

Rafetye

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📍 4100 NE 2nd Ave, Miami FL 33137

gentrification



the process whereby the character of a poor urban area is changed by wealthier people moving in, improving housing, and attracting new businesses, typically displacing current inhabitants in the process.

CHARRETTE



SITE

NE 43RD STREET

NE 43RD STREET

NE 42ND STREET

NE 42ND STREET

NE 41ST STREET

NE 41ST STREET

NE 40TH STREET

NE 40TH STREET

NE 39TH STREET

NE 39TH STREET

NE 4TH AVE

Federal Hwy

NE 2ND AVE

NE 1ST AVE

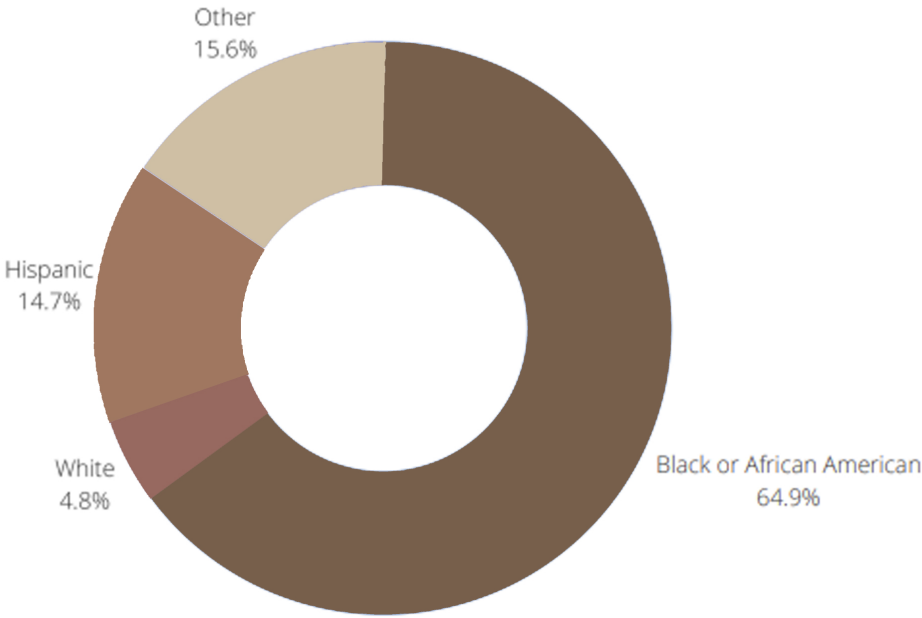
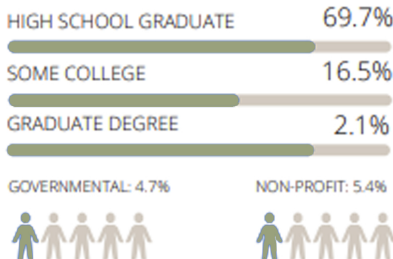
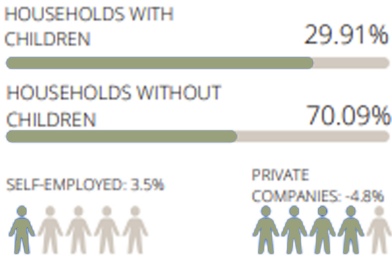
N MIAMI AVE



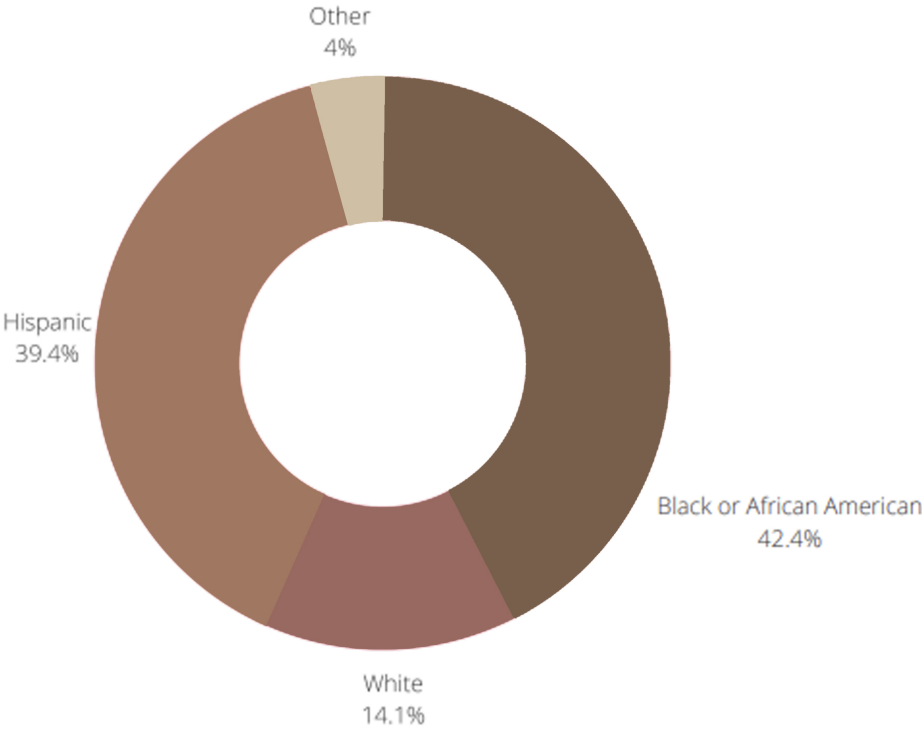
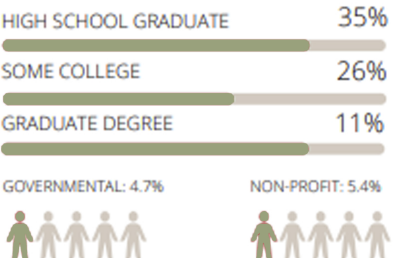
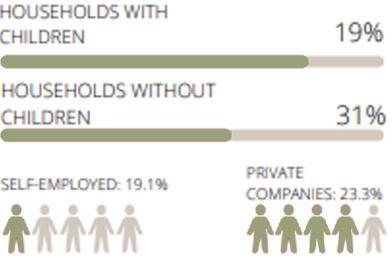
4100 NE 2nd Ave, Miami FL 33137

COMMUNITY

little haiti

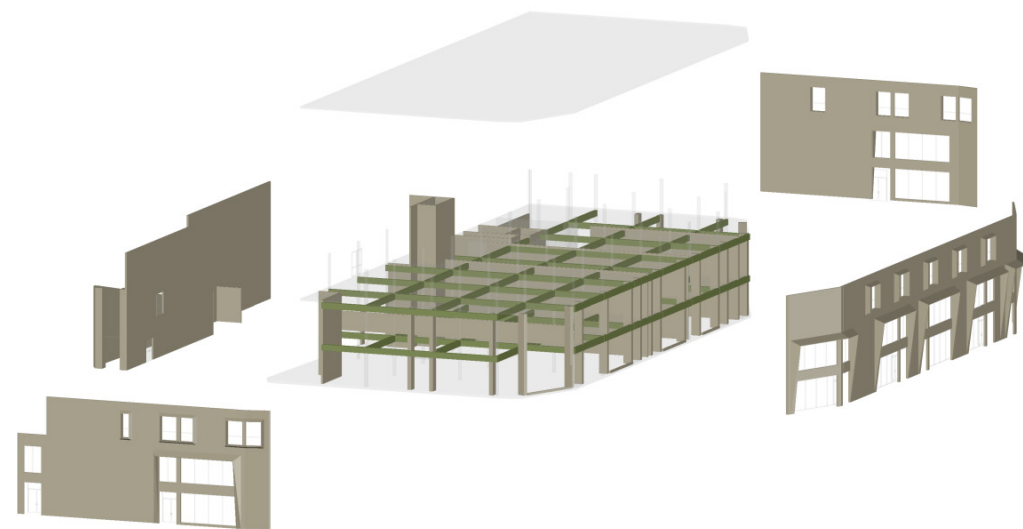


design district

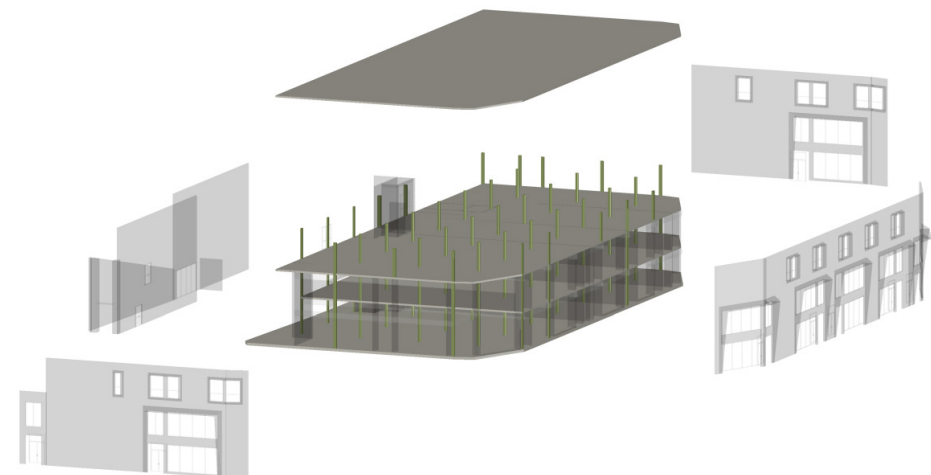


Little Haiti is home to the majority of Miami's Haitian population, with Caribbean-style Victorian buildings. This diverse community is rich in its Caribbean culture and places importance on local food, music, and art. Our mission is to **keep these traditions alive** and design a welcoming environment to all the residents in Little Haiti.

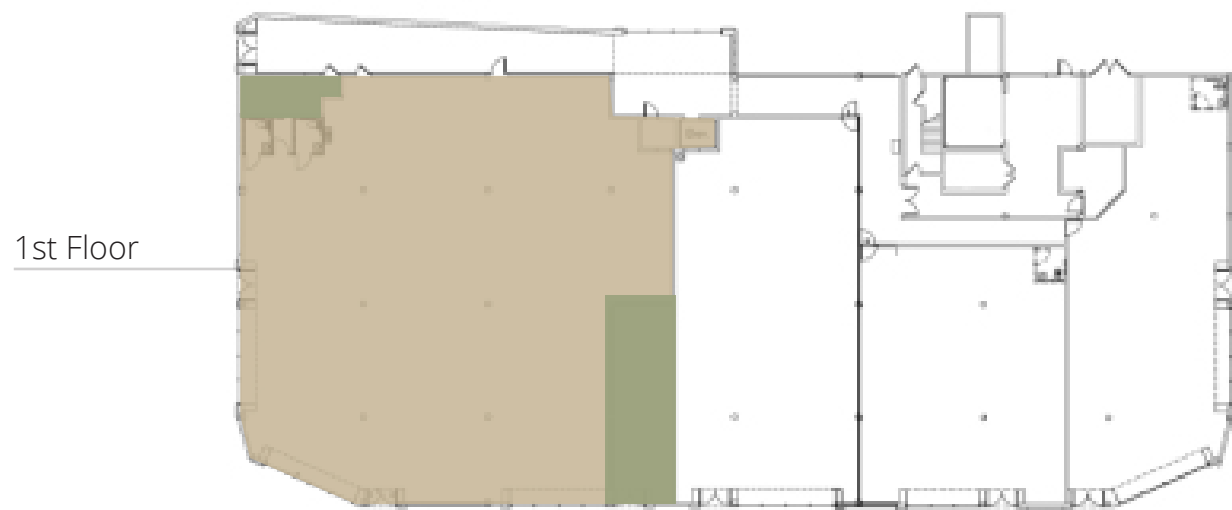
BUILDING



● WALLS ● BEAMS



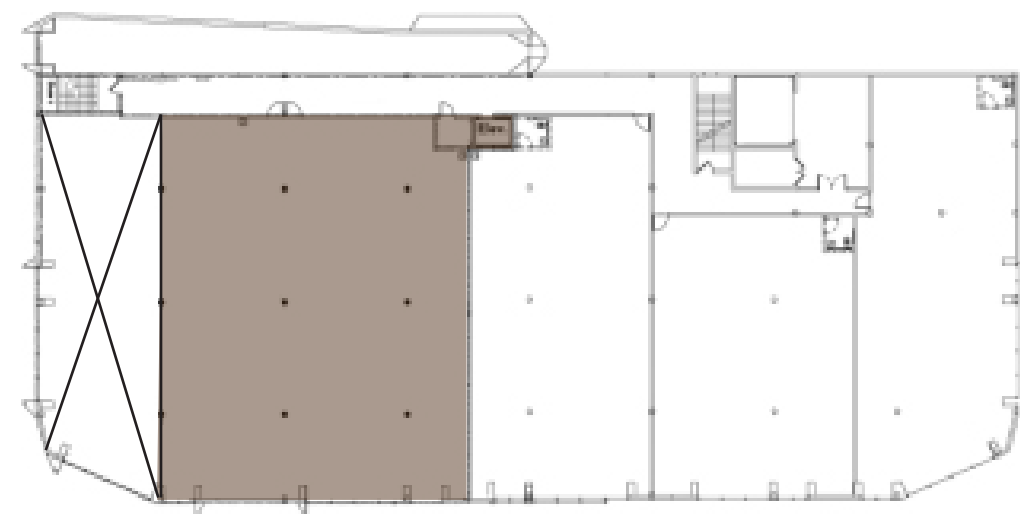
● FLOORS ● COLUMNS



1st Floor

Area of Space:
7,300 sq. ft.

- Private
- Semi-Public
- Public



2nd Floor

Area of Space:
4,986 sq. ft.

CONCLUSIONS & PROPOSAL

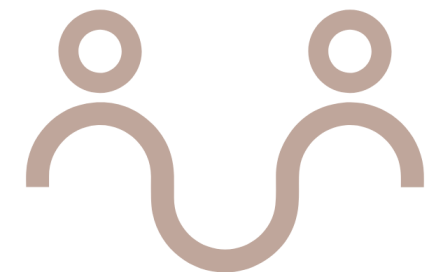
The location of the site consists of both commercial and residential areas. The commercial spaces are composed of high-end luxury retail stores which help magnify the economic and aesthetic value of the neighborhood of Little Haiti. Meanwhile, the residential areas surrounding the commercial are mostly populated by middle to lower income class individuals, which creates a **conflict between the site and the community of Little Haiti**



Our mission is to create a welcoming retail environment that is **accessible** to all members of the Little Haiti neighborhood and offers a wide variety of opportunities for the residents who live there



The **all-inclusive** design strategy that we use ensures that the residents of Little Haiti will have their voice throughout the gentrification process that is taking place in the Miami Design District



Kafetyè supports the people of Little Haiti and offers **endless job opportunities** to local craftsmen, baristas, art instructors, pottery gurus, and artists

WHY A COFFEE SHOP?





Coffee is consumed every day by 64% of all American adults and is a staple in many people's everyday lives.

Haiti who was labeled as the world's third major coffee producer in 1949.

It is a major part of the Haitian community/culture, and takes a large part in their history with the struggle farmlands have gone through, from being one of the best coffee growers in the world to almost completely disappearing when the Haitian Revolution occurred

I want to bring a part of the Haitian community to the Little Haiti area so they can have something that gives a sense of home.

This retail space will provide jobs for the Haitian community, classes so that they can find a niche to make a business out of, and help to educate consumers or tourists about Haitian history and culture. It will also serve as a local coffee shop that people who work in the area can get their morning coffee from.

PROGRAMMING



PROGRAMMING

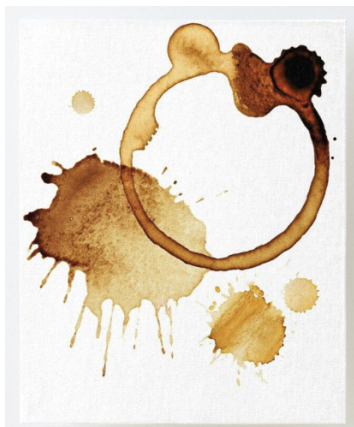
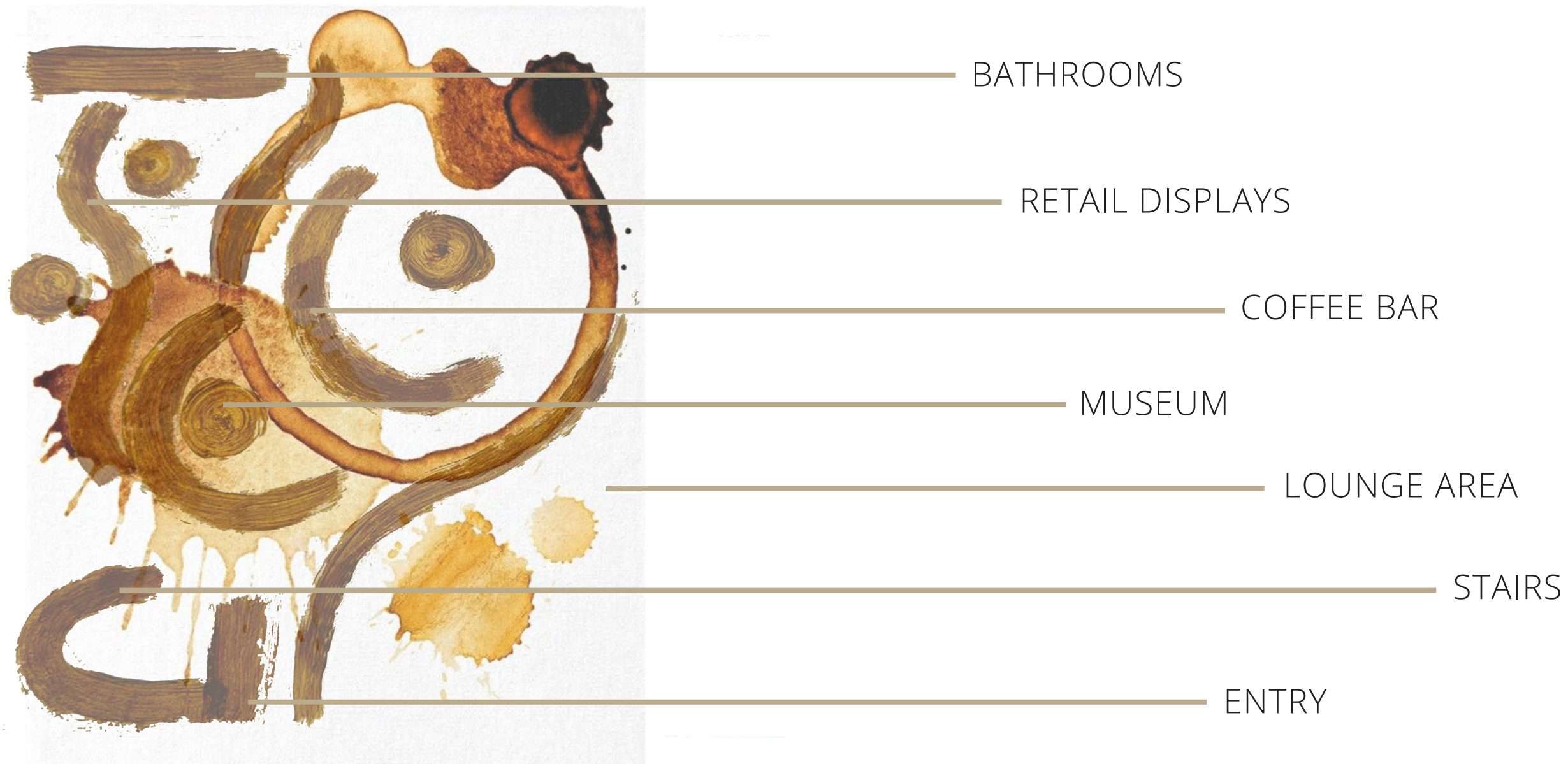
first floor

second floor

AREA	SPACE	FUNCTION	SQ FT
PUBLIC	Reception Desk	place to purchase any products from the museum or retail area	578 sq ft
	Cafe & Kitchen	coffee bar with seating and small kitchenette for prep, includes cabinets for storage	1,295 sq ft
	Retail Space	open shelving that contains products for sale such as coffee, mugs, and other accessories	950 sq ft
SEMI-PUBLIC	Museum	central focus on main floor with open circulation, consists of displays of coffee machines used through history	470 sq ft
	Lounge Space	area for customers to drink their coffee and chill, comfortable seating spread throughout this space	1,065 sq ft
PRIVATE	Bathrooms	men's and women's bathrooms with multiple stalls including ADA accessible stall	285 sq ft
	Storage	space to store any extra products being sold in the retail space and museum	35 sq ft

AREA	SPACE	FUNCTION	SQ FT
PUBLIC	Space Open To Below	space to look down onto the bottom level, keeps the space from being too closed off from everything else	1,720 sq ft
SEMI-PUBLIC	Pottery Wheels & Storage	space for at least five pottery wheels and side area with closed storage space for clay and other tools	900 sq ft
	Kilns & Sinks	area for kilns spaced out to prevent fire hazards, industrial style sinks to wash tools and equipment	565 sq ft
	Painting & Glazing Studio	painting/glazing area for pottery after it got fired in kiln, paint displays with extensive color options	535 sq ft
PRIVATE	Bathrooms	men's and women's bathrooms with multiple stalls including ADA accessible stall	285 sq ft

PARTI DIAGRAM



The original image used for the parti diagram consists of a coffee mug stain on a tinted canvas. This image represents the importance of coffee for this project as well as the round circulation patterns that will be implemented in the overall design.

BLOCKING & ADJACENCY DIAGRAMS

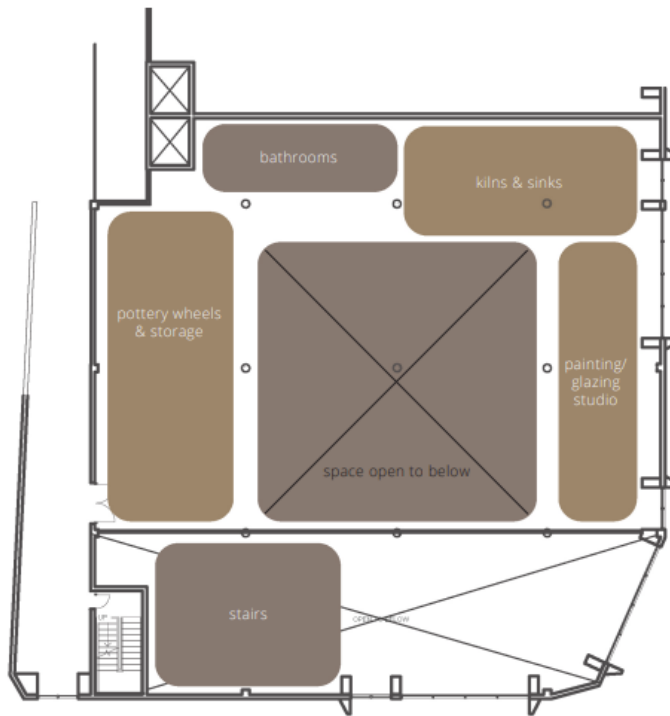
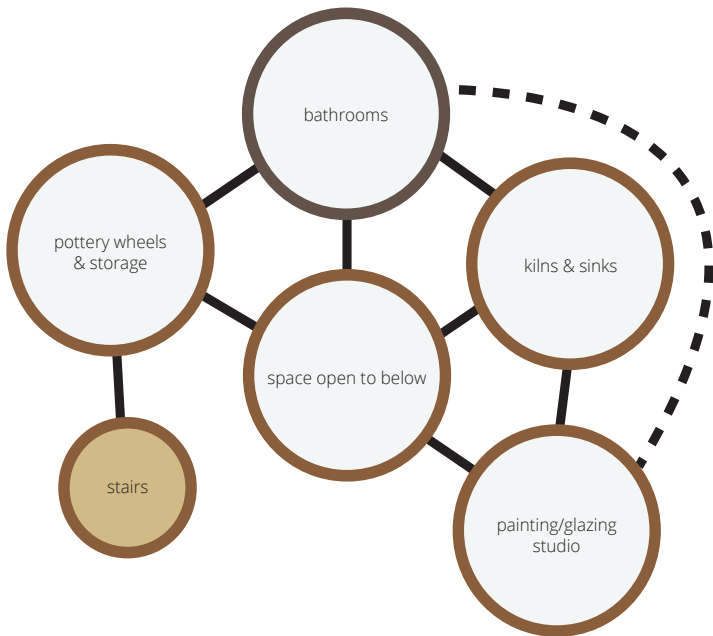
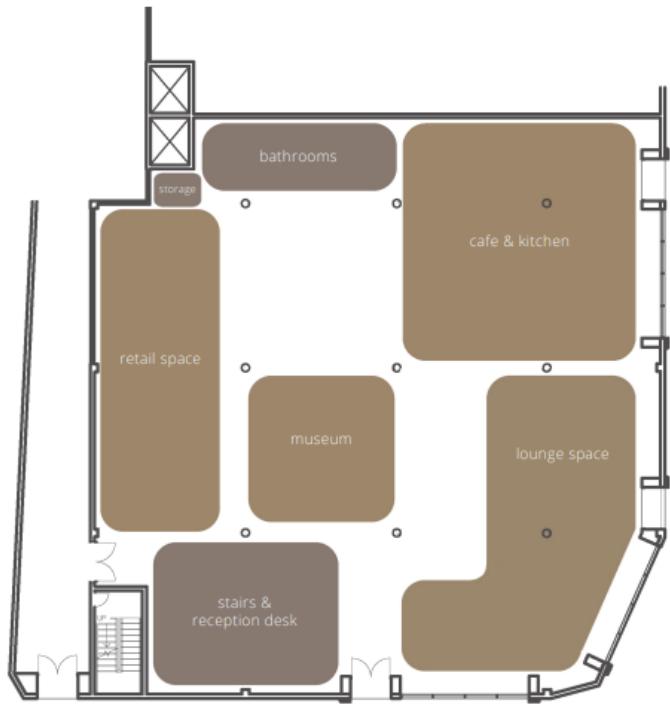
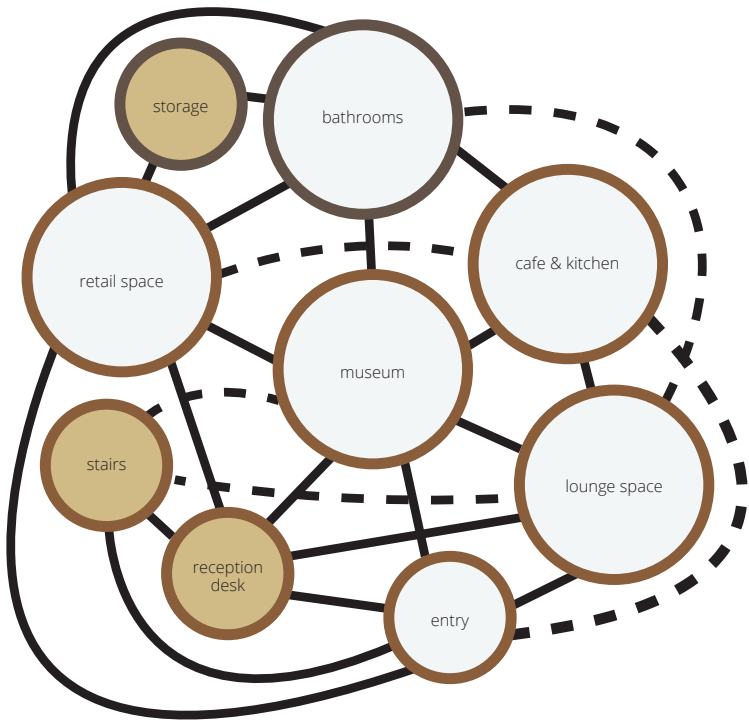
first floor

- larger spaces
- smaller spaces

- public
- private

- primary circulation
- secondary circulation

second floor



BRANDING & CONCEPT



CLIENTS



BUSINESS OWNER

Joanne Milord

From: Miami, FL
Created Bonjour Blend Haitian Gourmet Coffee sold on welcometolittlehaiti.com
Volunteered in the Haitian American community in multiple roles and various cultural initiatives
Needs: opportunity to establish business



CUSTOMER

Madeline Alexandre

From: Little Haiti, Miami, FL
Studied at Regis College in Haiti
Needs: training to start small-business, pottery classes to improve designs she wants to sell, opportunity to establish her own business



EMPLOYEE

Natacha Civil

From: Little Haiti, Miami, FL
No prior education
Needs: work in the Little Haiti area, wants to improve bartending/barista skills to open up other job opportunities



CUSTOMER

Allison Laurence

From: Tempe, AZ
Student at Arizona State University
Needs: on vacation in Miami, gifts and souvenirs to bring back to family, opportunity to experience the Haitian culture in Miami



EMPLOYEE

Joseph Germain

From: Little Haiti, Miami, FL
Studied at the University of Florida
Needs: work in the Little Haiti area, wants to help others in the area learn about mug making/pottery and the culture of Haiti



CUSTOMER

Laney Hernandez

From: Miami Design District, Miami, FL
Studied at FIU
Needs: morning cup of coffee before starting work, chill place to work and check emails, local business to purchase coffee grounds

BRANDING



BRAND CONCEPT

Kafetyè is a coffee shop/pottery studio that **offers job opportunities and education** to the residents of Little Haiti. The brand strives to **promote diversity** in the Miami Design District area and reduce the negative effects of gentrification by combining the cultures in the area.



MEETING CLIENTS NEEDS

Kafetyè strives to meet the client's needs by providing a **welcoming space** where users can get together to drink authentic Haitian coffee, take pottery classes, and learn about the history and economic struggles Haiti has gone through.



BRAND INSPIRATION

"Kafetyè" direct translation in Creole is "coffee pot." The brand was inspired by the **extensive history** Haiti has had with coffee in the past. The color palette was created using an image of the coffee making process in Haiti.

SERVICES

COFFEE MACHINES

COFFEE MACHINES THROUGH HISTORY



ACCESSORIES

COFFEE GRINDERS



MILK FROTHERS



HONEY STICKS



SYRUPS



MUG WARMERS



COFFEE BEANS

CUBAN COFFEE BEANS



HAITIAN COFFEE BEANS



TOP THREE MAJOR COFFEE-PRODUCING COUNTRIES



STICKERS

KAFÈTYE



WELCOME TO LITTLE HAITI



MUGS

ELECTRIC MUGS



CERAMIC MUGS



KEURIG PODS

CUBAN KEURIG PODS



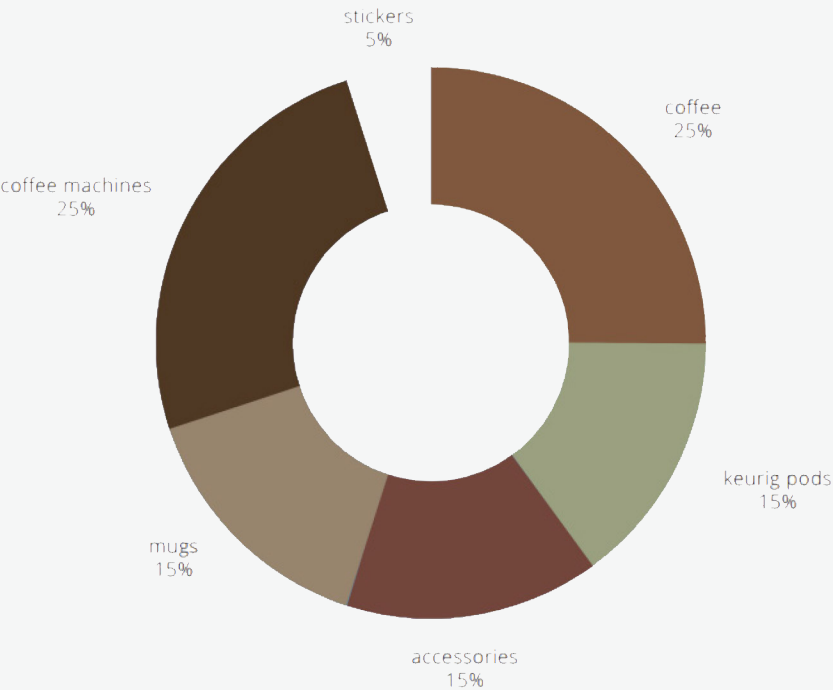
HAITIAN KEURIG PODS



POPULAR KEURIG PODS



PRODUCT LINE





CONCEPT

The main goal of this project is to **unify** the Little Haiti and Miami Design District communities to decrease the negative effects of gentrification in the area. To accomplish this we are creating a **coffee shop/pottery studio** that offers job opportunities, education, and incorporates a large retail space focused around Haitian coffee, something that is essential in their culture. The design will utilize warm, rich tones to represent the mellow taste and notes of chocolate of Haitian coffee.



For the concept model we created a hanging basket chair that utilizes the concepts of circles from the Fly's Eye Dome in the Miami Design District, along with the colors from the Haitian coffee plant, the arabica, and the fluidity from the coffee art.



PLANS

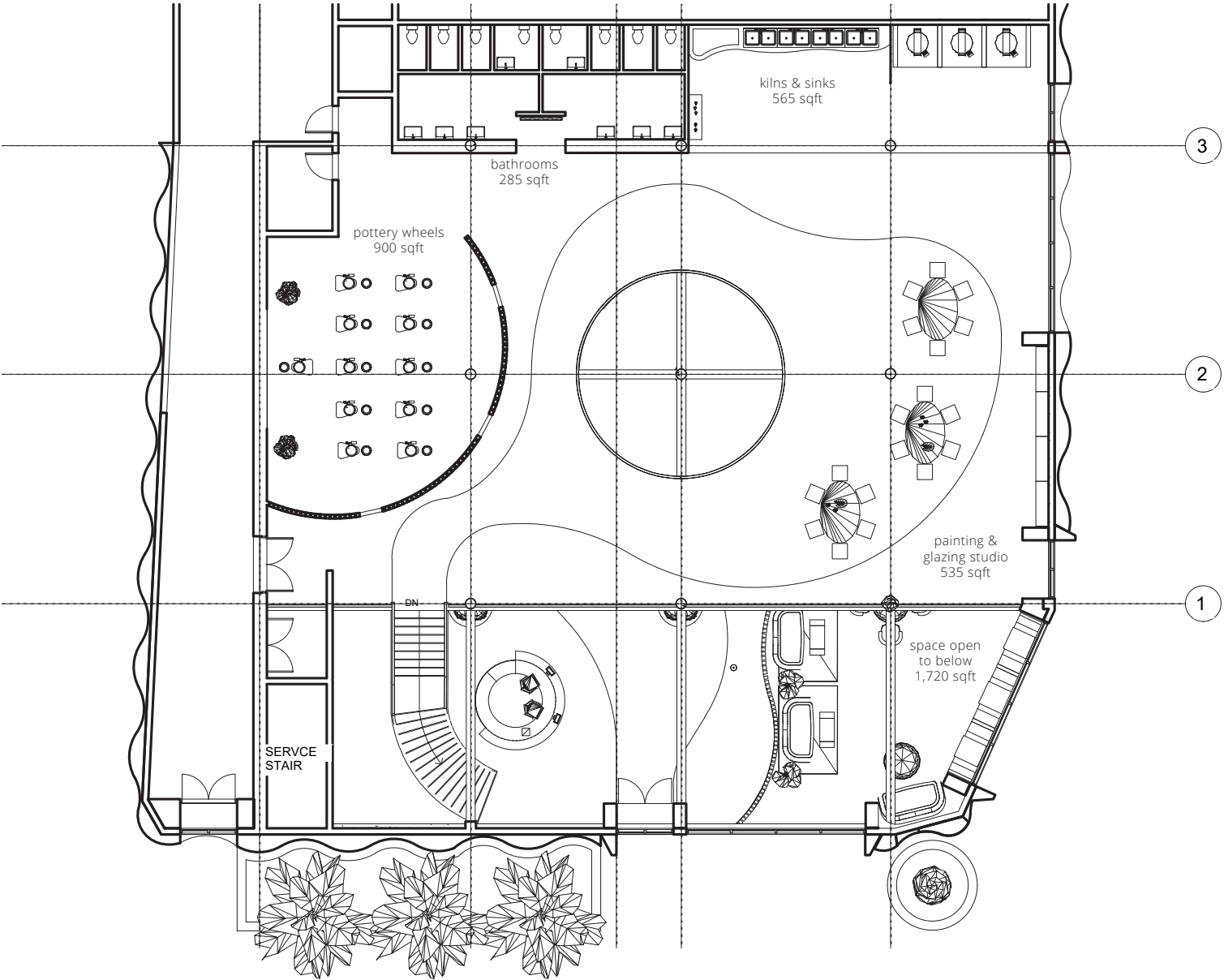
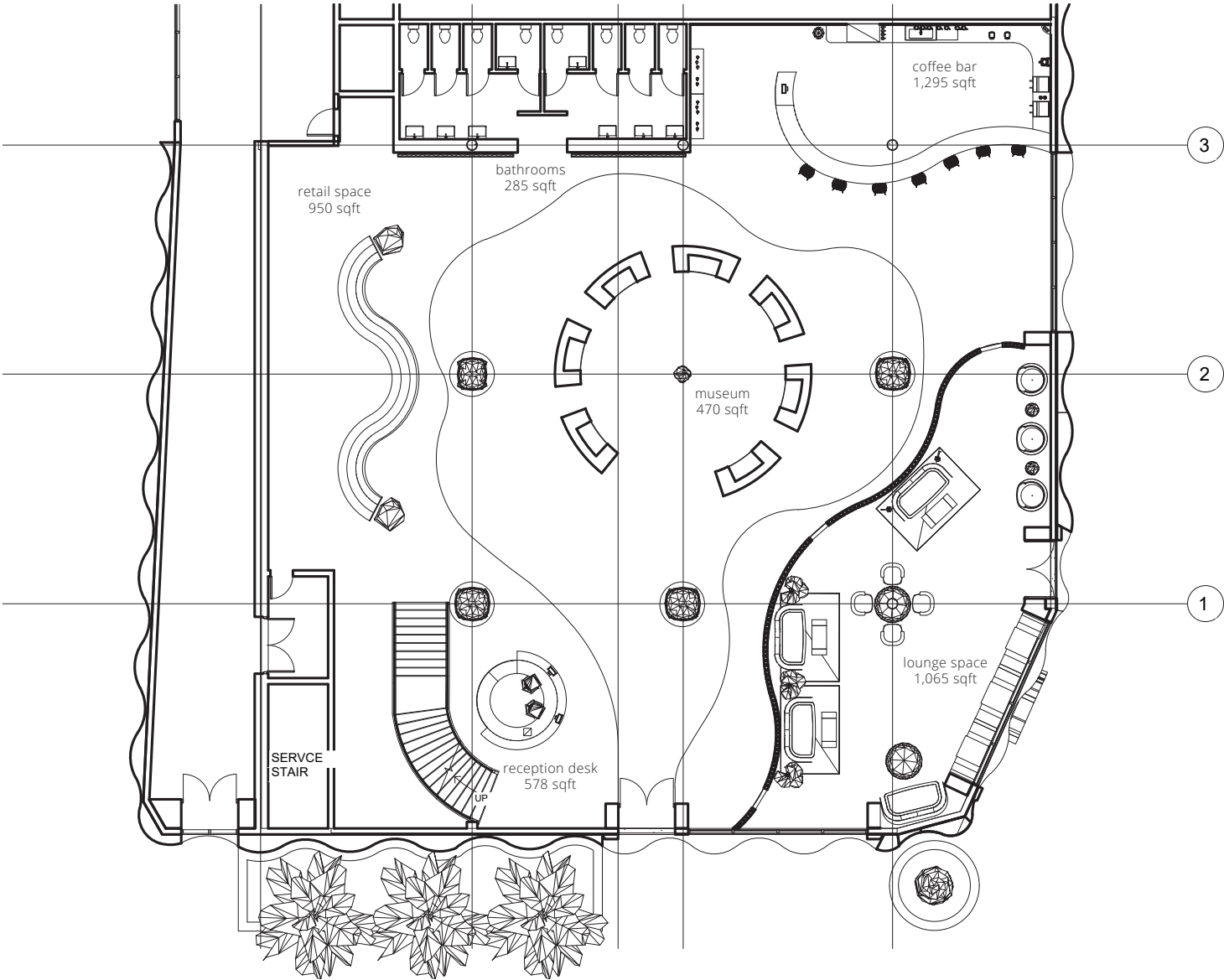


FLOOR PLANS



first floor

second floor

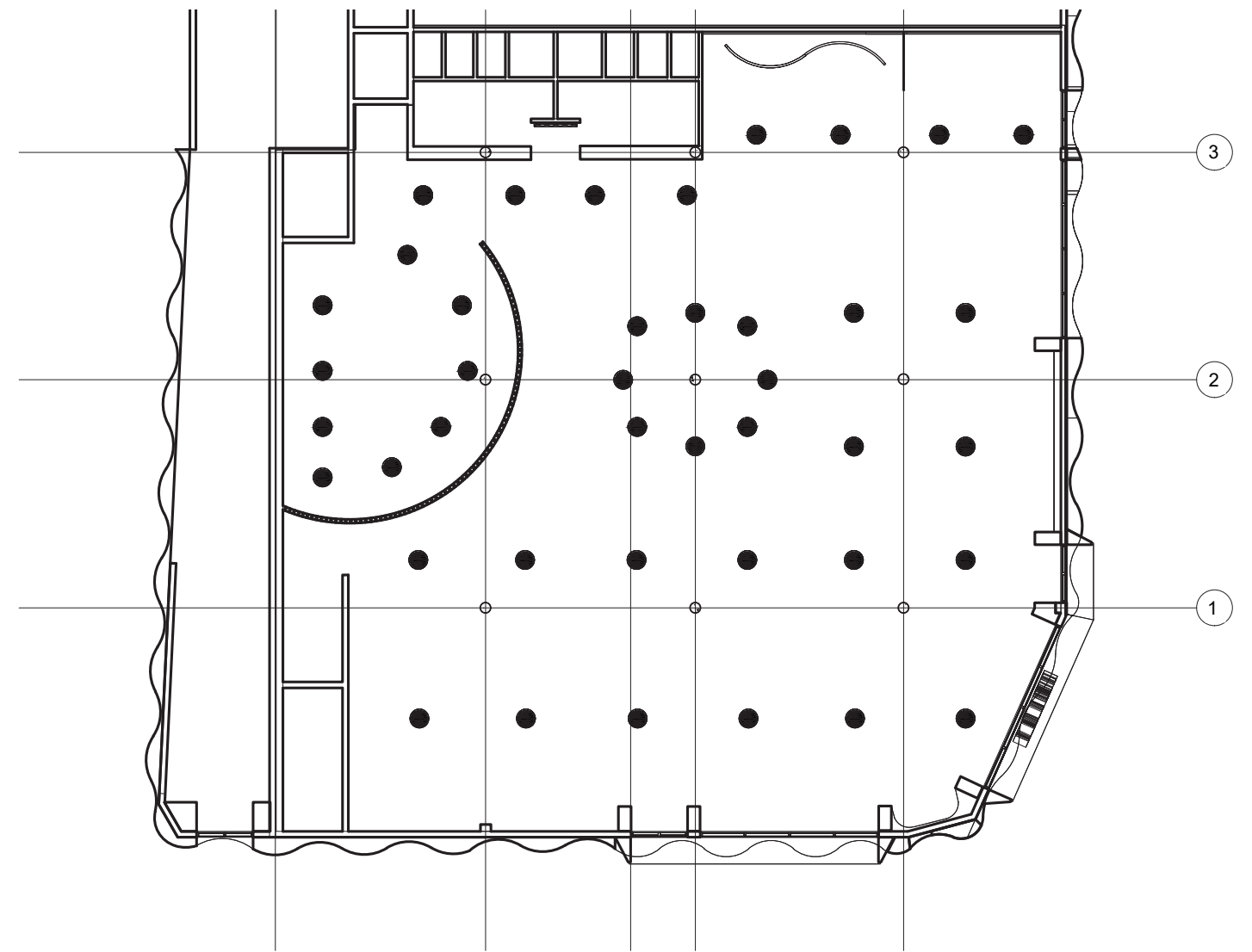
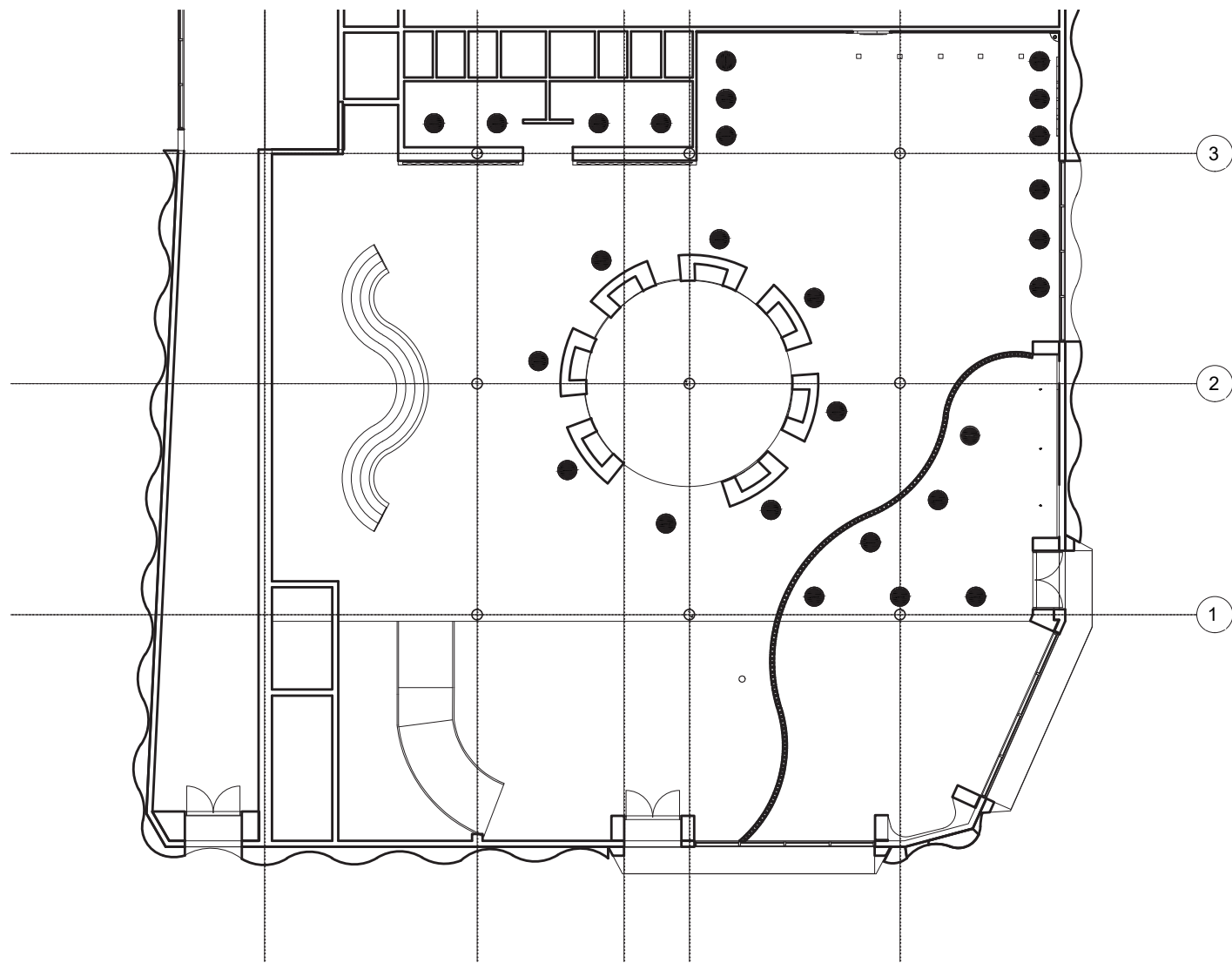


RCP



first floor

second floor



ELEVATIONS



TRANSVERSAL



LONGITUDINAL



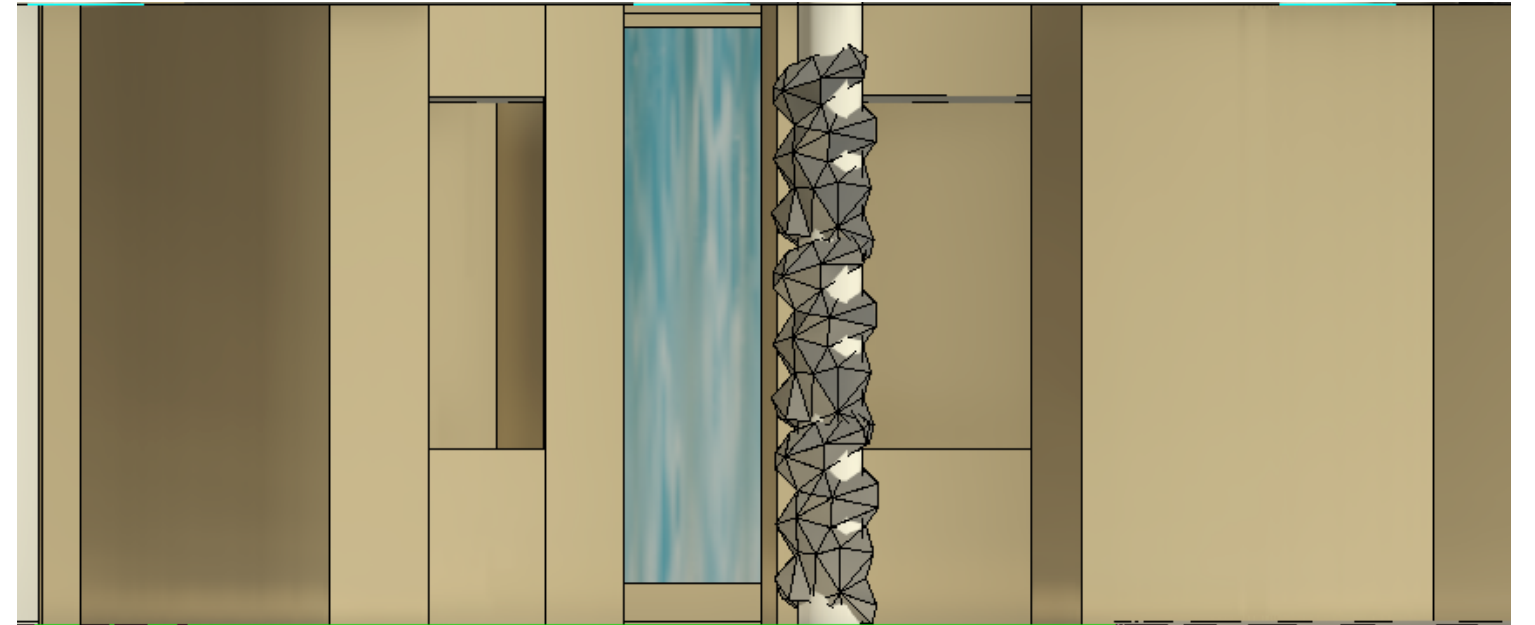
FACADE ELEVATION



ELEVATIONS 1



lounge area

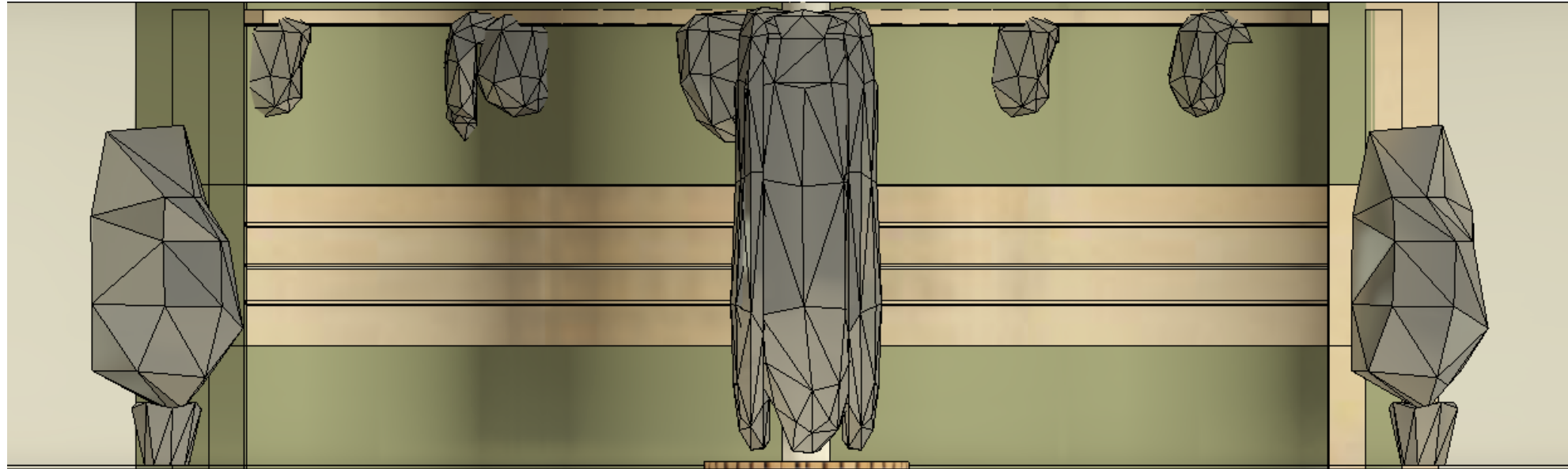


museum



coffee bar

ELEVATIONS 1



retail display

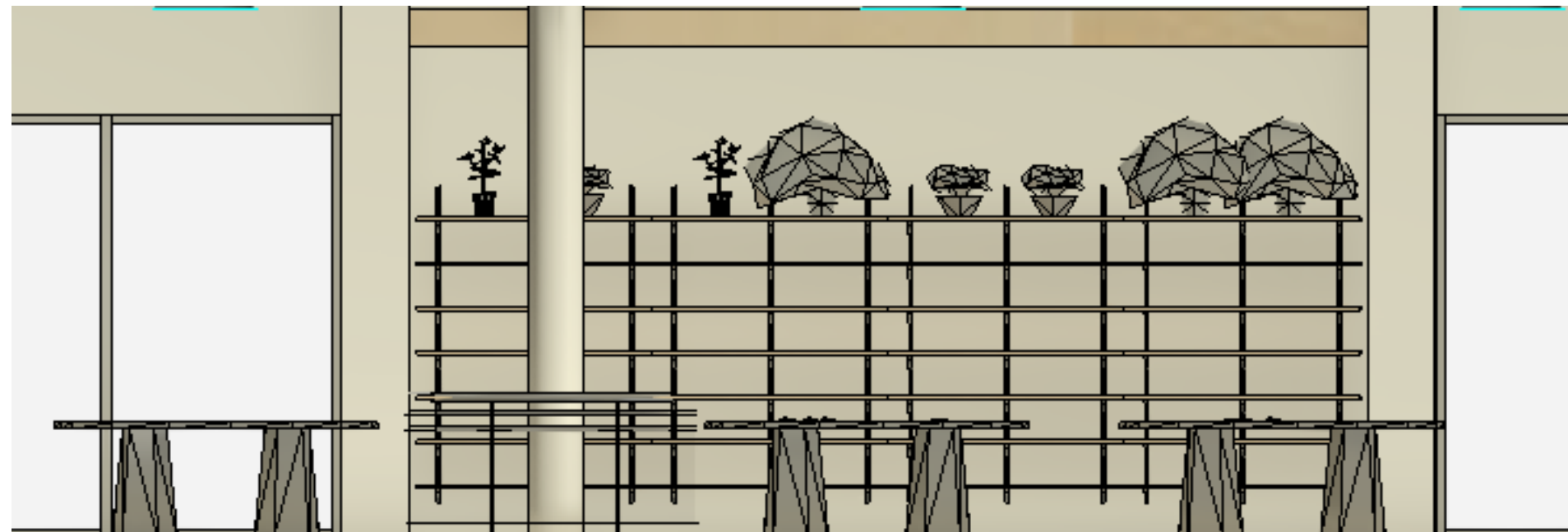


coffee bar

ELEVATIONS 2



pottery wheels

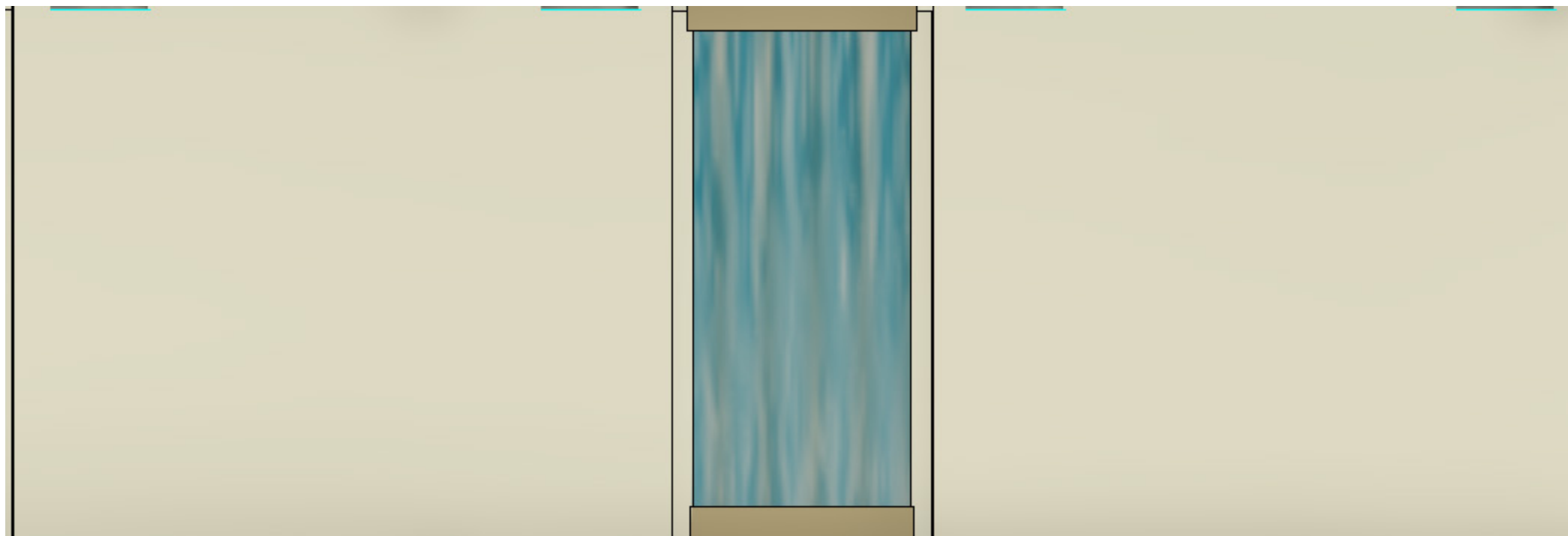


painting and glazing studios

ELEVATIONS 2



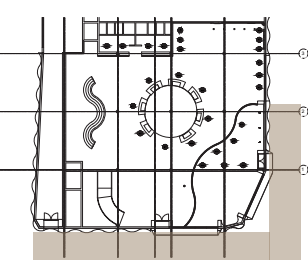
kitchen and sink



bathroom

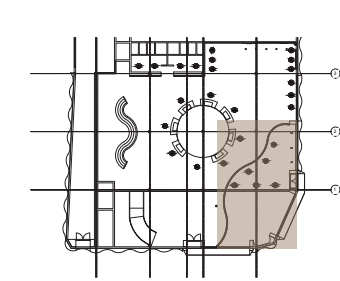
RENDERED PERSPECTIVES





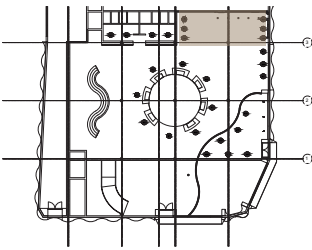
FACADE





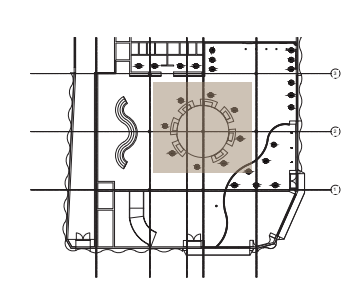
LOUNGE SPACE





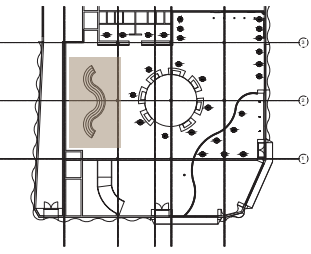
COFFEE BAR





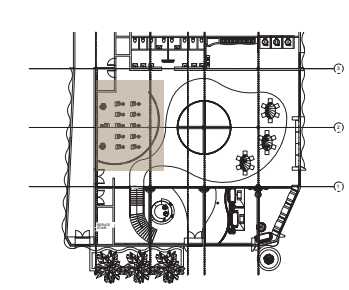
MUSEUM





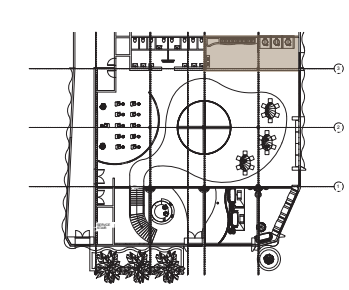
RETAIL SPACE





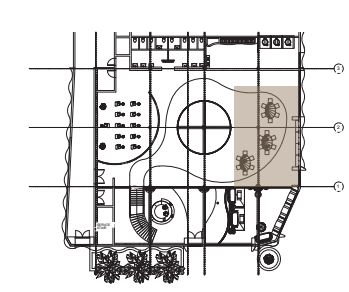
POTTERY WHEELS





KILNS & SINKS





PAINTING & GLAZING STUDIO



thank you

CITATIONS

- Lisaparavisini. (2011, November 6). The Black Gold of Haiti, coffee creole is hot again. Repeating Islands. Retrieved October 27, 2022, from <https://repeatingislands.com/2011/11/06/the-black-gold-of-haiti-coffee-creole-is-hot-again/>
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