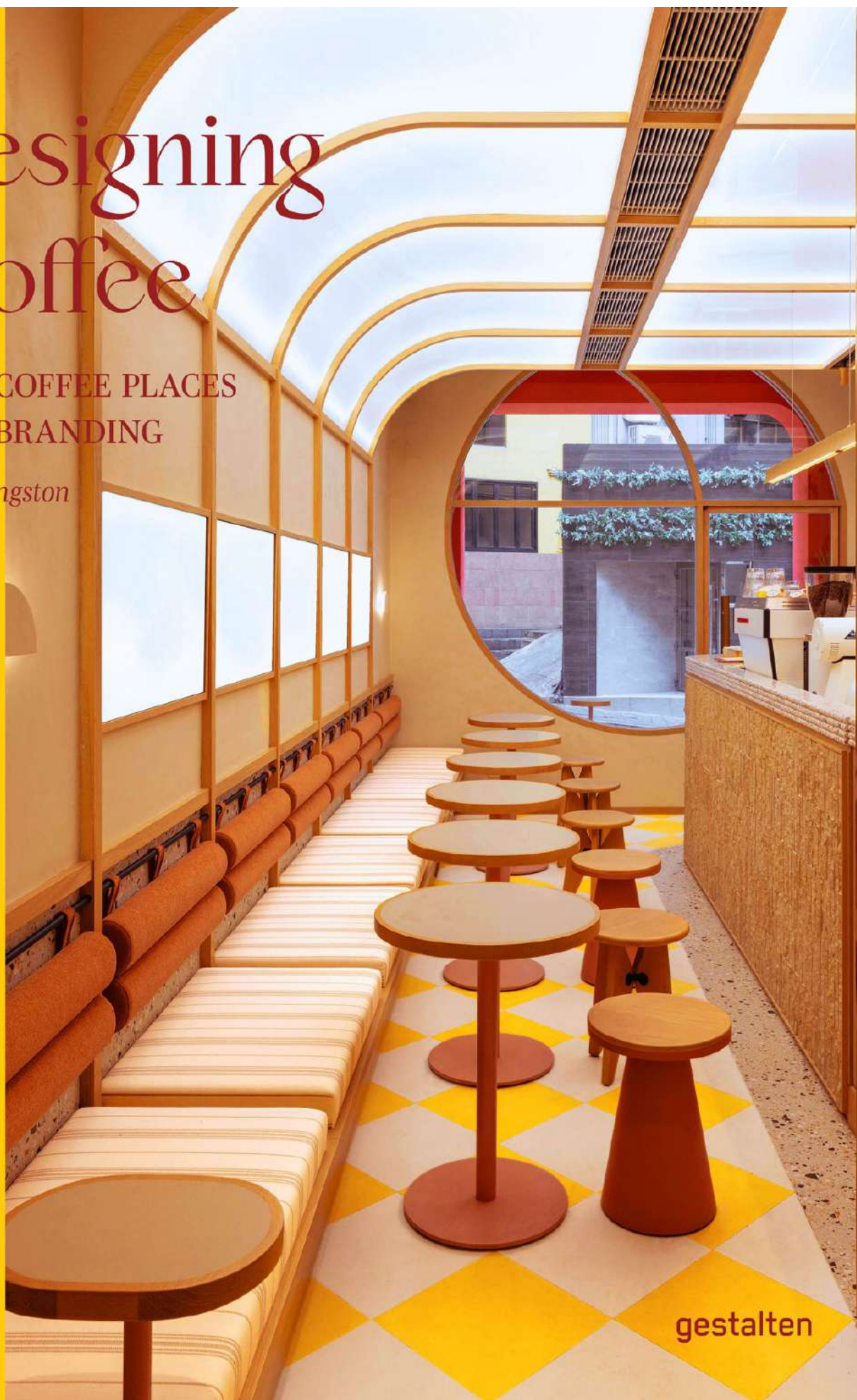


# Designing Coffee

NEW COFFEE PLACES  
AND BRANDING

*Lani Kingston*



gestalten





## DOT Coffee Station

*Kyiv, Ukraine*

DOT Coffee Station is a unique and eclectic café specializing in high-quality coffee drinks to-go, with interior design that aims to manifest the feeling of modern city life. The café has a transparent facade, with sliding glass doors replacing a traditional entrance to let the energy of the city seep through. Situated in central Kyiv on the street that borders Bessarabska Square (home of a large indoor market), the vibe, energy, and fast pace of the city waft inside the café, giving it its identity and character.

The location of the café also plays a key role in its design. On a busy street in the heart of the city, frequented by professionals, students, and vendors, it's not easy to create a space that begs a double take. The designers at YOD Group

wanted this small café to attract attention, not only “by its eye-catching solutions but by deeper narratives, openness, and a sense of modern coziness.” Patrons enter the premises yet don't feel closed inside it—the large glass doors ensure uninterrupted visuals between the indoors and outdoors.

Inside, the design focus is the mosaic art on the wall, depicting various images in small Cinca tiles that represent the pixel (the eponymous “dots”). The pixel is the starting point of every image, a little like how coffee is the starting point of every day. The stairs and part of the wall surface inside the café are covered with white mosaic tiles with pixel art elements, while other walls showcase original bare brick, emphasizing the history of the building erected in 1900.







YOD Group co-founder and art director Dmytro Bonesko said the creative team “deliberately chose not to convey any hidden message in [the art], but create something weird, sincere, and universal.” One image depicts a “footpalm” (kind of like a facepalm, but with the opposing extremity). This image is intended to portray the emotions that a regular metropolis inhabitant would experience several times a day. Bonesko says the footpalm portrays the feeling behind a facepalm—but stronger.

The second primary accent in the interior is a screen with scrolling text, creating a dynamic rhythm similar to the adrenaline moving through the veins of the people drinking double espressos at the bar.

The café has a small seating area with two little tables and a niche with a bench, as well as a longer bench along the building facade next to the café. The timber on both benches and the counter are old beams from a long-gone barn, a time-proven material that tells its own story and works as a perfect contrast with other clinical features made of stainless steel. Every guest of DOT is made to feel like a pixel in the bright puzzle of Kyiv—a key part of the bigger picture.



The eponymous “dot” is mirrored throughout many design choices in the space. Representing the pixel, which is the starting point of every image—much like a coffee is the starting point of every day.

