

# Primo-Café Bar

**Location** / Tübingen, Germany  
**Area** / 1076 square feet (100 square meters)  
**Designer** / Dittel Architekten  
**Client** / Primo Espresso GmbH  
**Completion** / 2016  
**Photography** / Martin Baitinger

The architectural office Dittel Architekten (DIA) designed and realized a modern coffee bar in Tübingen for the Primo Espresso brand, which stands for high-quality coffee, an Italian lifestyle, and a sustainable mind-set. In the spirit of this philosophy, an authentic interior design concept with natural materials and dedication to detail was created. The café was integrated into the Zinser fashion store as part of a major conversion and opened in September 2016.

Located in the pedestrian zone, it not only attracts people from the outside but also creates value for the store's retail customers. The continuous glass façade reveals a warm atmosphere to passersby which, in a symbiosis of light and material, makes them want to come in and enjoy a coffee.

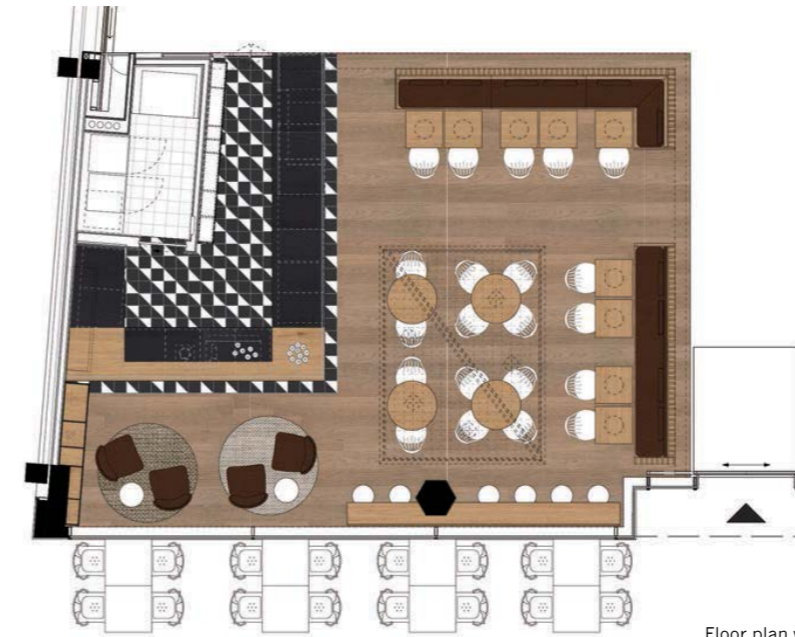
The concept places the service counter at a central location, because this is where the processes of the café's operations come together. This core function makes it a formative element that integrates all materials. Inspired by the traditional coffeehouse culture, the designer added ceramic tiles in the chessboard pattern to highlight the more than 32-foot-long (10-meter-long), L-shaped counter. The counter is clad in whitened oak slats, creating a natural color spectrum with a lively effect. The counter is finished off with a massive wooden top and an inserted glass display case. The suspended black steel shelves in the background have the charm of untreated materials and provide an effective contrast to the soft colors of the organically shaped ceramic tiles.

The café area is divided by vertical wooden slats, which provide a reference to the structure of the counter and a view of the sales area. Visitor can choose to sit on a raised platform with a view of the outside, in comfortable leather chairs in the lounge corner, or in the interior of the room for a social gathering. A thematically adapted ceiling element with unusual parabolically hung lights supports the cozy atmosphere. Golden accents in the lights take up the packaging design of the products and represent the exquisite coffee culture. The robust appearance of the wood-branded logo stands for craftsmanship and nature.

01 / The glass façade reveals a warm atmosphere  
02 / Comfortable sitting in the wooden corner







Floor plan with color

- 03 / The ceiling element and various lights support the cozy atmosphere
- 04 / The counter unites all gastronomic processes and all materials
- 05 / Leather chairs and product presentation in the lounge corner
- 06 / A combination of tiles, wood, black steel, and golden accents



03



