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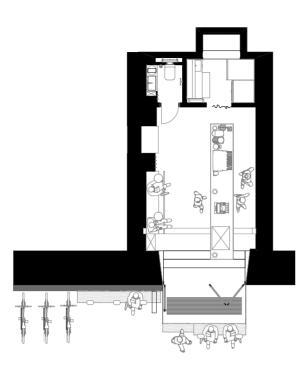
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Photography by Andriy Bezuglov



Pixels are the starting point of this scheme - and the source of its name - because all images begin with them, at least in the modern digital world. The urban caffiene joint occupies a taller-than-wide central city locale, and its new character is instantly apparent thanks the stripped down surfaces of the original 1900-era raw brick walls and exposed ductwork. Appropriately on many levels, the rear wall is dominated by a large mosaic/pixlelated artwork of a face being kicked by a foot. The idea is that daily life (not to mention macro international events) knock us down, so we need to drain a cup of good coffee and get back up on our feet to survive. In tandem with this playful fixed image, a rolling digital text screen climbs up the wall behind the servery bar, with messages exhorting us to drink up and carry on. The movement of the text, which is also visibly pixelated, helps impart indirect adrenalin to the cafe, an abstract energy source pulsing through the 'veins' of this space.

The front facade is almost immaterial: large glass doors that invite light and streetlife inside. The white mosaic tile floor grid stretches out as a welcome mat, then climbs three steps and runs all the way to the rear wall, turning upward in a larger white grid. The servery is formed of 16 solid timber square barn beams stacked together and the scheme is completed with a set of stainless steel details such as small cup tables, footrests and display shelving. Other small touches such as a craftpaper roll for the menu leaven DOT Coffee Station in signature personality. YOD Group has confirmed that hot coffee can be cool anywhere on the planet. Stay strong and awake in Kyiv.





