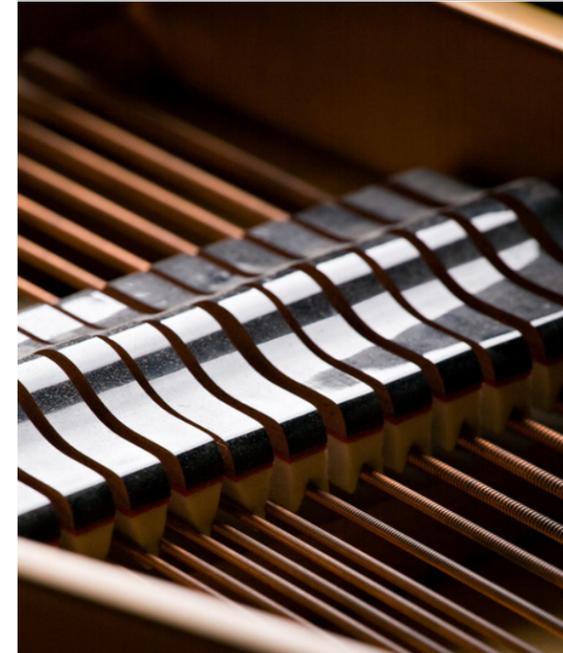
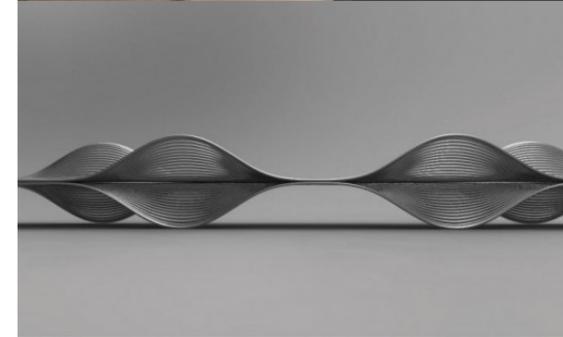


# Pülse

## 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.

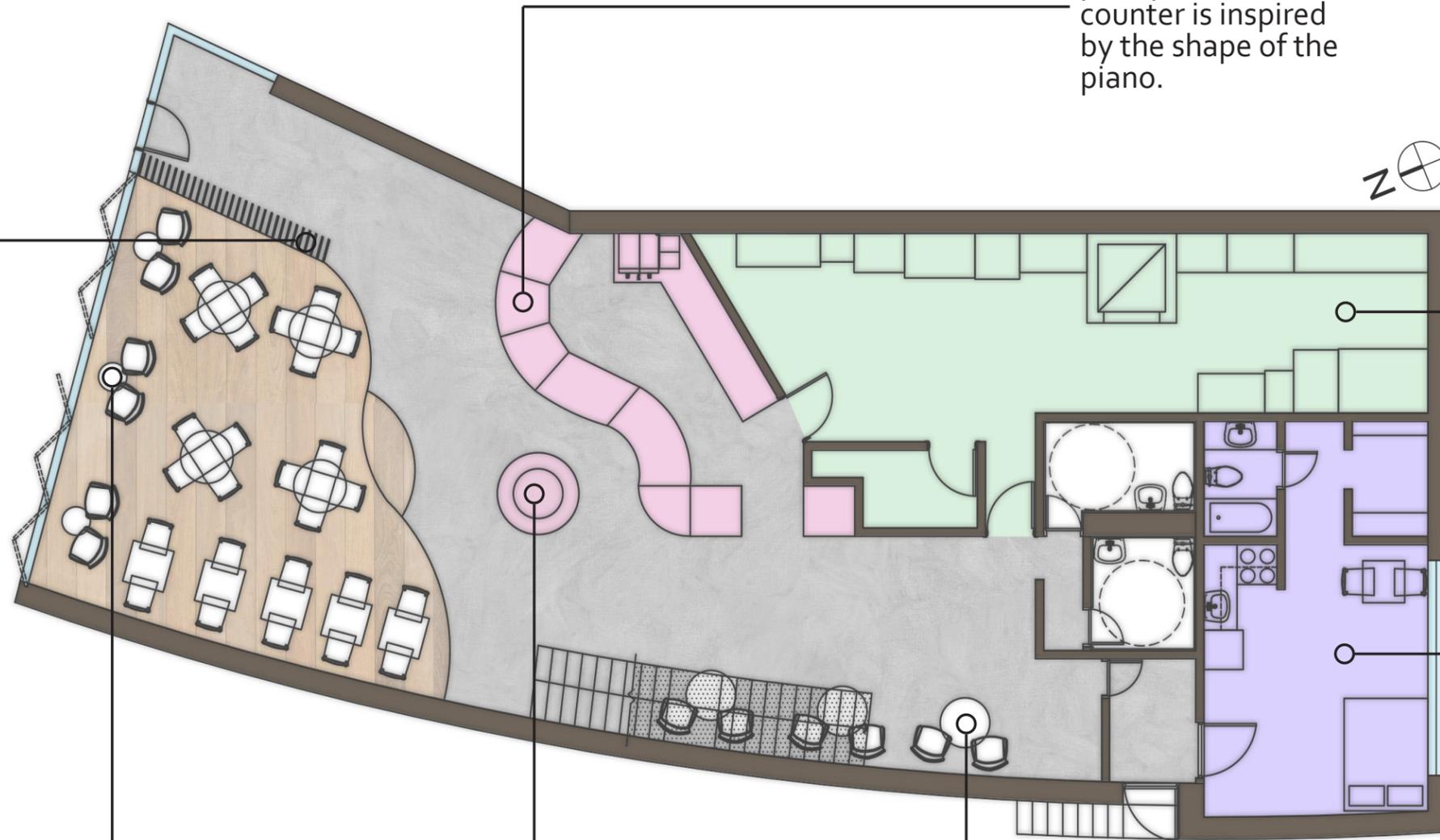


# First Floor Plan

## 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

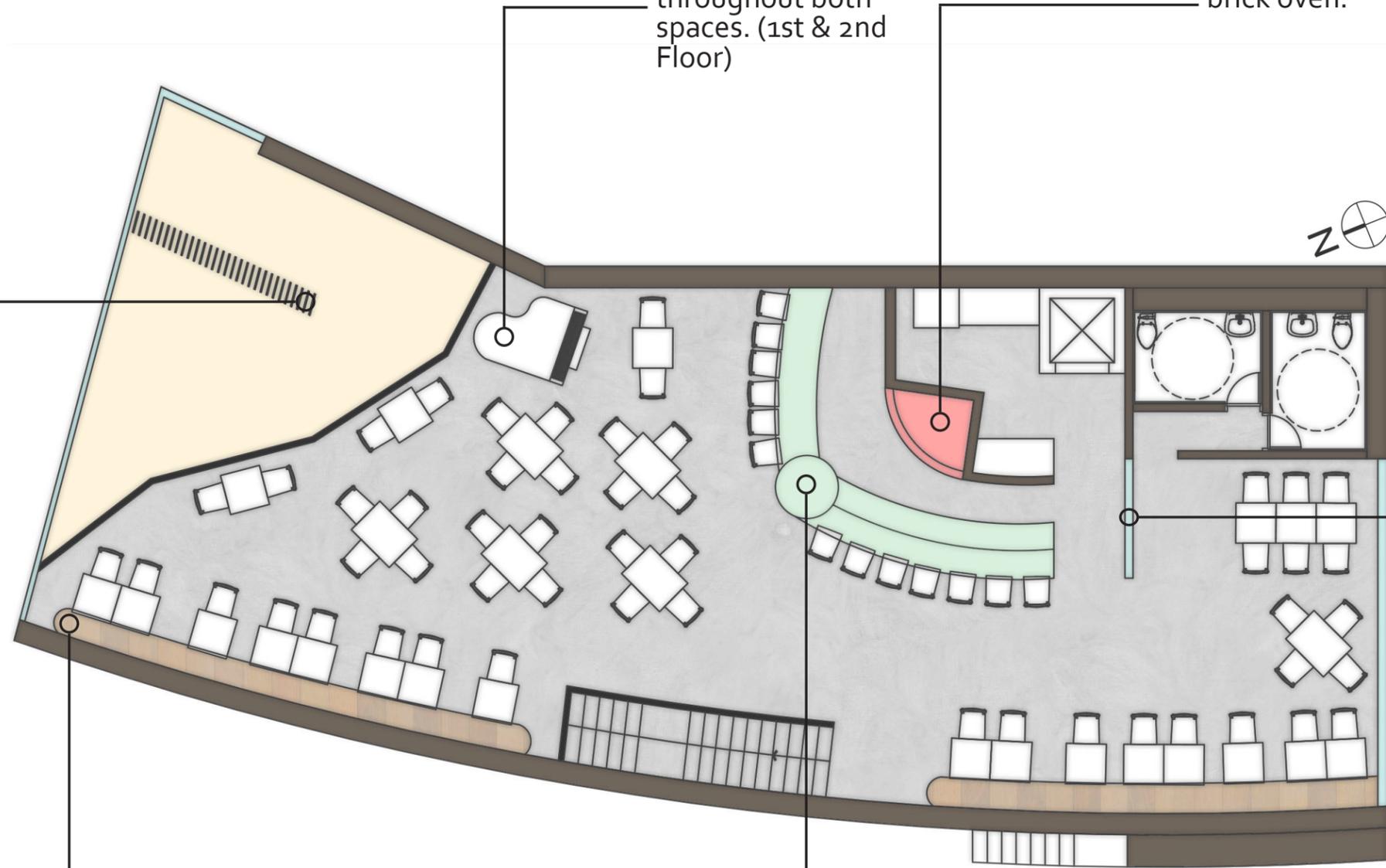
## Brick Oven Pizzeria

- 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.

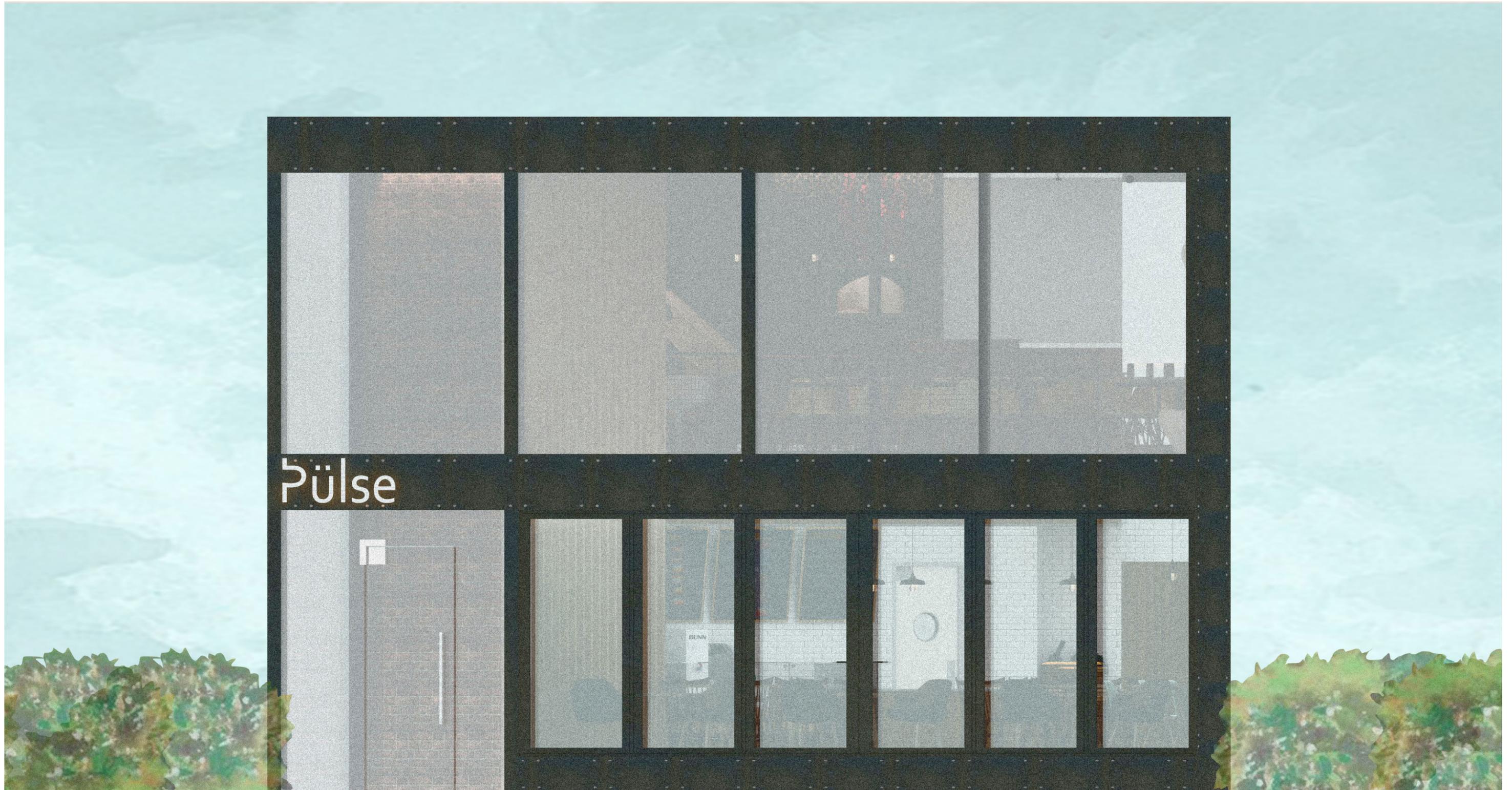
*Banquet/Feature Wall:* Piano inspired wood paneling functions as seating and wall treatment.

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

Scale 1/150  
Seating Capacity: 81

# *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.

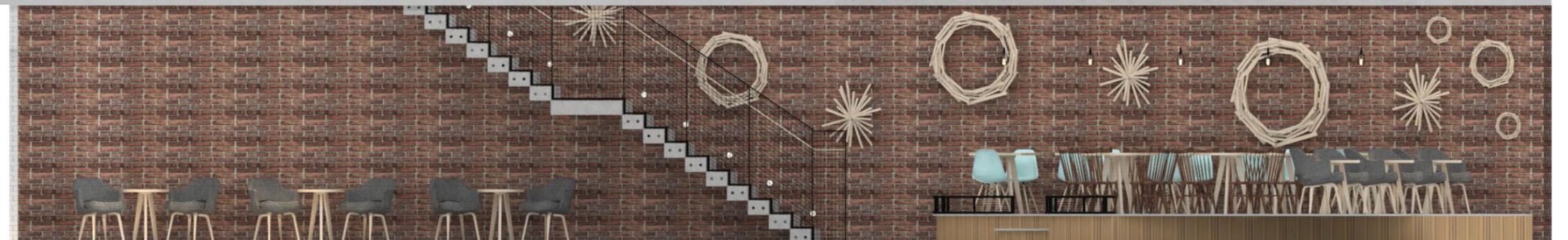
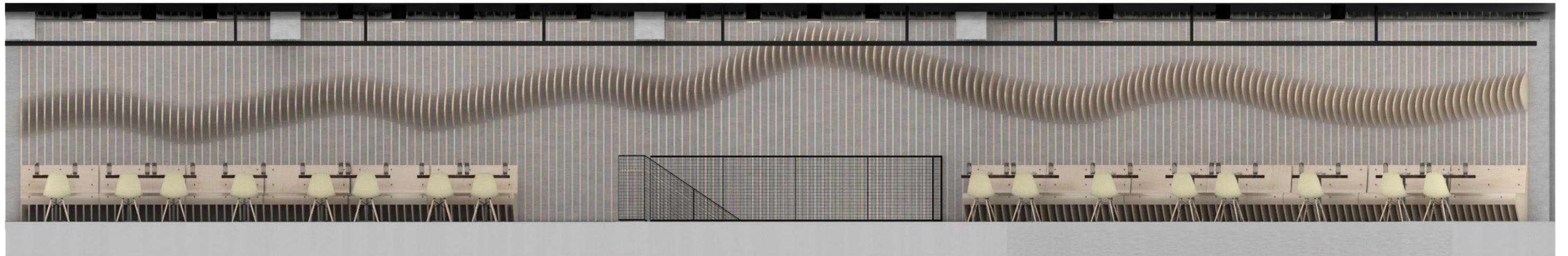


# *The Inside View*

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

