







ncafe





## ***Experiment On.***

Olivier began his journey by experimenting with materials such as pieces of garden hose. From his first prototype to now establishing The On Lab in Zurich, On is constantly experimenting with new materials to inspire new designs. With a heavy emphasis on sustainability, On strives to bring the best for athletes while saving the planet.



# ***On the move.***

The brand was jumpstarted by retired athlete Olivier Bernhard. A runner who grew up around the Swiss Alps, Olivier wanted to create running shoes that felt completely different. Something that blended with nature, something that felt like running “on clouds”.

With partners joining him in 2010, On was able to launch the “On the Clouds” experience and thus started a journey of innovation in footwear.

As of 2023 On already has flagship stores in major cities around the world as long as a strong presence in multiple fields of athletic events.



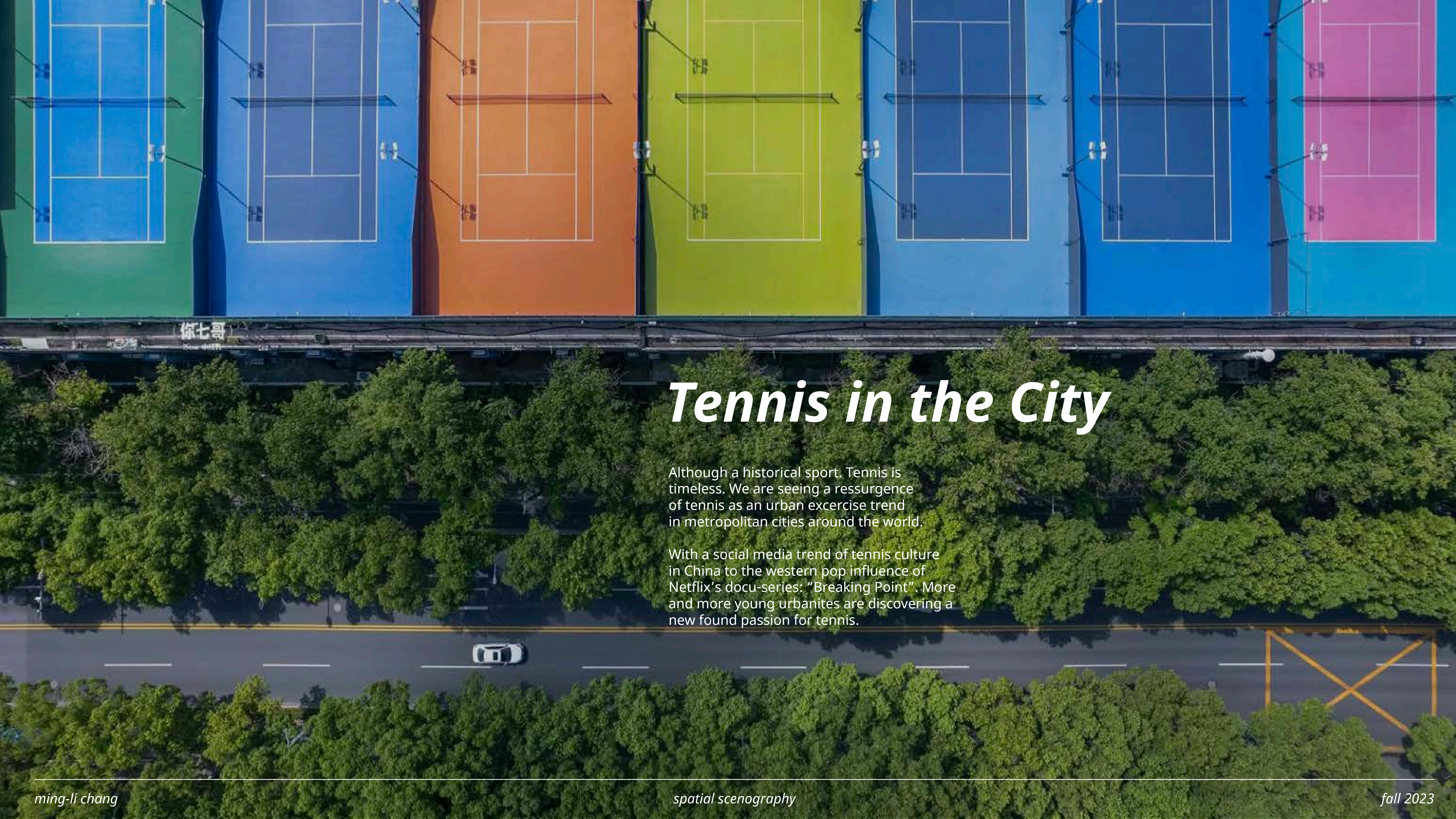


A man and a woman are walking on a tennis court. The man is in the foreground, wearing a light blue t-shirt and dark blue shorts, looking down. The woman is behind him, wearing a light-colored polo shirt and shorts, looking towards the camera. The background is a solid teal color with white lines on the court. The overall mood is calm and focused.

# *Play On.*

In 2022, On Running launches their first non running products for tennis. Now with a collection of apparel and 6 different pairs of performance and lifestyle sneakers, On is making huge waves in a very stagnant industry of tennis brands.





你七哥

# *Tennis in the City*

Although a historical sport, Tennis is timeless. We are seeing a resurgence of tennis as an urban exercise trend in metropolitan cities around the world.

With a social media trend of tennis culture in China to the western pop influence of Netflix's docu-series: "Breaking Point". More and more young urbanites are discovering a new found passion for tennis.





The On brand  
and the French Open

*Sophisticated and technical  
meets raw and natural.*





***a warm  
invitation.***

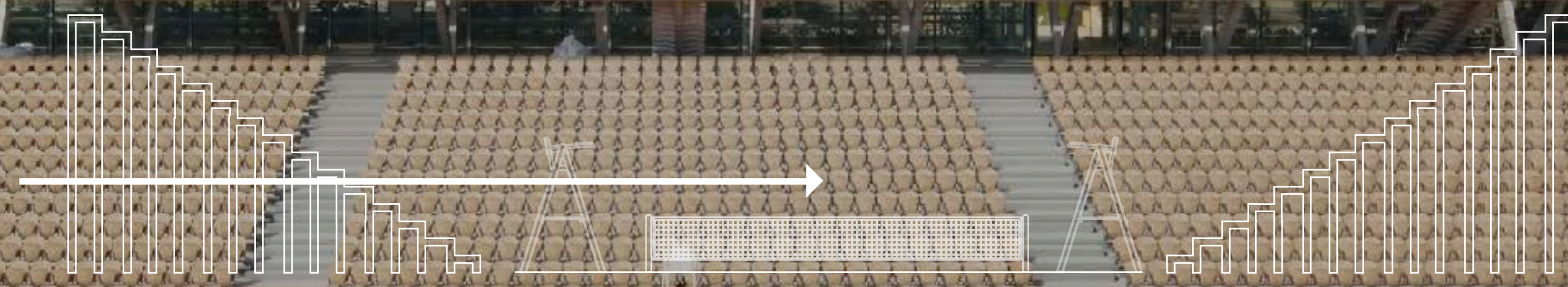
*OnCafe is for people who seek for a contemporary social experience with an appreciation for the traditional tennis culture.*

*The space extends a unique and welcoming invitation for a warm tennis atmosphere by creating movement through the experience from the inside out.*

*The goal is to deliver a tennis stadium ambience fitting for the active and inclusive urban sports culture of Los Angeles with a touch of Swiss engineered sophistication.*



*welcome in  
to the open.*



*How might a sense of invitation  
be created through experiencing  
the phenomenon of walking into  
a stadium to then be in the open  
and submersed in the culture  
of tennis?*





gcafe



*material  
story.*

*inclusive.*

*absorbent.  
translucent  
malleable*

*ming-li chang*

*sophisticated.*

*intricate  
subtle  
pure*

*spatial scenography*

*dynamic.*

*reflective  
translucent  
unexpected*

*fall 2023*





# *inclusive.*

*absorbent.  
translucent  
malleable*



clay plaster



fly ash cement



recycled petg



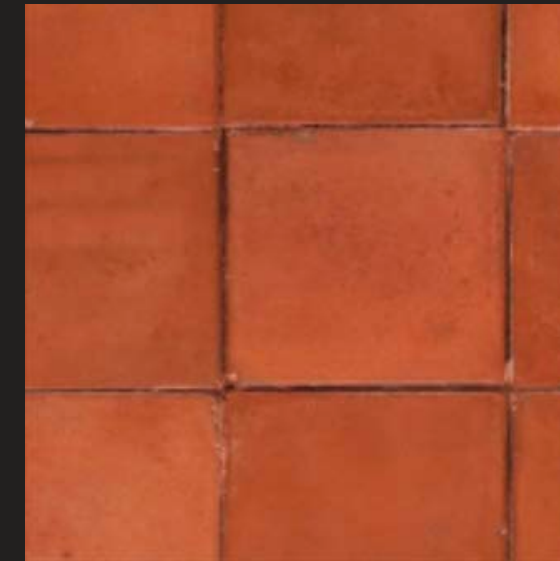
puka lava stone



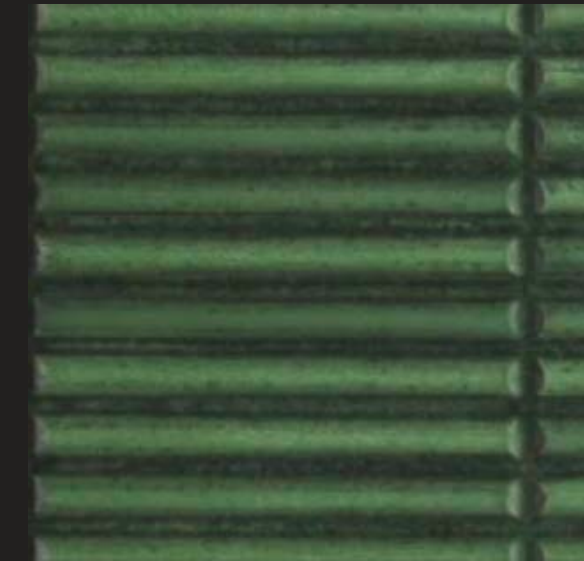


# *sophisticated.*

*intricate  
subtle  
pure*



terracotta tile



textured ceramic tile



felted wool



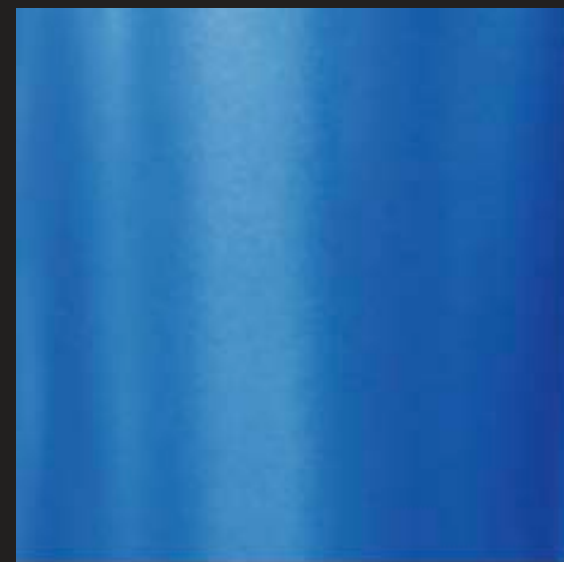
ceramic terrazo



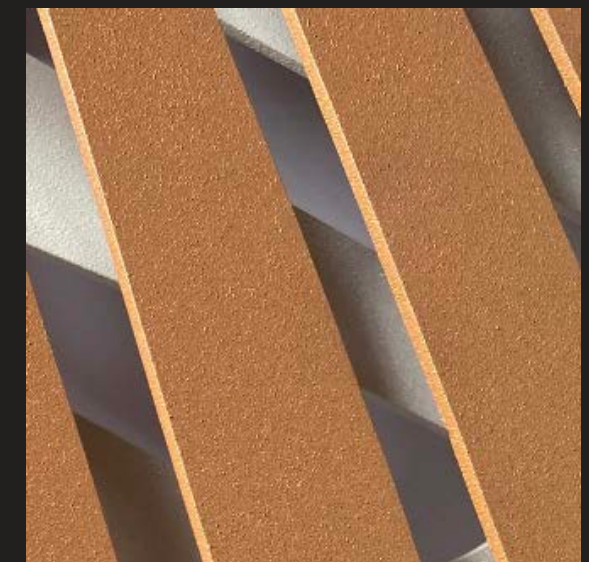


# *dynamic.*

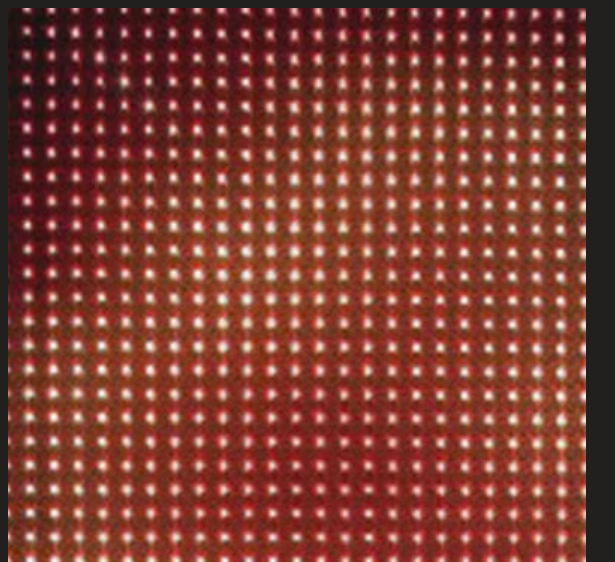
*reflective  
translucent  
unexpected*



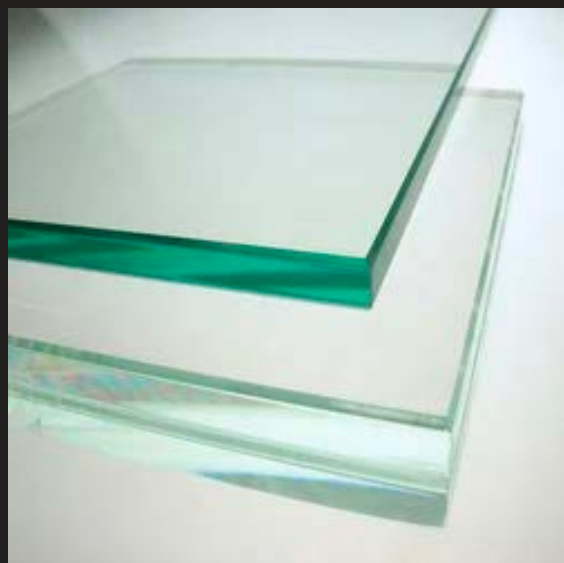
anodized aluminum



powder coated  
aluminum



LED panels



double sided glass



frosted glass



***inclusive.***

*absorbent.  
translucent  
malleable*

***sophisticated.***

*intricate  
subtle  
pure*

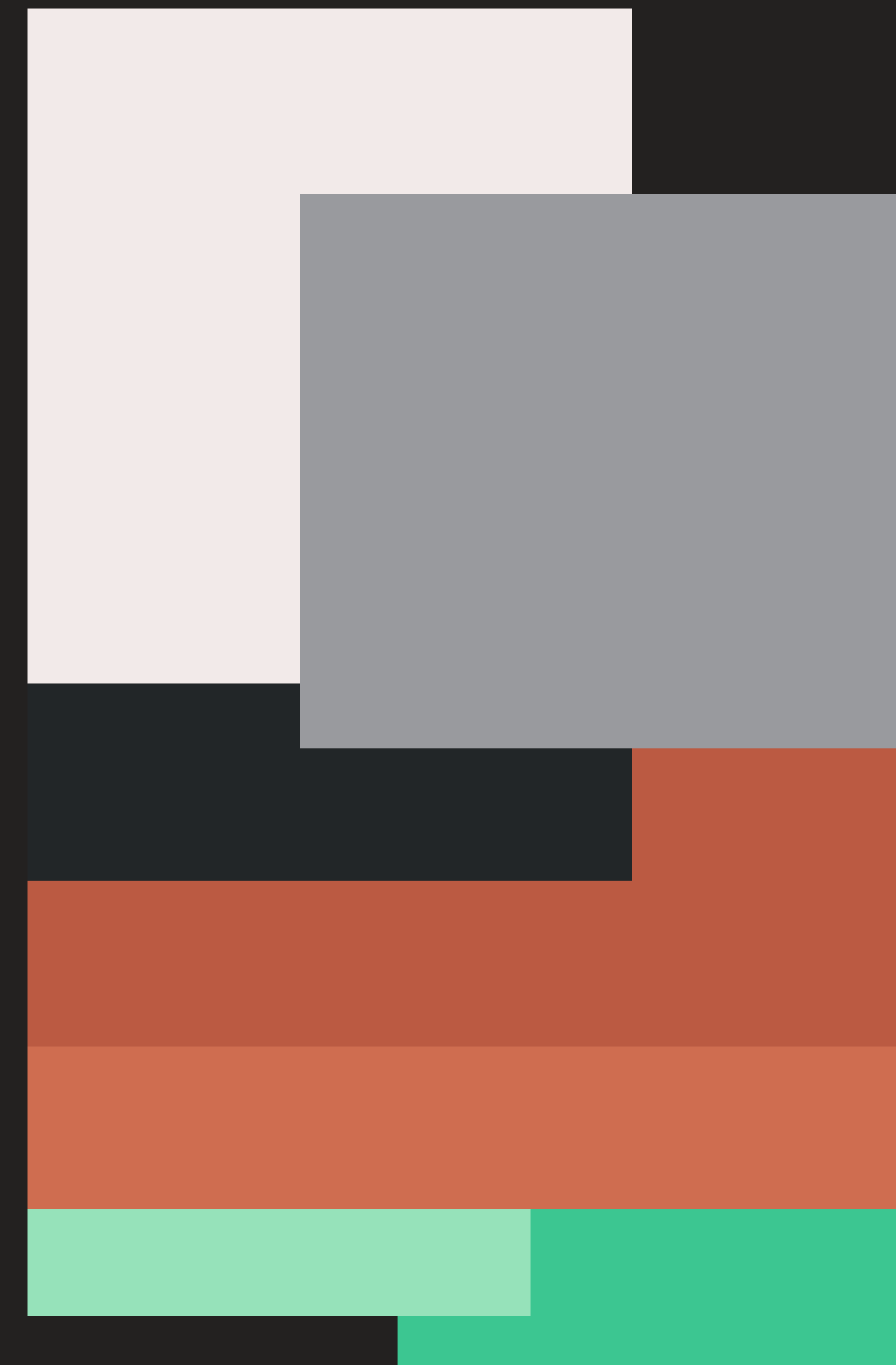
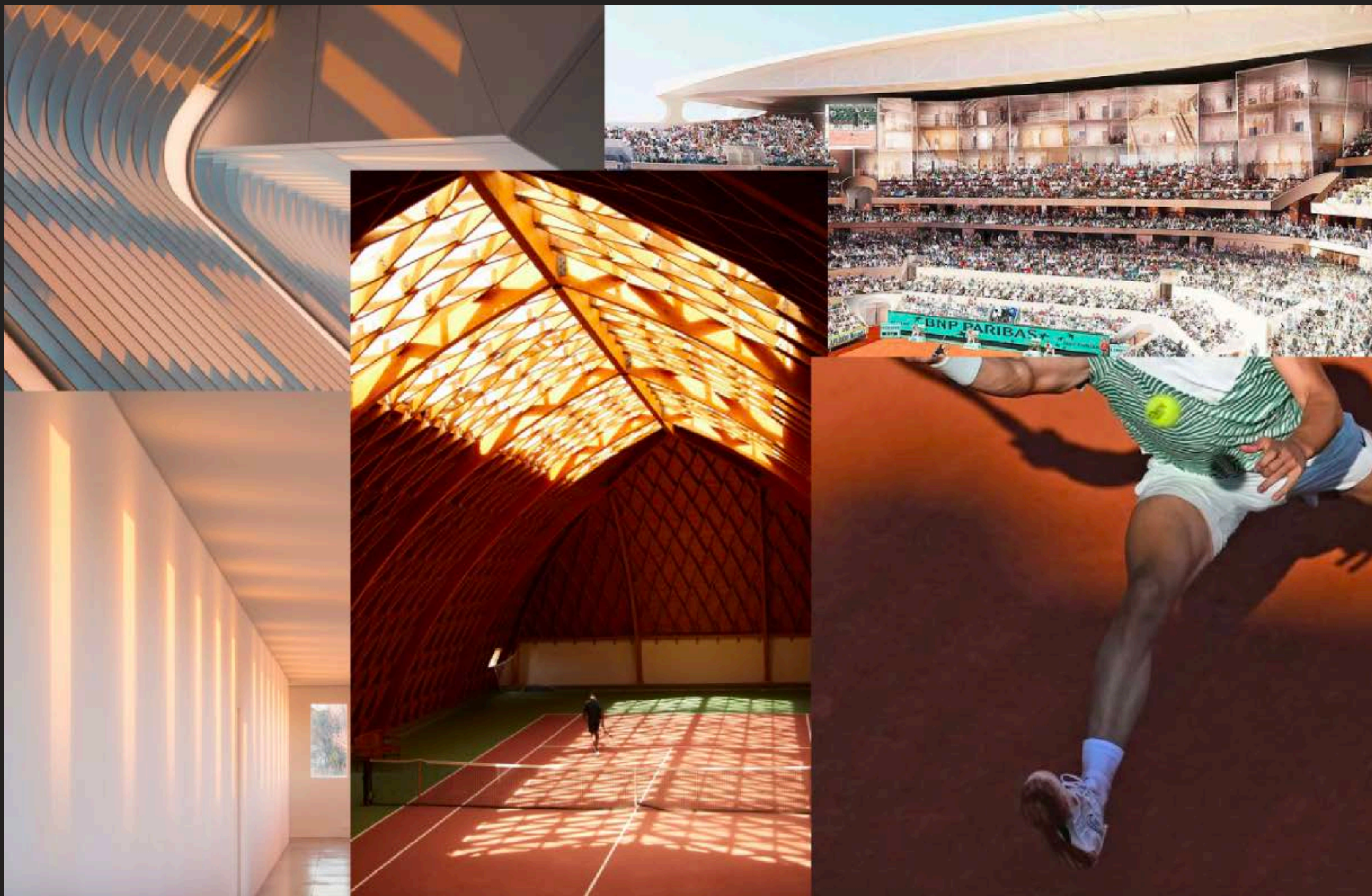
***dynamic.***

*reflective  
translucent  
unexpected*

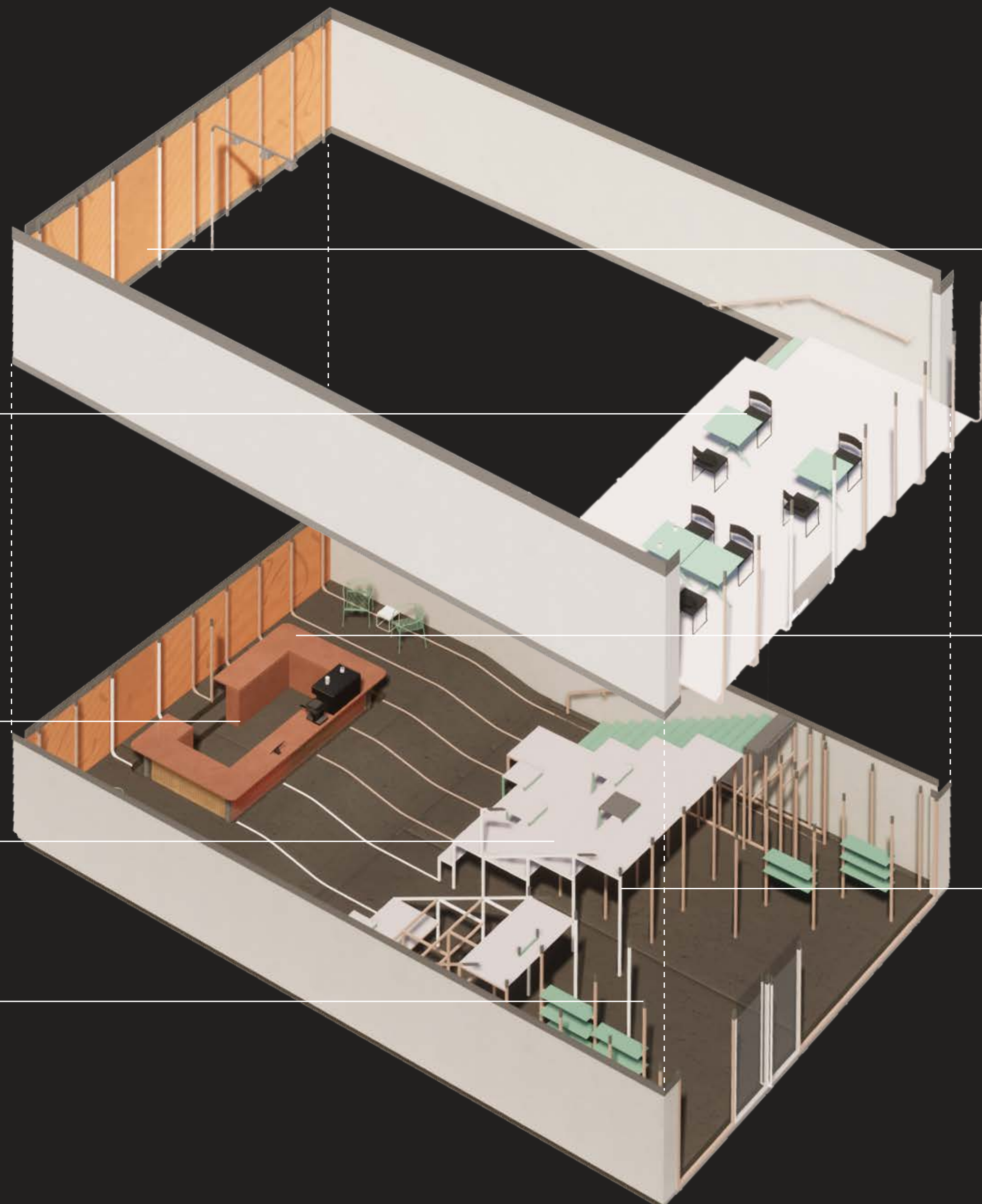




*color story.*  
***a warm spotlight on the beautiful game.***





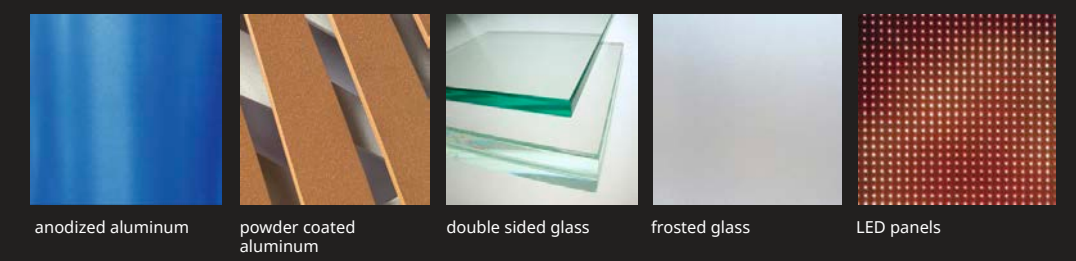


*lofted table seating*

*cafe counter*

*stadium seating*

*sneaker retail*



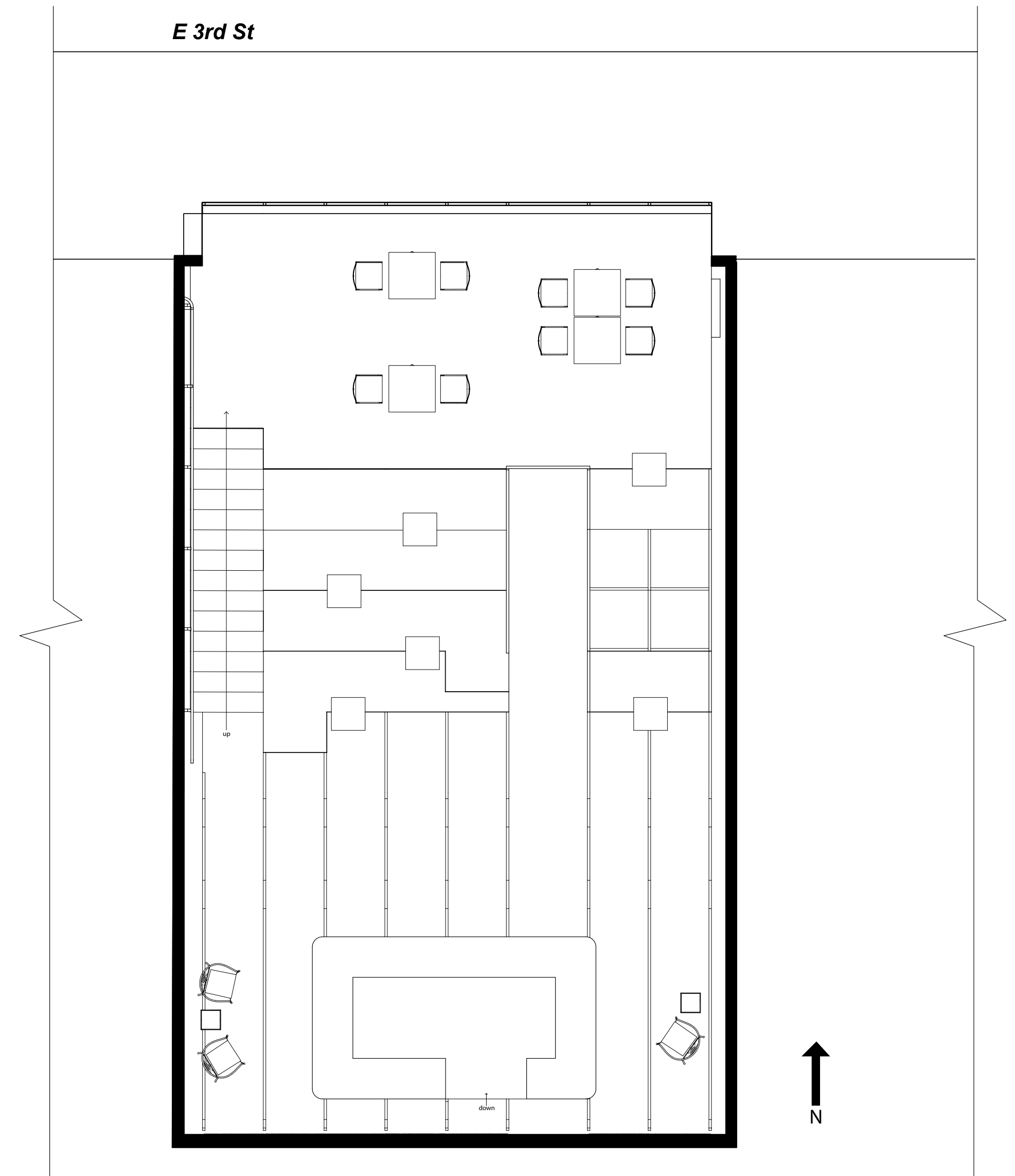
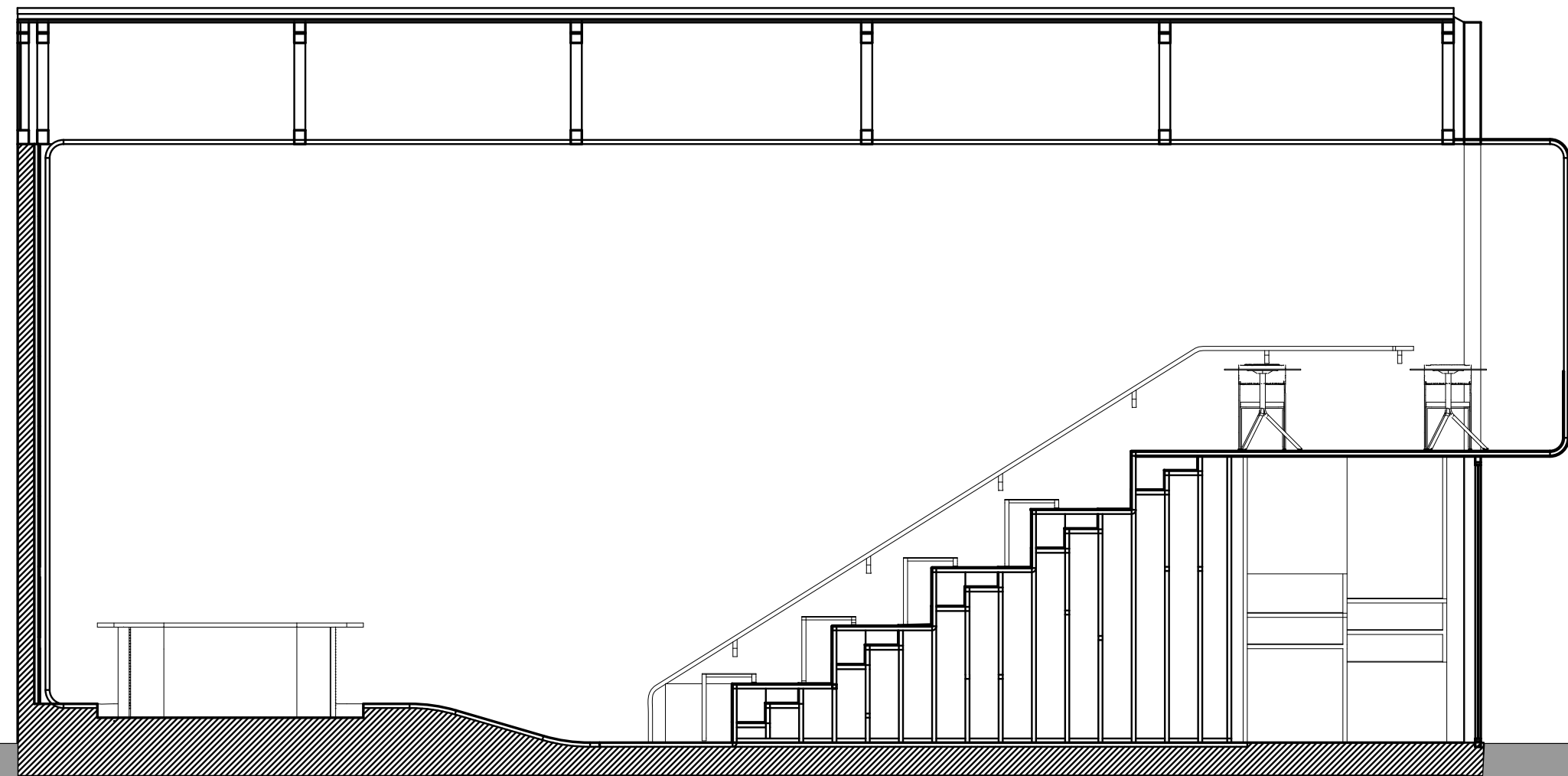






# *the inside out experience.*

The path through the space is clear drawn out through the colorization and form of the underside of the bleachers, delivering a clear narrative to experience the stadium ambience.

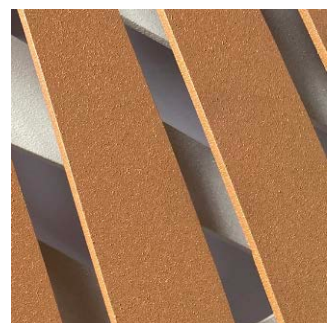




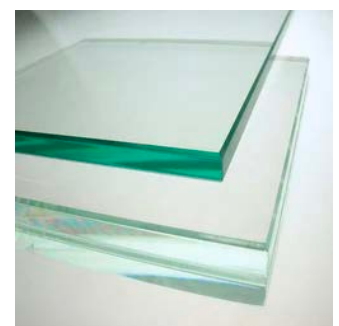
# *inviting entrance.*



anodized aluminum



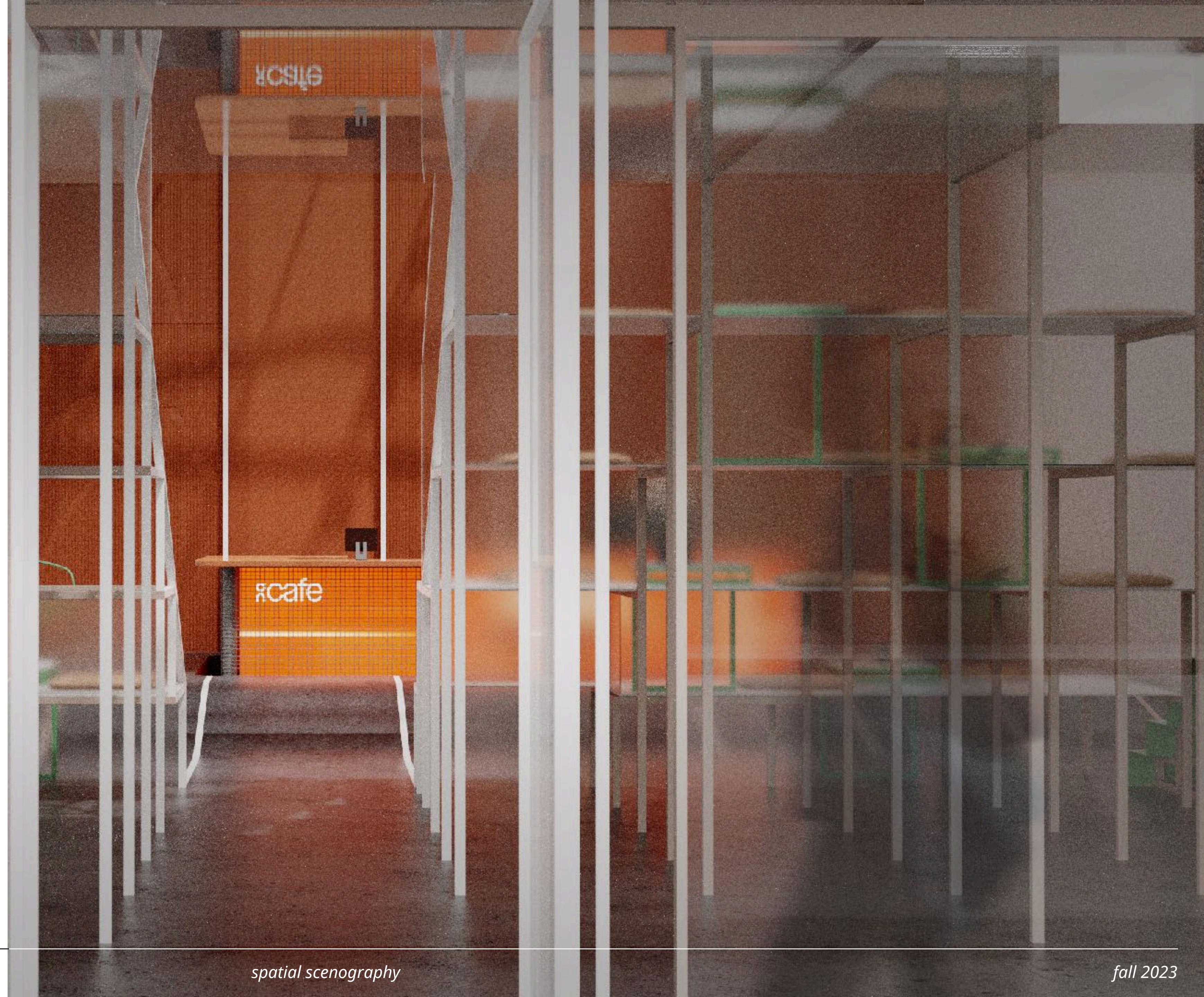
powder coated  
aluminum



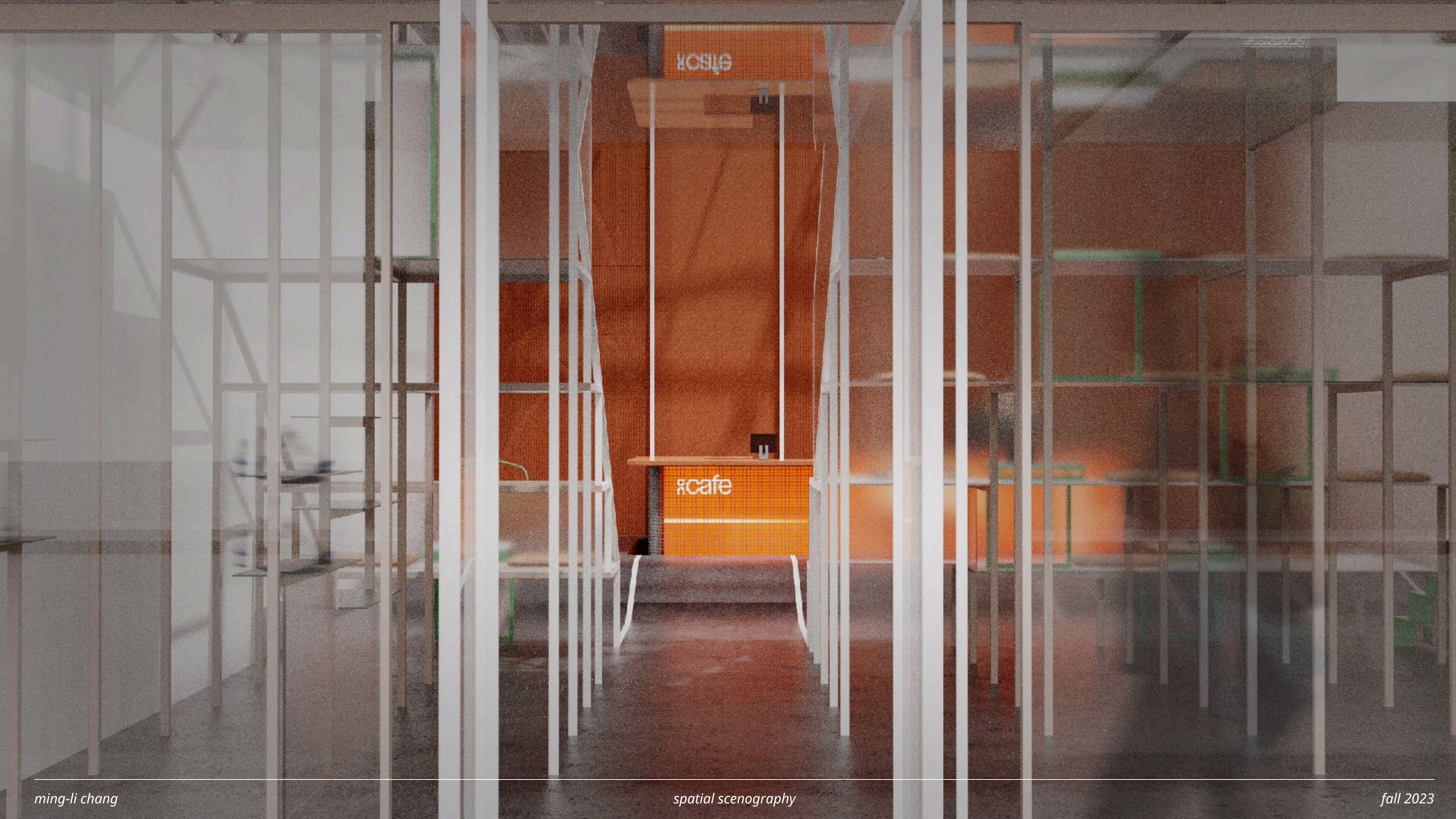
double sided glass



frosted glass









# *center court cafe counter.*



recycled petg



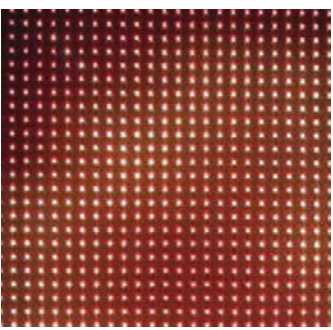
puka lava stone



clay plaster



fly ash cement



LED panels









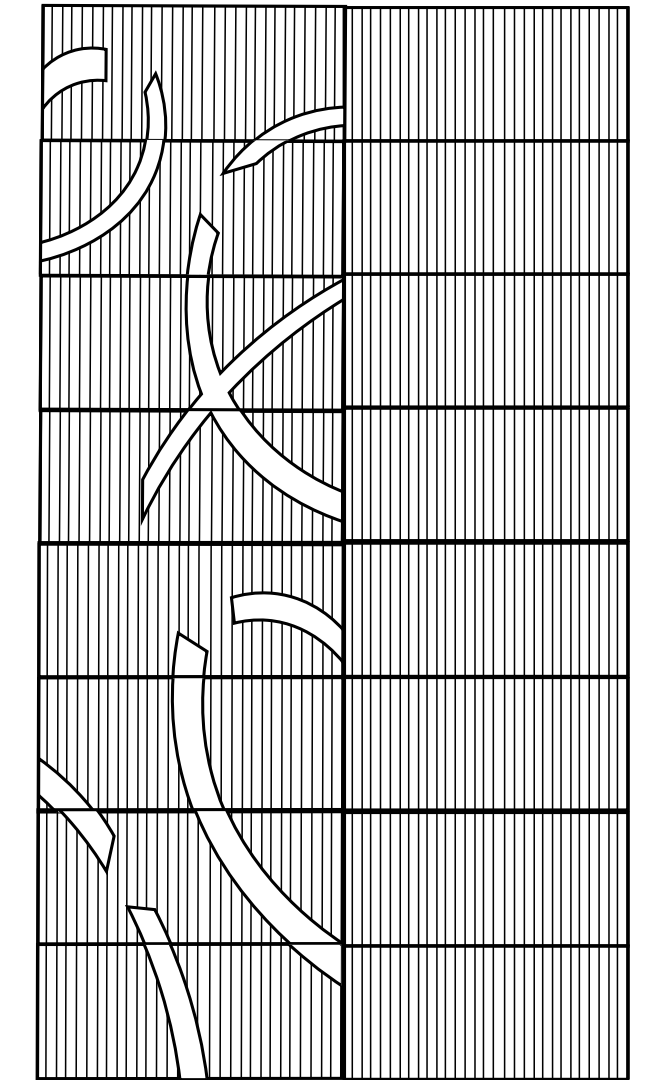
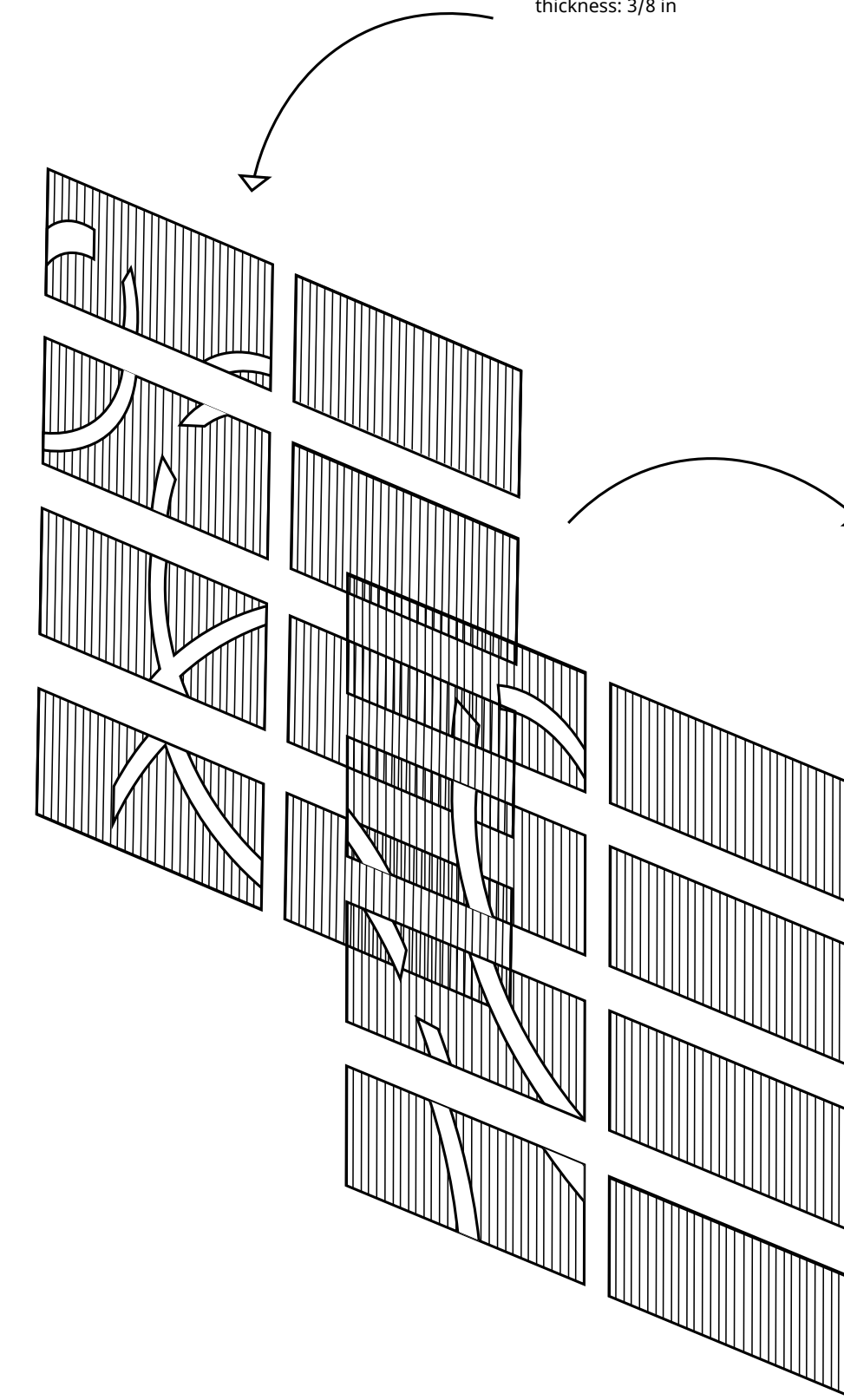
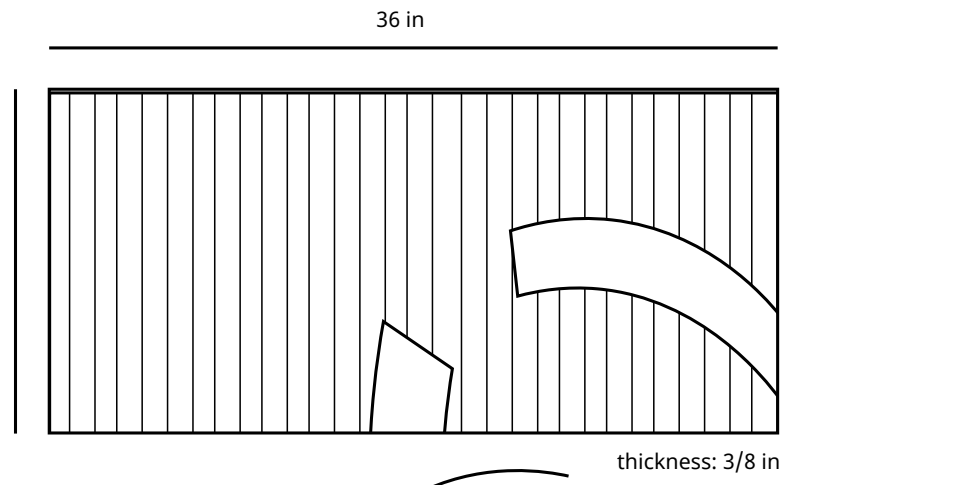






## ***assembling the clay tiles***

Each individual clay tile can be sporadically placed in the columns created by the space and create a seamless wall surface of 3/8 inch clay tiles.





# *a token of the game.*

for a fun little take-away there's opportunity  
to create wrist band sleeves for the to go  
cups for people to remember the space.







afe



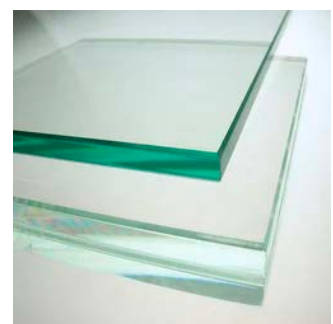
# *stadium seating.*



felted wool

anodized aluminum

powder coated aluminum



double sided glass



frosted glass

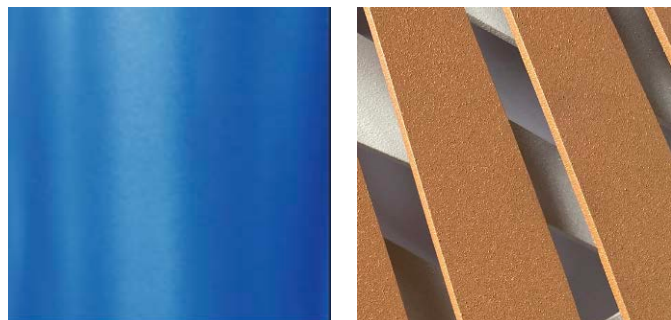






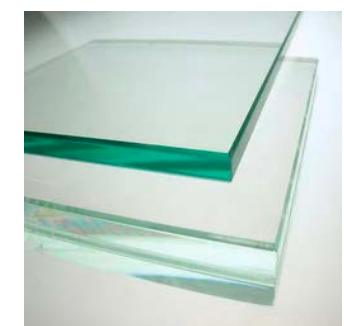


***watch from  
above.***



anodized aluminum

powder coated  
aluminum



double sided glass



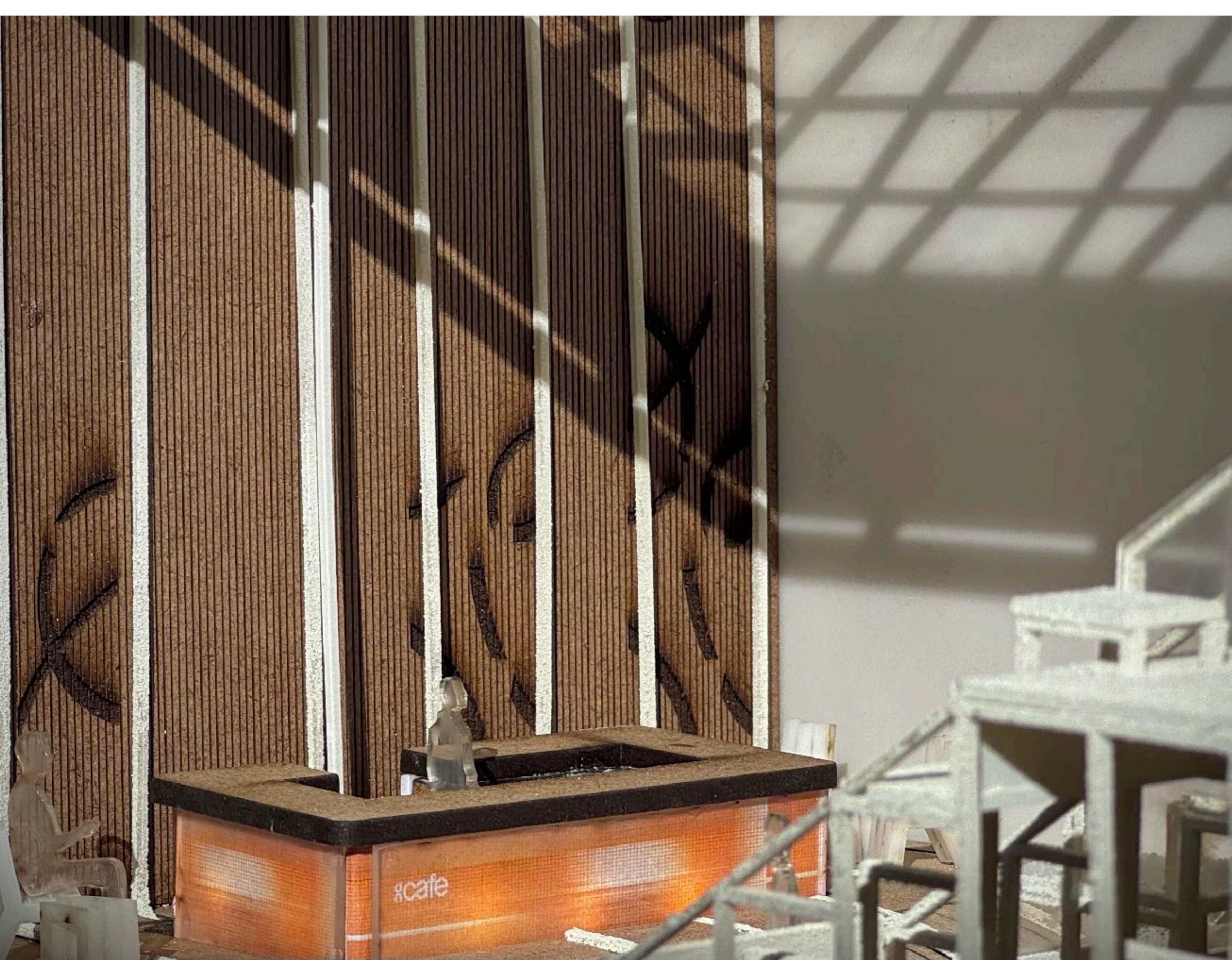
frosted glass















**gcafe**

*a swiss engineered cafe concept by On  
inspired by the warmth of roland garros*

***thanks for  
visiting.***