

PRESSED CAFÉ

Prototype Development and North East Locations

Size

Nashua, NH Prototype: 2,400 square feet; Burlington, MA: 2,400 square feet

Project Highlights

Prototype development for regional chain; Programmed number of seating for profit estimates; Efficiency of space for success of business; Rustic reclaimed wood and brick finishes; Specialty lighting; Collaboration with kitchen vendor; Flow through space for quick client interaction and food delivery; A local, quiet café feel where customers hang out, work, and socialize

Services Provided

Full service interior design and architecture; New construction





IA worked with Pressed Café to create a prototype café space in Nashua, NH, which led to multiple other café design projects, including Burlington, MA. The main goal for Pressed Café was to create a space that provides quality food quickly while still maintaining the feel of a local quiet café where people are welcome to hang out and work/socialize as they would in a more relaxed setting.

IA conducted programming to determine the amount of seating needed to meet profit estimates. The space was designed for fluidity to encourage fast, smooth interactions between staff and customers. The materiality and design of the space represents Pressed Café through the use of reclaimed wood, concrete floors, brick walls, metal chairs, and dramatic light fixtures.



In collaboration with a kitchen vendor, this new construction project fully incorporates all food preparation and serving needs. IA also worked with Pressed Café's marketing team to develop new menus, product displays, and other branding elements.