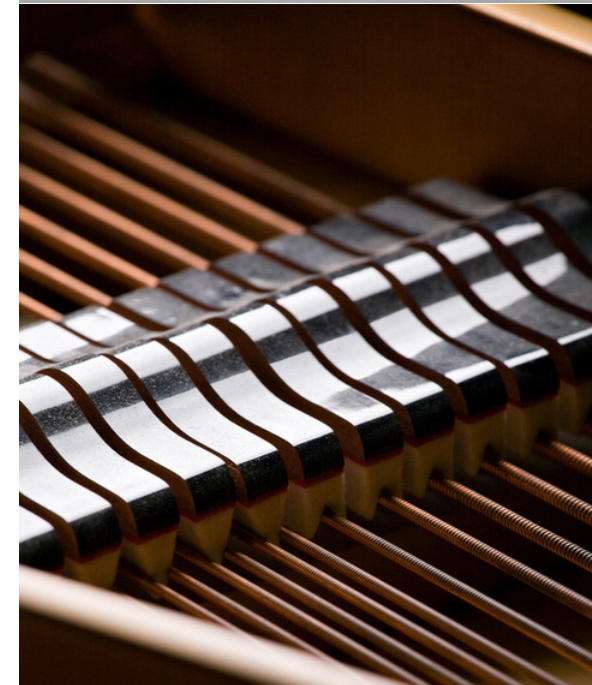
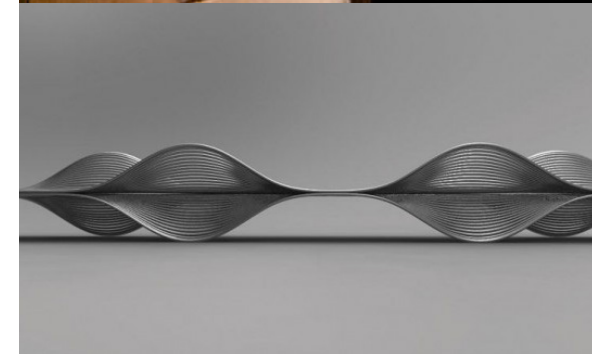


Pülse

Cafe • Pizzeria

Context: Pülse is a new cafe and pizzeria located on Anmok Beach in Ganenung, South Korea. To fit the culture of Ganenung's Coffee Street, the restaurant features a cafe on the first floor, and a more secluded pizzeria on the second floor.

Concept: The client, Mrs. Jang, was a former pianist until she developed chronic tenosynovitis. After she was unable to play piano, she invested her time into becoming a baker-Pâtissier, with a special interest in organic ingredients. Pülse is inspired by Mrs. Jang's original love for music, and transforms the space by using the rhythmic nature of piano parts.



First Floor Plan

Organic Bakery & Cafe

- Attract street traffic
- Provide display space for pastries
- Provide cozy & comfortable seating with views to the beach
- Act as a path to the pizzeria

Partition: The entrance is separated from the cafe by a transparent wood partition.

Pastry Counter: As soon as you enter the cafe your attention is drawn towards the pastry counter. The counter is inspired by the shape of the piano.

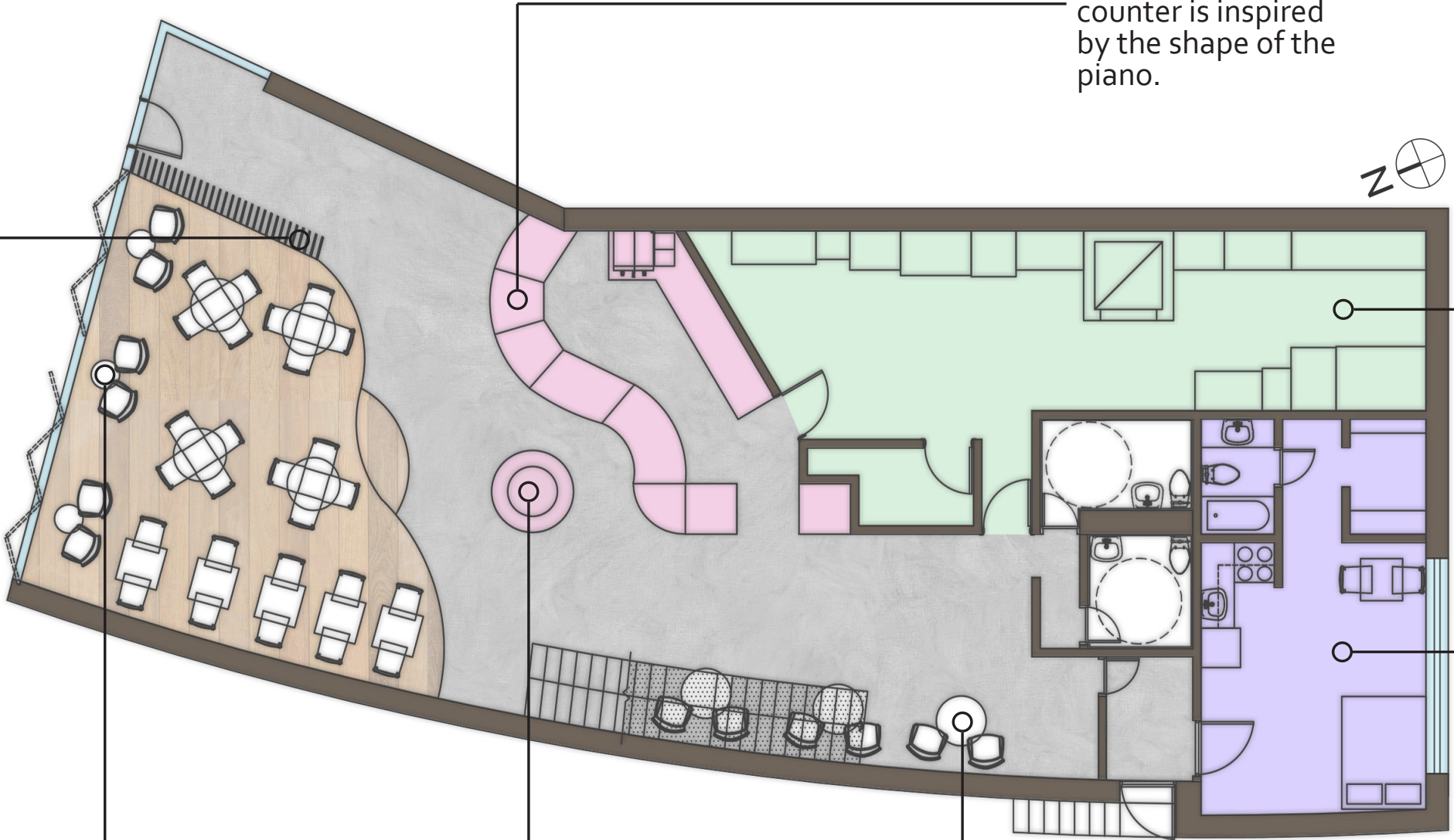
Kitchen: The kitchen is located in the back of the first floor where the views are least important.

Personal Room: The restaurant contains a personal overnight room for Mrs. Jang with a private entrance.

Raised Platform: The raised platform provides seating with heightened views of the beach. The platform is inspired by the shape of the piano.

Bread Display: The center features a bread display with easy access for customers on line.

Living Room: The back features a "living room" with comfortable sofa chairs and a TV.



Scale 1/150
Seating Capacity: 38

Second Floor Plan

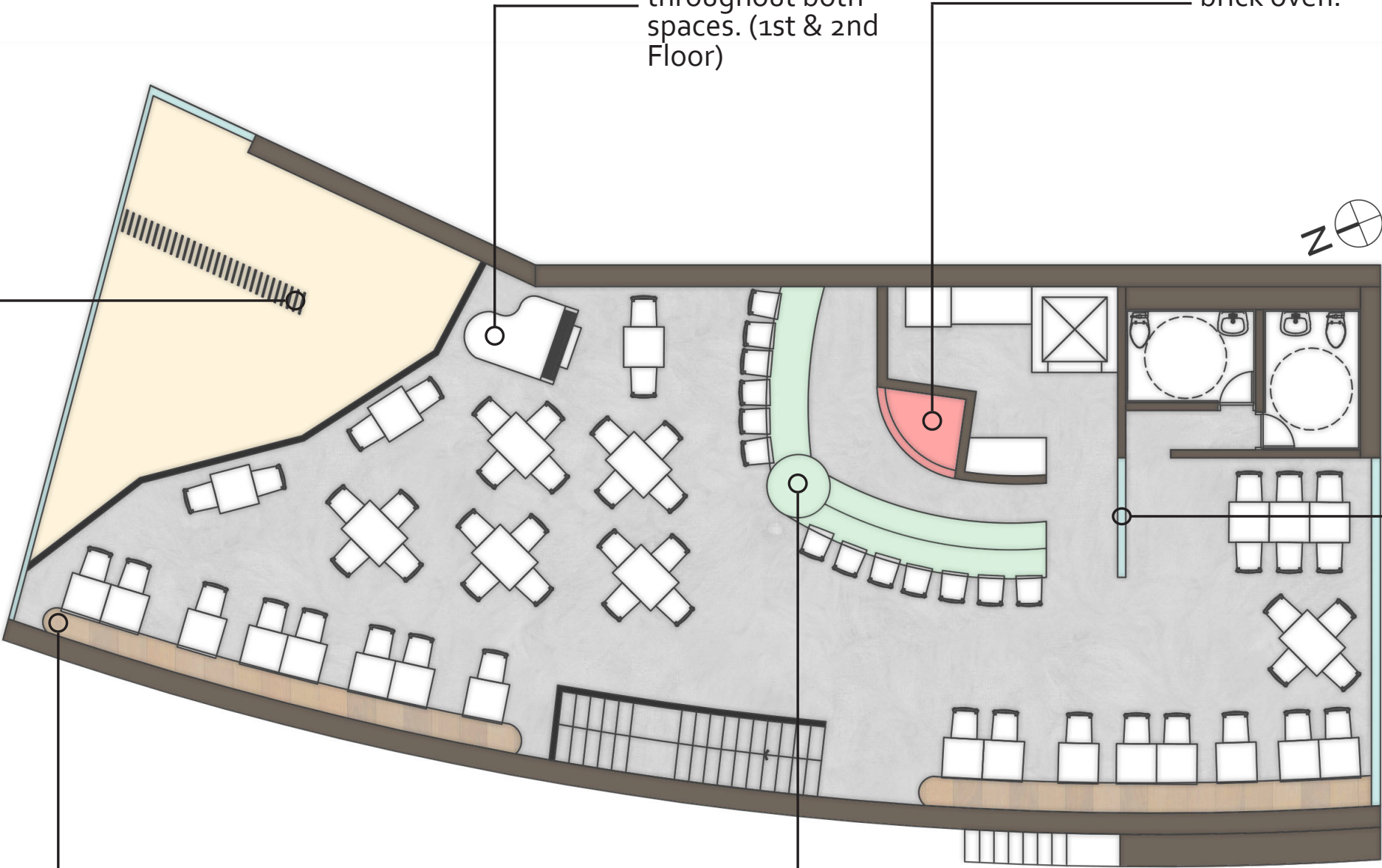
Brick Oven Pizzeria

- Provide display space for the pizza making process
- Provide good views to the beach and river
- Provide a connection between the cafe and pizzeria
- Provide space for piano

Piano: The piano is secluded, but music will carry throughout both spaces. (1st & 2nd Floor)

Brick Oven Pizza: The pizza bar features a mosaic brick oven.

Partition: The partition penetrates through the atrium and connects the two spaces.



Glass Partitions: Transparent partitions are used to separate spaces, but allow natural light through all spaces.

Scale 1/150
Seating Capacity: 81

Banquet/Feature Wall: Piano inspired wood paneling functions as seating and wall treatment.

Pizza Bar: The bar allows customers to watch their pizza be prepared and cooked.

The Outside View

Like the exterior of a piano, the facade of Pülse is clean and modern. Made with panels of blackened steel, the exterior acts as a simple shell for the intricate parts inside.

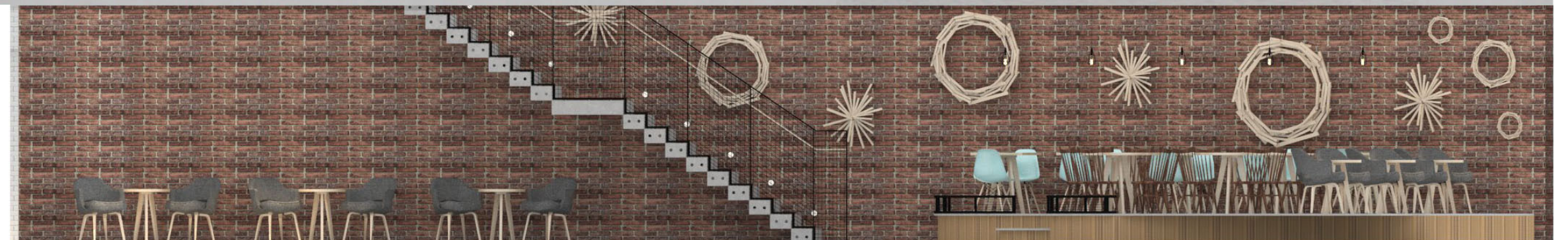
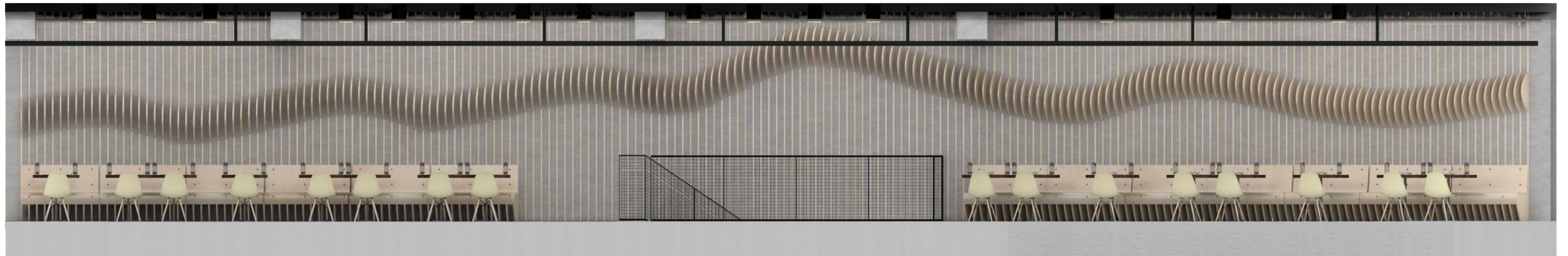


The Inside View

Similar to the inside of a piano, the interior of Pülse is intricate and detailed. All the elements resemble the rhythmic nature of piano parts and work together to create movement throughout the space.



North Wall Elevation: Counter



South Wall Elevation: Platform + Feature Wall

Entrance + Counter



Cafe Seating



Pizza Bar + Oven



Feature Wall



The Palette

1 Poured Concrete Floor

2 White Subway Tile

3 Worn Brick

4 Pressed Tin Tile

5 Grey Wool

6 Planked Wood

7 Blackened Steel

8 Carrara Marble

9 Glass Mosaic Tile

