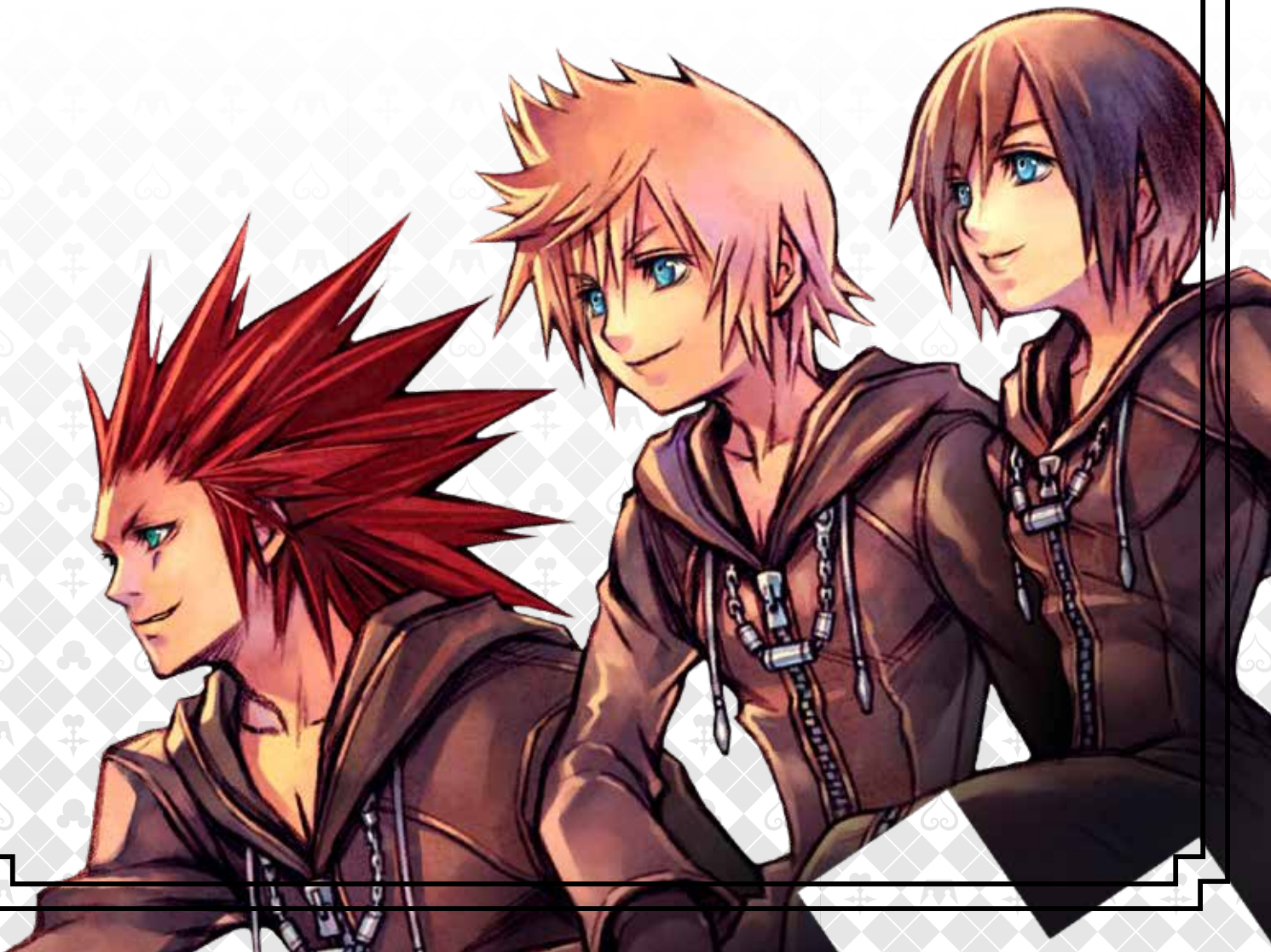


The Cafe That Never Was

A KINGDOM HEARTS-THEMED
ENVIRONMENT PROPOSAL





FROM THE HEART

ALL THINGS BEGIN WITH THE HEART.

It is the cornerstone of us. Guides us. Gives us hopes and dreams, sadness and joy, fear and courage. Without it, we are little more than nobodies, husks that seek what we are missing, the key that makes us whole. It is the heart that defines our journey, allows us to experience and grow, make mistakes with belief and the strength to continue on. We must count on it, for as long as we listen to it, will never lead us astray.

Through our hearts, we can make what was only ethereal real. Creating new from nothing, or even breathe new life into something forgotten.

It is this belief that will lead our guests to The Café That Never Was, a place for their hearts to take pause and respite, a momentary reflection of their time and a chance to further fill themselves with happiness. Along with a warm environment, nourishing food, and an experience like no other.





THE PREMISE

It is classic movement in park design that a company has a downtown section attached to their parks with a slew of restaurants, shops, and entertainment for guests to attend during their day at a theme park. More recently, the trend has become that the owner of the park creates concepts that fill out the placemaking for these downtown sections utilizing their own IPs to generate a bigger market share of the revenue generated from these downtown areas.

It is from this that The Café That Never Was came into existence. Taken from Disney and Square-Enix's Kingdom Hearts video game franchise, The Café That Never Was functions as a pop-up restaurant that can be run by the main owner and provide guests with a unique experience based upon beloved franchises.

A pop-up create a unique opportunity to test how a concept will attract guests without requiring a full build-out. In this way, this proposal will showcase a couple potential ideas: a true pop-up that does Kingdom Hearts-themed food and decoration in the space of an existing restaurant, as well as a restaurant, that if proven popular, can be converted with a full build.

The first proposal requires a limited build with only decorations and light paint/building to set the theme correctly. Some kitchenware would be required for the menu items, as well as costuming for waiters, but is a lighter amount.

The second proposal is for a full build that would see permanent signage with lighting, custom flatware and dinnerware, a build on a bar area and custom tables and chairs.

This provides a great opportunity to test the waters with the concept and see how the response is before committing to a full build on the concept.

ON POP-UPS

One of the current trends in the restaurant space is that of a pop-up: a temporary restaurant concept that occupies a pre-existing space. These type of events allow burgeoning restaurateurs to test their ideas to customers without the full investment of a restaurant build-out, giving them flexibility to change their menu as needed per the response from consumers.





THE CONCEPT

Drawing from the art and architecture of the Nobodies' world, The World That Never Was, in Kingdom Hearts II, The Café That Never Was draws a striking figure with sharply accented ornaments and plenty of neon lighting. This design is taken from the Memory's Skyscraper area of the game and takes direct styling from the architecture there. As well, the Nobody symbols appears throughout the café, from furniture to décor to even the flatware designs. The signature weapons of Organization XIII would be created so they can adorn the walls of the café, adding depth to the place.

The menu contains 14 different dishes, broken down to Starters, Entrees and Desserts inspired by each member (and some iconic food from the game as well).

ON KINGDOM HEARTS

Square-Enix and Disney teamed up to create the most unlikely of pairings when they launched the Kingdom Hearts franchise, a video game that follows Sora, Donald Duck, and Goofy as they travel to various Disney worlds fighting The Heartless and the try to rescue Sora's friends. Blending Disney classics like Mickey Mouse, The Lion King, Alice in Wonderland, Aladdin, The Nightmare Before Christmas and more with characters from the Square-Enix franchise Final Fantasy, these games became a hallmark in the video game world, creating a devoted fanbase with numerous entries into the series. They currently maintain a diehard fan presence and have recently launched the Kingdom Hearts 3 entry, which has already sold over 5 million copies.



THE BUILD



POP-UP PROPOSAL BUILDS

- Outfront signage
- Themed chairs and furniture
- Themed flatware
- Designed menu
- Organization XIII décor
- Graphic wallpaper
- Themed lights

FULL BUILD CONVERSION PROPOSAL

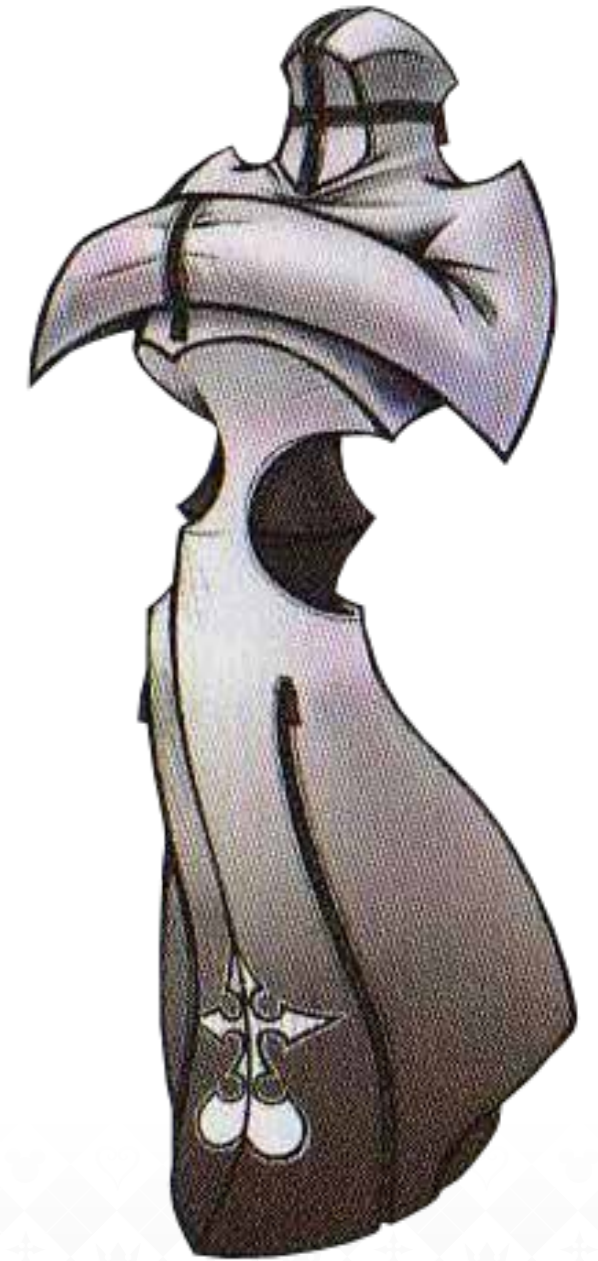
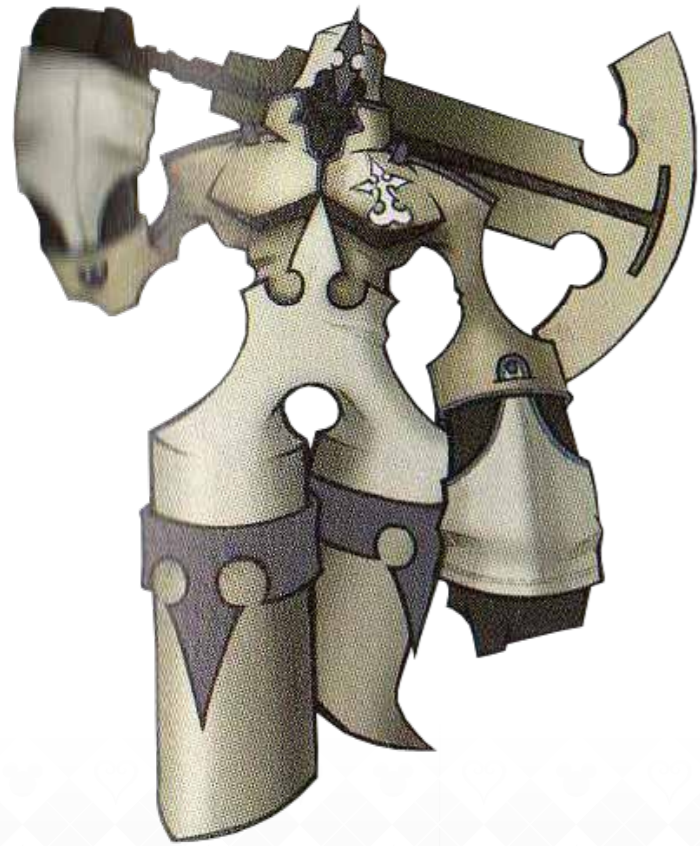
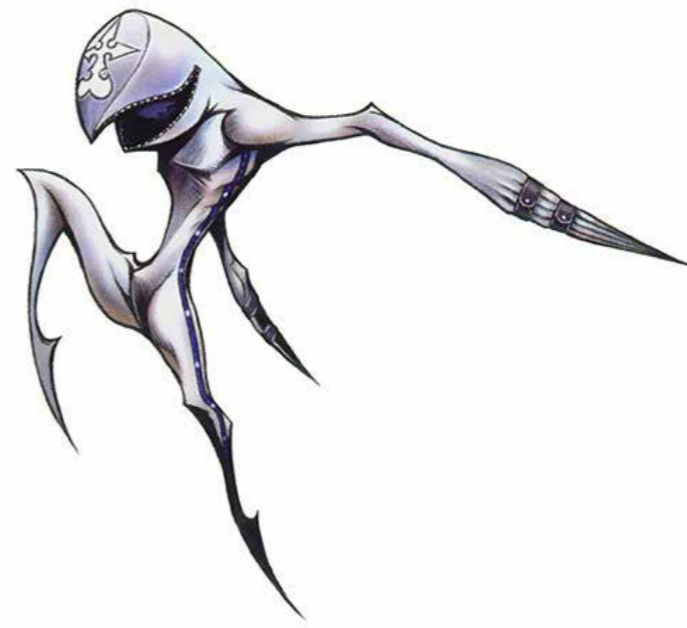
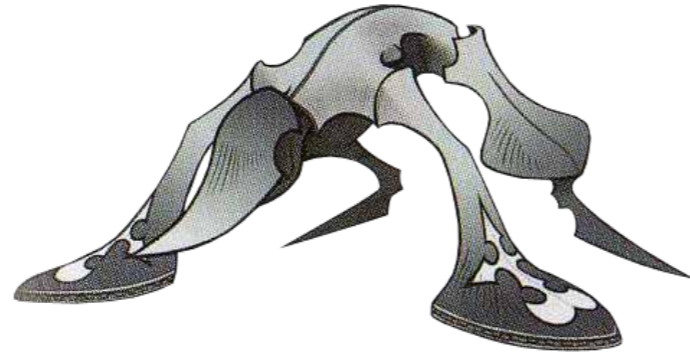
- Extra build on signage utilizing neon lights
- Ornamentation on building to resemble game area
- Flatware custom made
- Furniture custom designed
- Full bar build with TVs that resemble televisions from the game
- Custom sconces and lighting

ON NOBODIES

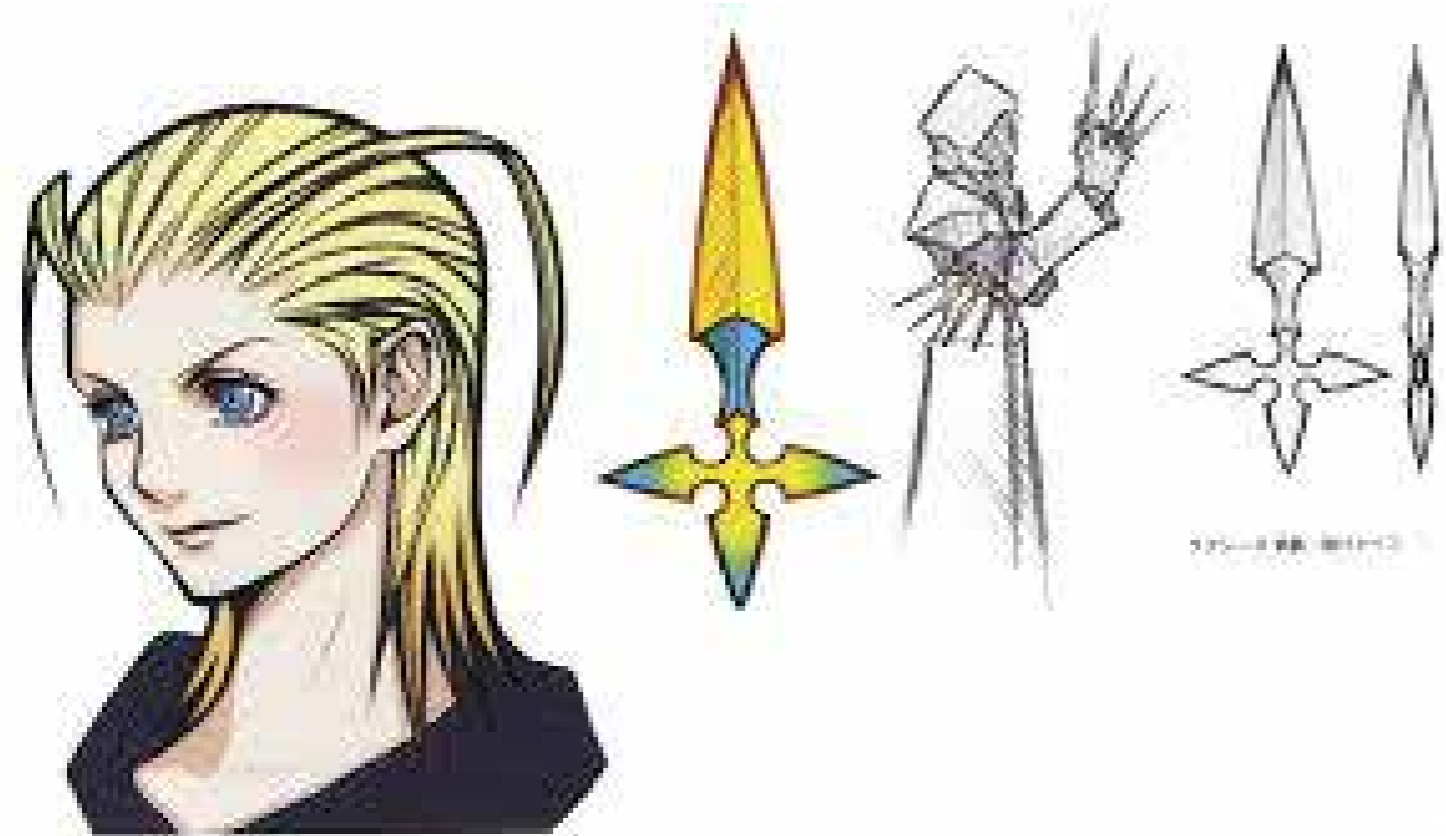
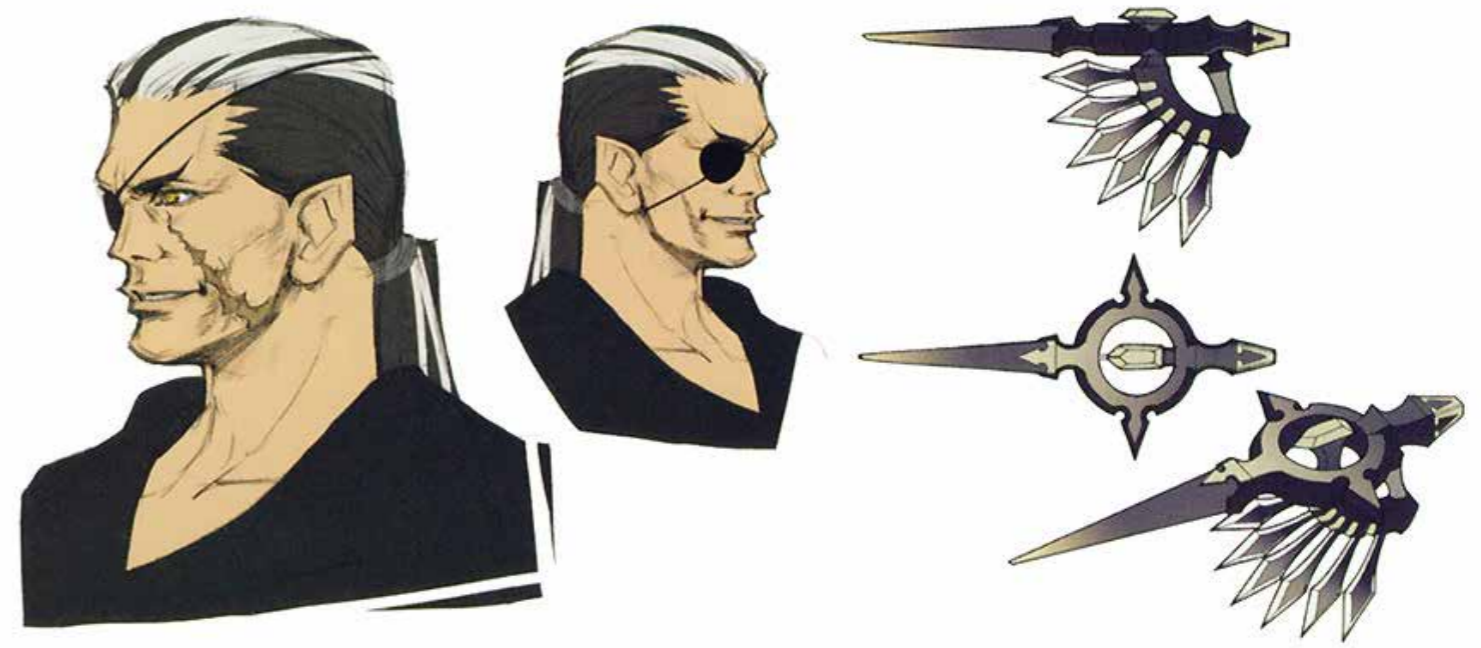
Nobodies are the main enemy faction of Kingdom Hearts II. They are enemies that were created when a whole person (body and heart) are split into two, creating a Heartless (the main enemy type in Kingdom Hearts) and a Nobody. They are led by a group called Organization XIII for its 13 core members. Though there are rumors of a 14th member...



THE INSPIRATION







ORGANIZATION XIII MEMBERS



ORGANIZATION XIII MEMBERS



In-game symbol for The World That Never Was



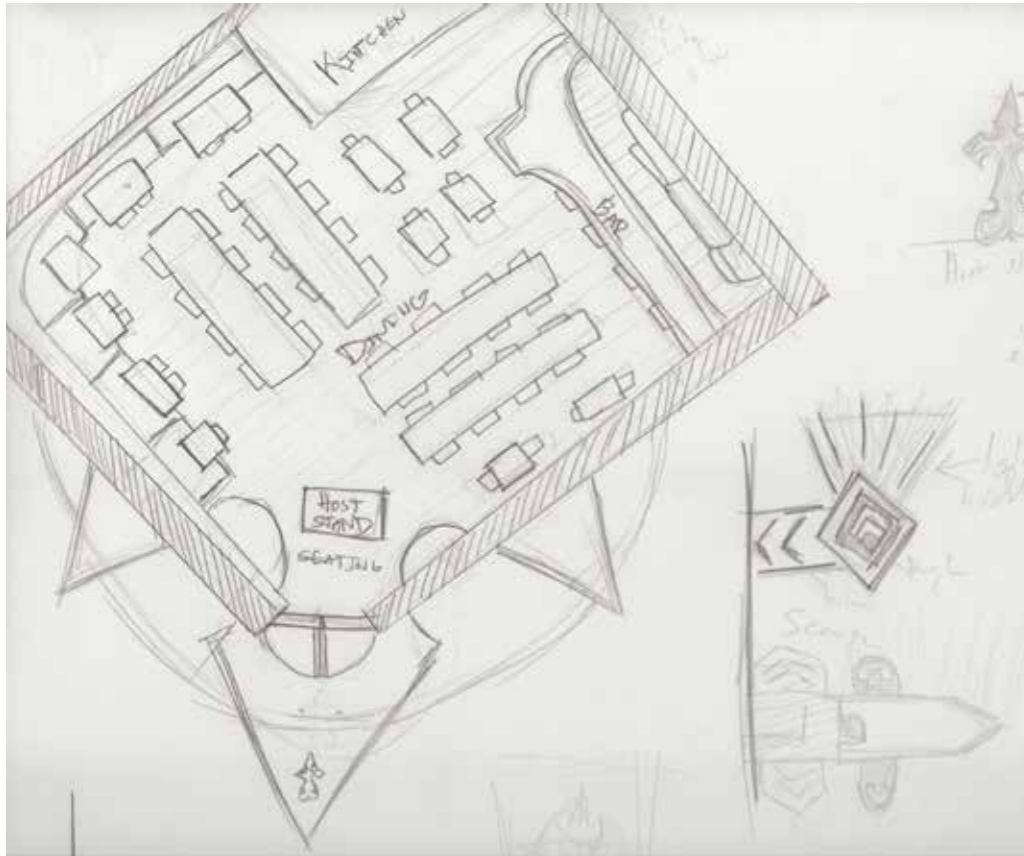
In-game screen shots of The World That Never was and Memory's Skyscraper.

THE WORLD THAT NEVER WAS

Memory's Skyscraper.



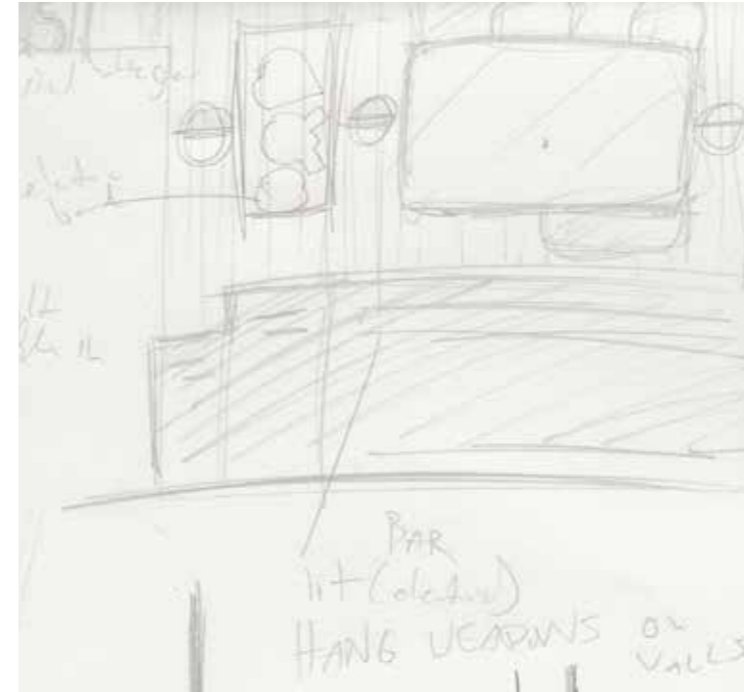
THE IDEATION



Taking cues from the aesthetics of The World That Never Was and design stylings of the Nobodies and Organization XIII, these studies show floor plans and elevations of The Cafe That Never Was.

With a focus on the communal aspect of the group, long tables fill the majority of the floor, allowing guests the opportunity to mingle and learn more about one another, while taking part of the most communal aspect of life, taking a meal together. A full bar allows quicker meals and drinks while banquettes afford smaller groups the time to bond closer together.

The exterior draws directly from the Memory's Sykscraper in the world, as seen below, complete with neon signage that would be part of a full build. The pop-up would utilize a simpler signage with just the logo.



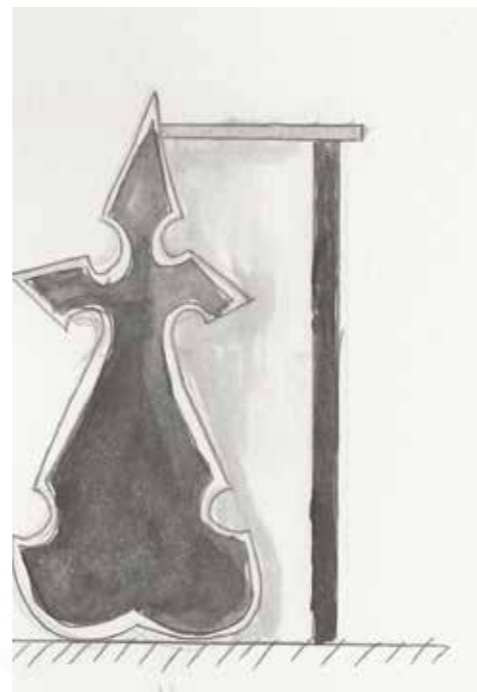
Sketches of the proposed bar area that has the TV backing like at the top of Memory's Skyscraper. Additionally, artwork derived from the world adorns the walls along with sconces.



Designed sconces to resemble lighting elements from The World That Never Was.

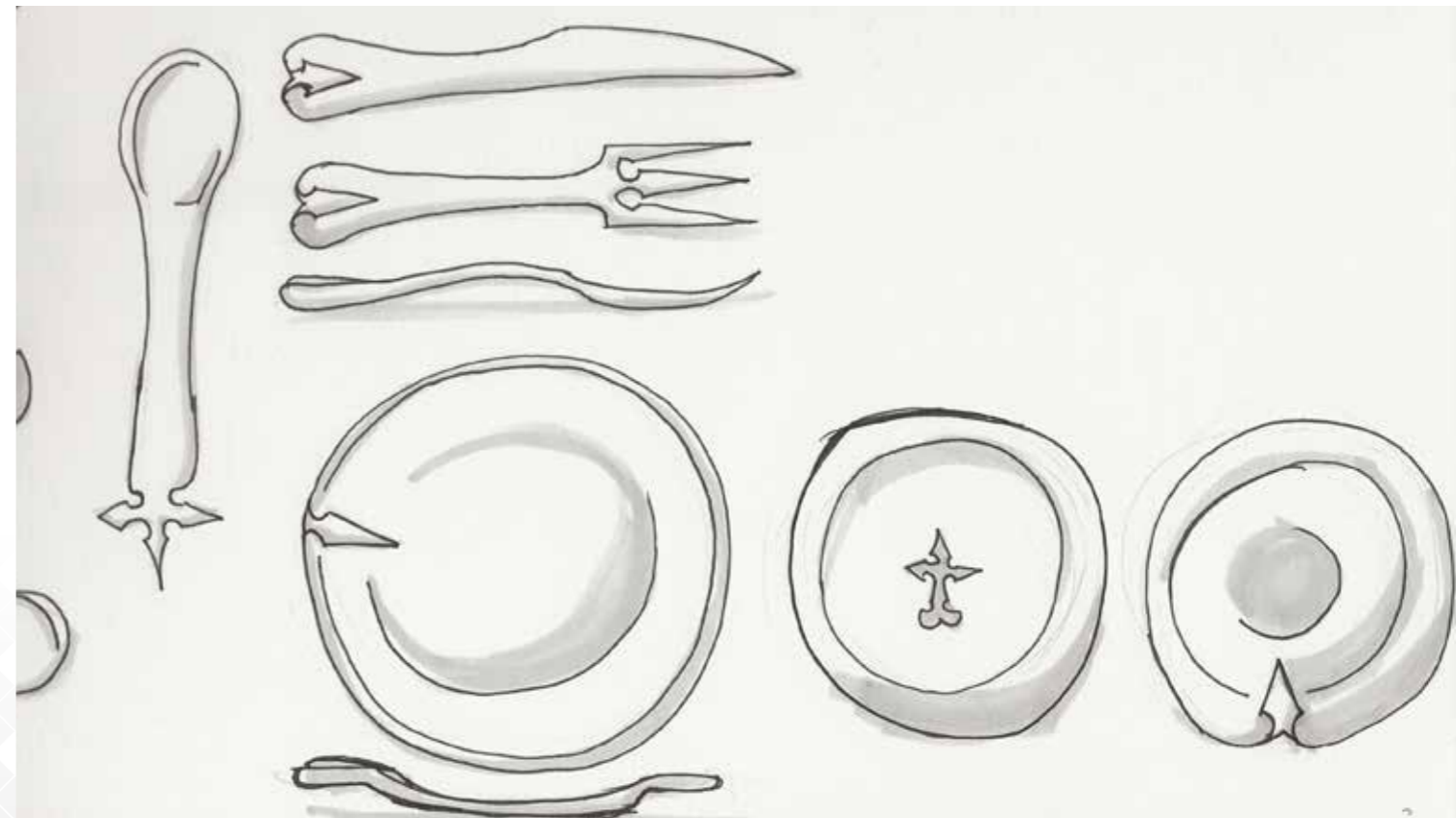
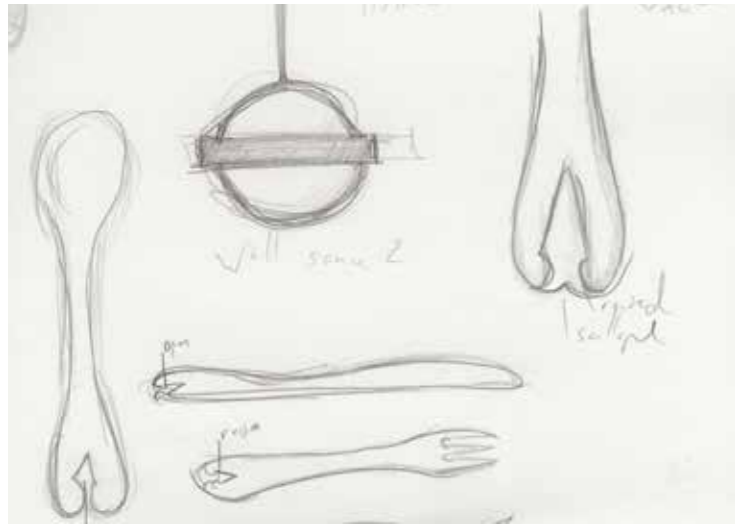
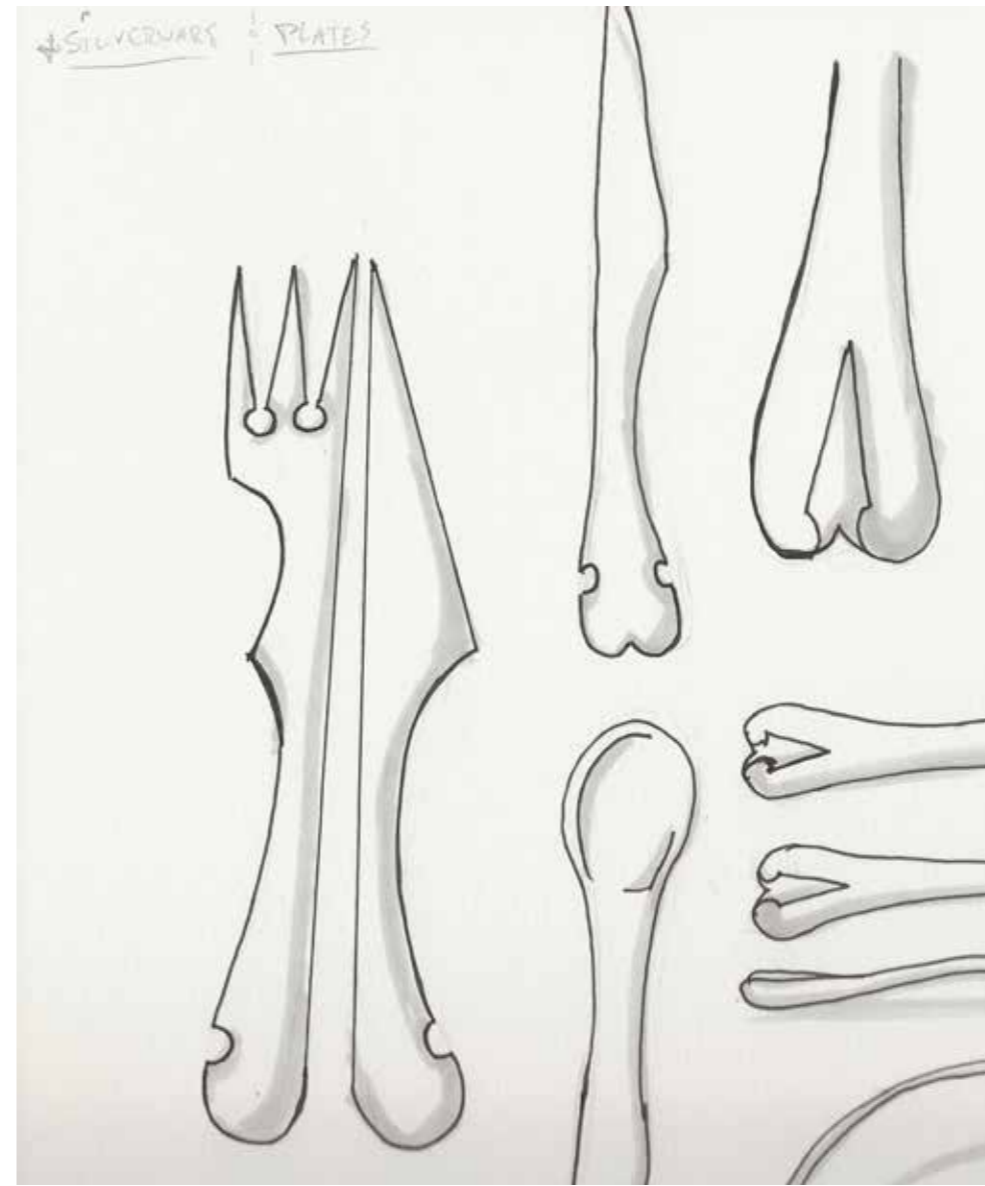
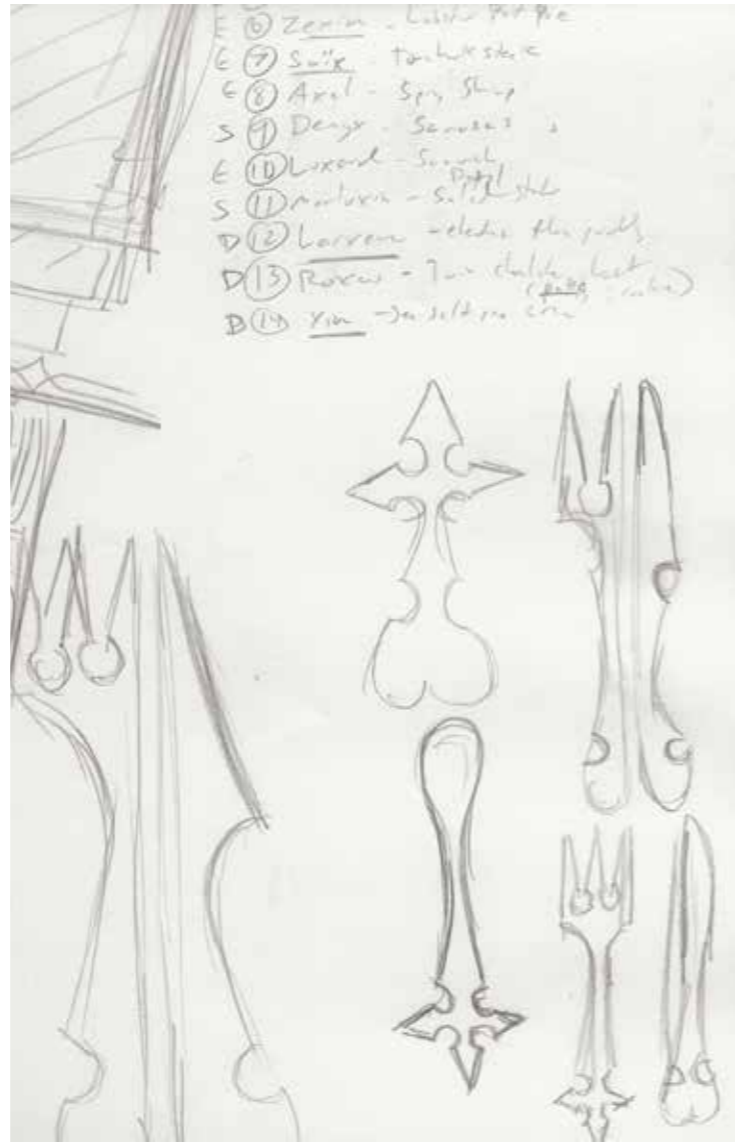


Color studies of the exterior, host stand and bar area (complete with manufactured Organization XIII weaponry that decorates the walls). These studies show the full-build of the Cafe. The pop-up version would use well-themed, purchased furniture that would match the design aesthetics, but not do the involved industrial design of the full-build concept. For instance, on the exterior, the full-build has designed lighting on the signage, veneer elements on the exterior and tiling on the ground outside to enhance the themeing of the cafe area. The pop up would have instead have a more modest look without these and would instead utilizing existing structure for the shell with light themeing, The interior would have the majority of the work done to convey elements from the game for the cafe. To the right is a study of the host stand, using the Nobody symbol with lighting to alert guests as to where to start when they enter the cafe.



This elevation of the bar area showcases the full build with the TV set inspired from the top of Memory's Skyscraper. The bar counter uses underlighting for great contrast and sharp looks. Manufactured versions of the weapons of each Organization XII member decorate the wall atop subtle wallpaper that terminates in a brick top to recall bistro design, but also the inspiration from The World That Never Was.

Silver and flatware studies that draw inspiration from the Nobody symbol for their design cues. Included are drawings of potential dishes that are inspired from Organization XIII members' personalities and iconic game food (Sea Salt Ice Cream is a favorite of the Organization XIII members and frequently shared together after a mission. To not have it would be the loss of every Kingdom Hearts fan. Also, it tastes delicious and there have been many homemade recipes popping up online of fans trying to recreate the dish).



THE CAFE THAT NEVER WAS



Starters

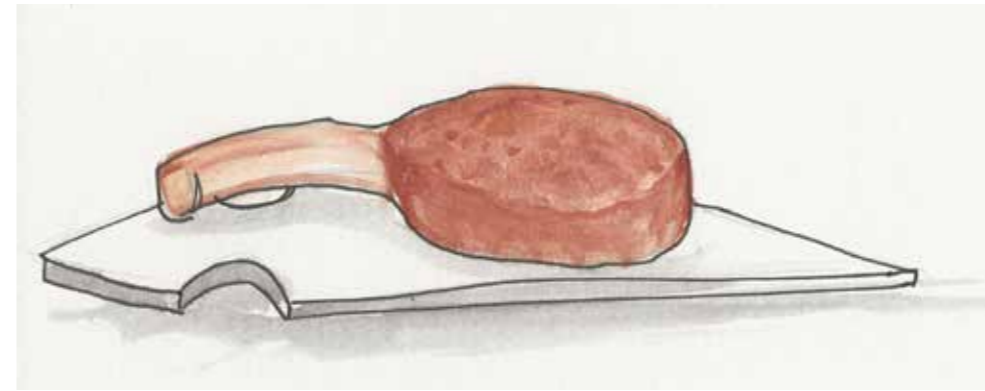
- II. Poutine - French fries, brown gravy, cheese curds **XIGBAR**
- IV. Verrine - potato, crème fraîche, chive **VEXEN**
- IX. Samosas - chickpea, pea, green chutney **DEMYX**
- XI. Petal Salad - new growth lettuces, early spring vegetables **MARLUXIA**

Entrées

- I. Beef Bourgion - roasted roots, garlic mashed potatoes **XEMNAS**
- V. Brick Chicken - cracklins', sauteéd spinach, au jus **LEXAEUS**
- VI. Lobster Pot Pie - spring vegetables, flaky crust **ZEXION**
- VII. Tomahawk Steak - duck fat fries, bernaise sauce **SAIX**
- VIII. Shrimp Diavolo - linguine, gremolata **AXEL**
- X. King's Club - ciabatta, mozzarella, finocchiona **LUXORD**

Dessert

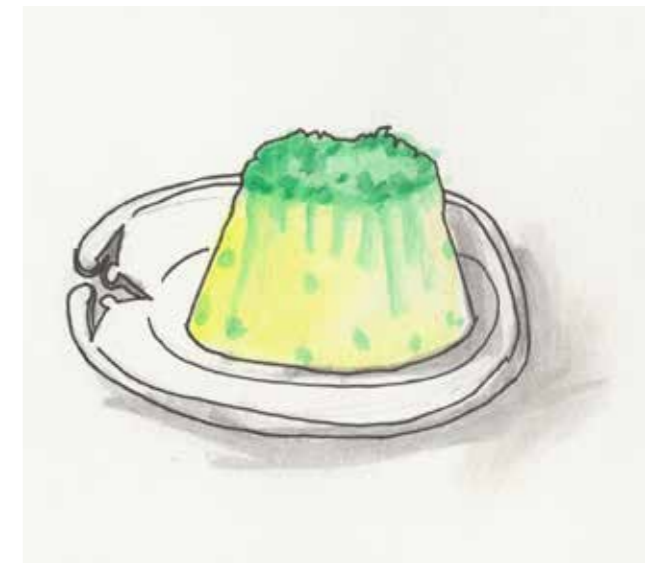
- III. Airy Pancakes - roasted apples, sour cream whipped cream, caramelized nuts **YALDIN**
- XII. Electric Flan - pineapple flan, popping rocks **LARXENE**
- XIII. Twin Chocolate - cake, cookie **ROXAS**
- XIV. Sea Salt Ice Cream **XION**



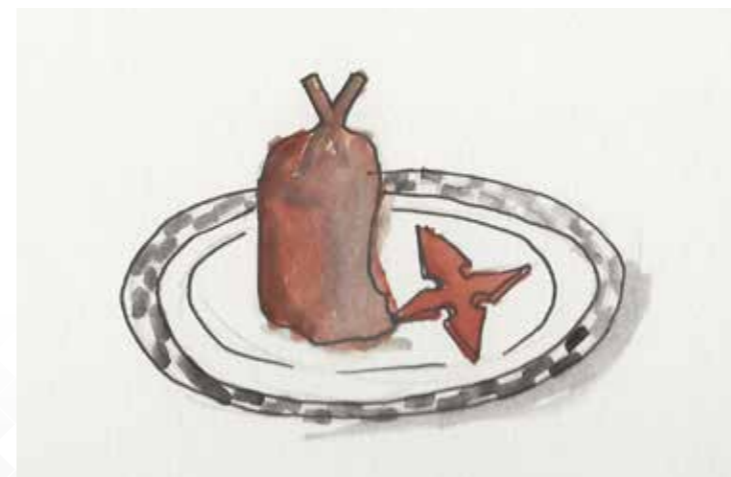
VII. Tomahawk Steak
Designed after the "Berserker" of Organization XIII, Saix, who's attitude would suit a giant steak very well. Served, for two, atop a specialty platter.



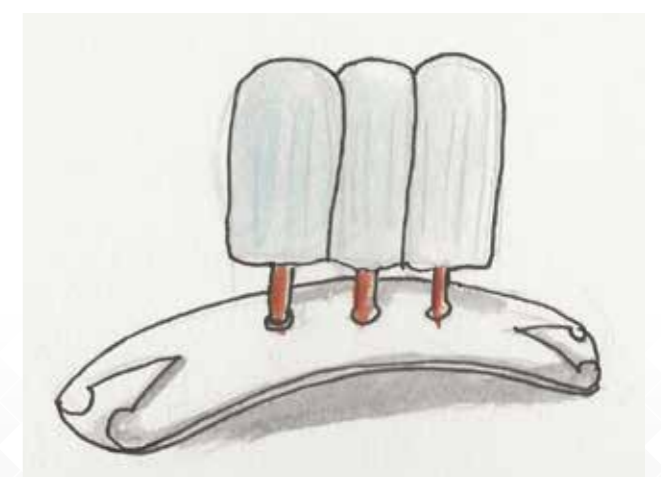
VI. Lobster Pot Pie
Inspired by Zexion, who wields a book as his weapon, this multi-layered puff pastry features a rich lobster sauce, all housed in a special dish.



XII. Electric Flan
Based upon Larxene, who uses electricity in her attacks, this flan utilizes tropical flavors and popping rock candies for the same shock.



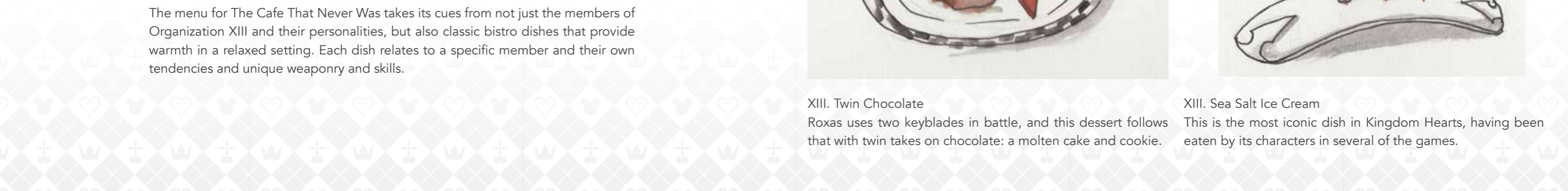
XIII. Twin Chocolate
Roxas uses two keyblades in battle, and this dessert follows that with twin takes on chocolate: a molten cake and cookie.



XIII. Sea Salt Ice Cream
This is the most iconic dish in Kingdom Hearts, having been eaten by its characters in several of the games.



The menu for The Cafe That Never Was takes its cues from not just the members of Organization XIII and their personalities, but also classic bistro dishes that provide warmth in a relaxed setting. Each dish relates to a specific member and their own tendencies and unique weaponry and skills.





FIN