

**THE**



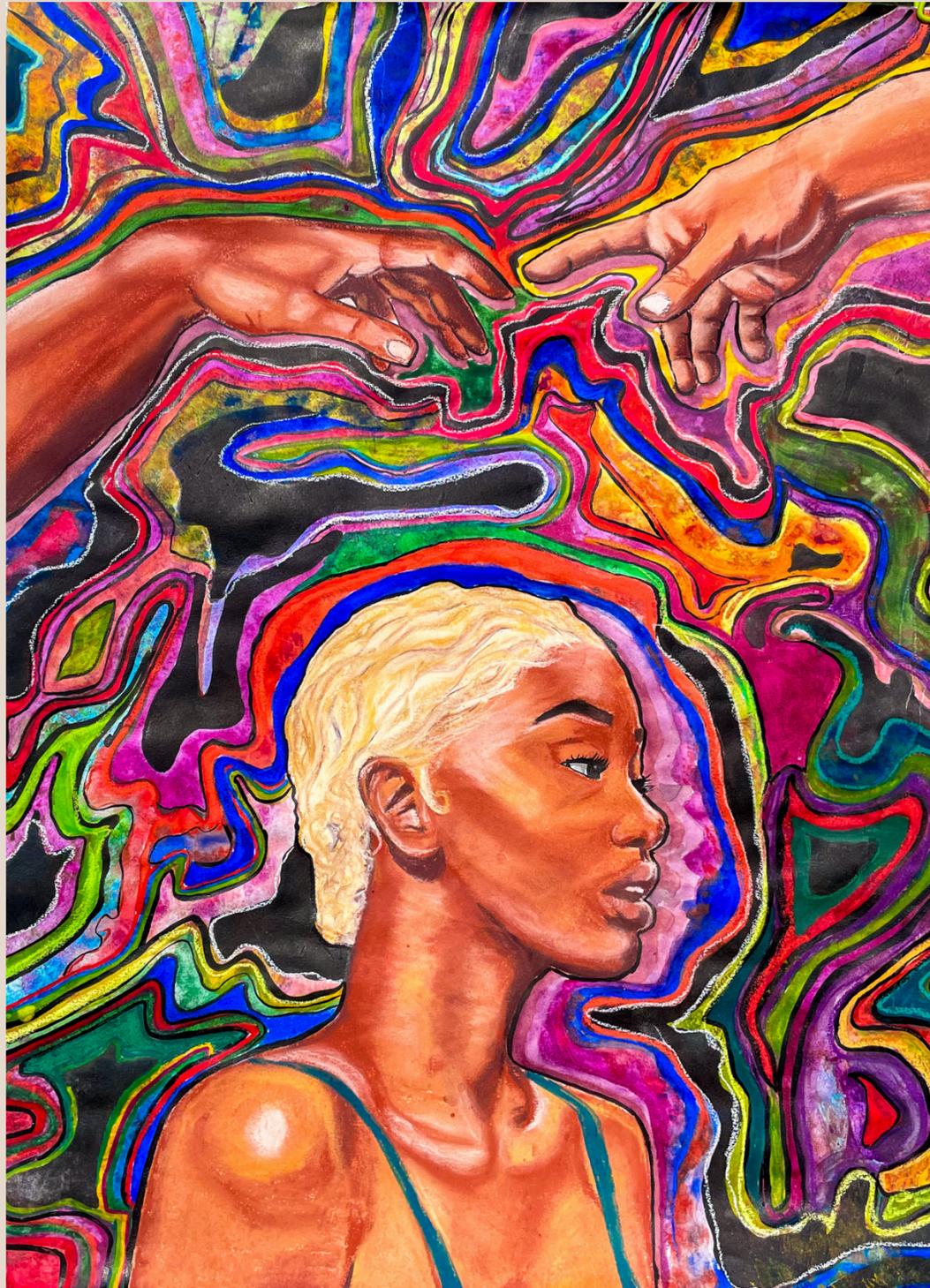
**COACH**

**CULTURE CAFE**

Designed and Written by:  
Alexis Goodman

Coach Summer  
Internship 2026

My artwork (2024)



# CONCEPT

**Gen Z is shaping the future.** The future is built on diversity, curiosity, and connection. **The Coach Culture Cafe** is a 3rd space designed to bring that vision to life. **It's a cultural café/ library hybrid where young people can gather, unwind, and explore the richness of global traditions while celebrating their own.** This will be located in NYC specifically in Williamsburg, Brooklyn.

In the café, guests can lounge with friends and try **global drinks and small bites** inspired by cultures around the world. In the library, they can settle into a quieter atmosphere to **read, learn, and reflect on global histories and identities.** Together, **these two spaces create a warm, welcoming hub that encourages both discovery and belonging.**

To honor Coach's commitment to creativity and self/ expression, the space features a **Tabby Gallery, a modern exhibition that highlights the rise of the Tabby bag from its 2019 debut to its status in 2026 as a symbol of confidence, individuality, and playful personal style.** Instead of a retail zone, the gallery acts as a creative installation, showcasing limited editions, artist collaborations, and the design evolution that made Tabby a cultural favorite among Gen Z. It's a celebration of how a single accessory can become a canvas for identity and storytelling.

At a time when division and misunderstanding often dominate the world, **The Coach Culture Cafe offers a safe, uplifting environment where Gen Z can embrace their roots, step outside their comfort zones, and build community through shared experiences.** It's more than a hangout, it's a space for cultural pride, cross/ cultural learning, and genuine human connection.

**MY WEBSITE LINK FOR THE PROJECT:**

[HTTPS://COACHCULTURECAFE.MYPORTFOLIO.COM](https://coachculturecafe.myportfolio.com)

# CULTURAL MENU EXPERIENCE

In the café, guests can relax with friends and enjoy cultural drinks and small bites inspired by flavors from around the world. Because this is a space rooted in community and cultural storytelling, I want the menu to evolve throughout the year. **For example, during Women's History Month in March, women from the local community representing a wide range of cultural backgrounds can submit 2-3 of their favorite traditional drinks and small bites to be featured on the Coach Culture cafe menu.** These offerings won't be the typical coffee-shop items you can find anywhere. Instead, they create an opportunity for authentic connection: a taste of home for those missing their roots, a moment of discovery for those curious about other cultures, and a shared experience that brings people together. This is just one example of how the Coach Culture Café can use food and drink to celebrate identity, spark conversation, and make the space feel like home for everyone.

## FOOD AND DRINK EXAMPLES:

THAI COFFEE



CANNOLI



GERMAN DOUGHNUTS



ETHIOPIAN COFFEE



# THE LIBRARY EXPERIENCE

The library is a reservable space designed for both private study sessions with friends and quiet solo “me time.” It offers a calm, reflective environment filled with books and magazines from cultures around the world, ranging from multilingual publications to cookbooks, history texts, fiction, and biographies of influential global figures. It’s a space that encourages learning, curiosity, and a healthy balance of solitude and connection.

## DIGITAL BOOK ORDERING SCREEN



Guests who discover a book they love can order it instantly through an in-space digital screen. **In partnership with Barnes & Noble, each purchase includes a 20% discount**, allowing visitors to continue their cultural exploration beyond the café.

## COACH CULTURE CAFE BOOKMARKS

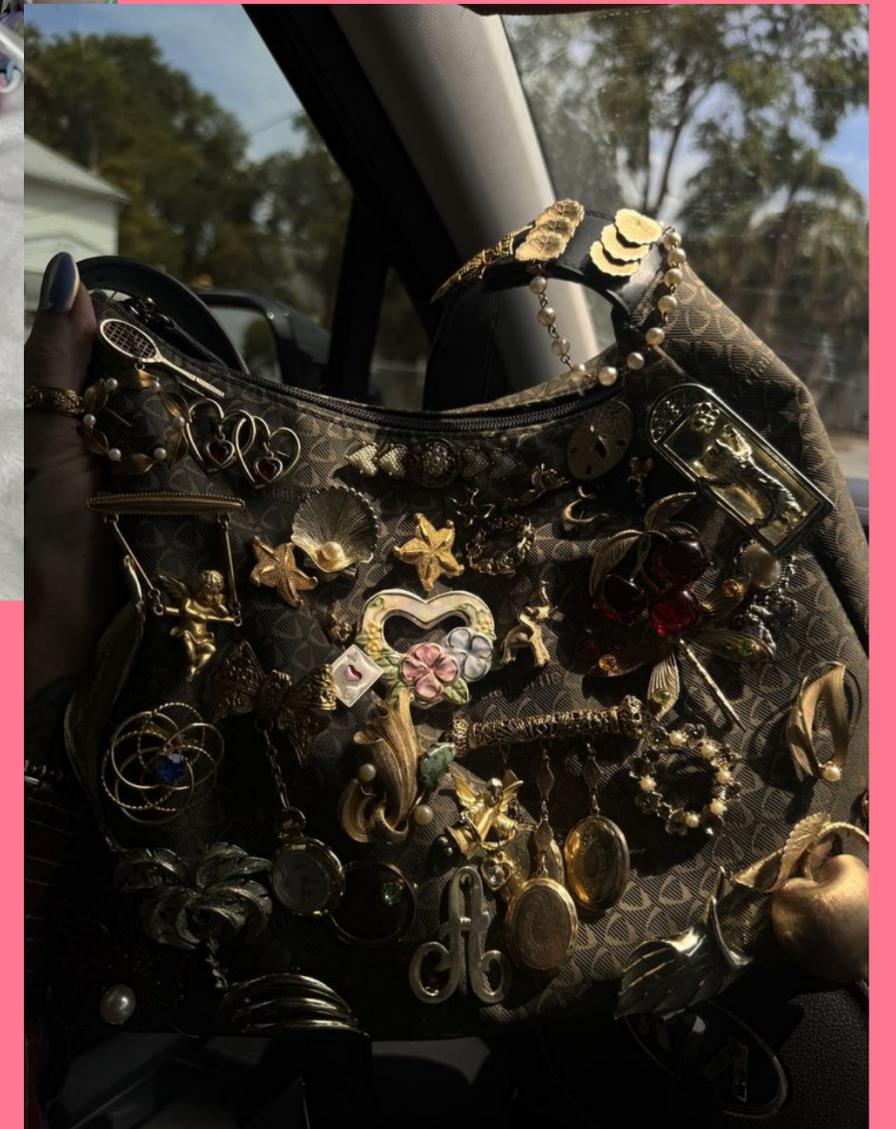


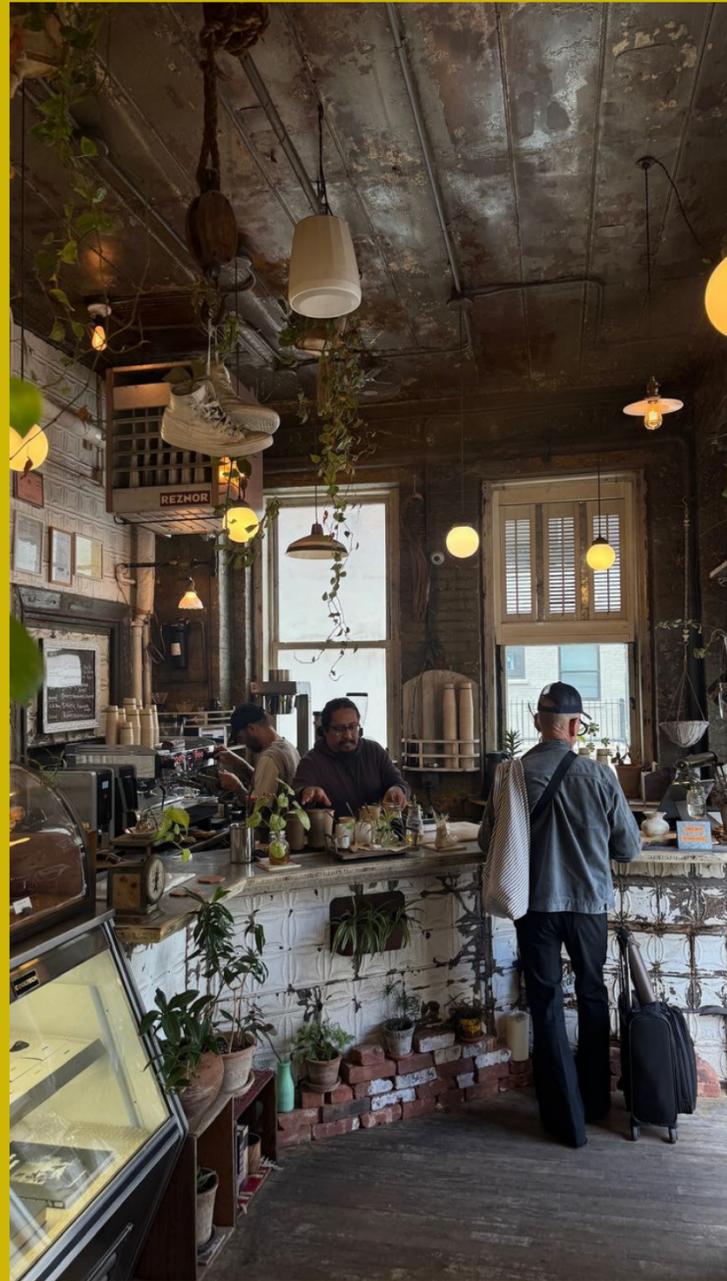
Every visitor receives an exclusive **Coach Culture Café bookmark** a thoughtful, collectible detail that celebrates reading and reinforces the identity of the space. **TO VIEW MORE OF THE BRAND STYLE, CLICK ON MY WEBSITE LINK ON THE 1ST SLIDE.**

## CUSTOMIZED BAG EXAMPLES:

# THE CUSTOMIZATION EXPERIENCE

A dedicated space where guests bring their own Coach bags to customize using paint, brushes, jewels, decals, and other creative materials. Staff members support the process and manage supplies to ensure a smooth experience. This area operates by reservation, with 1–2 hour sessions to give everyone fair time to create.





# LOCATION

Williamsburg, Brooklyn

## WHY I CHOSE WILLIAMSBURG, BROOKLYN ?

Williamsburg has a population of 119,521 residents, with a nearly even gender split (49.2% male, 50.8% female), creating a balanced and diverse community.

The median age is 31, placing the neighborhood right at the intersection of Gen Z and Millennials, two groups that heavily influence culture, fashion, and lifestyle trends.

19.2% of residents are ages 15–24, a key Gen Z bracket that aligns directly with the target audience for the Coach Culture Café.

41.4% of residents are ages 25–44, a Millennial group that shares overlapping values with Gen Z creativity, community, cultural exploration, and authenticity.

[https://www.point2homes.com/US/Neighborhood/ny/brooklyn/williamsburg-Demographics.html#:~:text=Table\\_title=%20Age%20demographics%20Table\\_content:%20header:%20%7C%20%7C,%7C%20Value:%2019%2C870%20%7C%20Percent:%2016.6%25%20%7C](https://www.point2homes.com/US/Neighborhood/ny/brooklyn/williamsburg-Demographics.html#:~:text=Table_title=%20Age%20demographics%20Table_content:%20header:%20%7C%20%7C,%7C%20Value:%2019%2C870%20%7C%20Percent:%2016.6%25%20%7C)



# CULTURAL RELEVANCE

Williamsburg is known for its **thriving arts scene**, independent shops, creative studios, and multicultural food spots — all of which mirror the Café’s mission of celebrating global identity and creativity.

The neighborhood has a reputation for being **trendsetting without feeling overly commercial or forced**, making it a natural fit for a brand activation that values authenticity over luxury.

Gen Z gravitates toward spaces that feel **creative, inclusive, and community-driven**, and Williamsburg already embodies that energy.

# GEN Z'S REASON TO COME

**Gen Z actively seeks out “third spaces”** places outside home and work/school where they can relax, create, and connect. Williamsburg is already a hub for these environments.

The area offers a sense of **belonging and cultural expression**, which aligns with Gen Z’s desire for identity-driven experiences.

Williamsburg is **highly walkable, social-media-friendly, and visually inspiring**, making it a natural destination for content creation, meetups, and cultural exploration.

**The neighborhood’s mix of global cuisines, street art, and indie boutiques matches Gen Z’s preference for authentic, multicultural experiences over traditional luxury.**

# MAIN GOALS



## **Create an inclusive third space for Gen Z**

designing a welcoming café library hybrid where young people can relax, learn, and connect, fostering both comfort and curiosity.



## **Celebrate global cultures and personal identity**

rotating international food/drink offerings, a reflective library space, and programming that encourages cultural pride and cross cultural understanding.



## **Highlight Coach's creativity and brand storytelling**

through the Tabby Gallery. The gallery acts as an artistic installation not a retail zone highlighting the evolution of the Tabby bag as a symbol of individuality, confidence, and Gen Z self expression.

# COMMUNITY COLLABORATION

**Rotating Cultural Food & Drink Features:** Partner with small cafés, bakeries, and family-owned restaurants from diverse backgrounds to spotlight monthly or seasonal menu items inspired by their heritage.

**Artist-in-Residence Collaborations** Invite local emerging artists—painters, illustrators, photographers, and graphic designers—to showcase their work in the space, host mini-exhibitions, or design limited-edition café merchandise.

**Live Cultural Programming** Feature emerging musicians, poets, DJs, and performers whose work reflects global influences, giving them a platform while offering guests authentic cultural experiences.

**Community Storytelling Events** Host conversations, workshops, and panels with community leaders, activists, and culture-shapers who are making an impact in Brooklyn and beyond.

**Cultural Exchange Workshops** Offer hands-on sessions led by community members—such as cooking demos, zine-making, language exchanges, or craft workshops—to deepen cross-cultural understanding.

**Spotlight Series: “Creators of the Community”** A monthly highlight of a local creative or small business, sharing their story through in-store displays, social media features, and collaborative menu or product tie-ins.

**Collaborative Retail Moments** Limited-edition Coach items co-designed with local artists or inspired by cultural themes featured that month, reinforcing Coach’s commitment to creativity and community.

# THE IMPACT

- Cultural Impact
- Social Impact
- Creative Impact
- Brand Impact
- Emotional Impact

## What would make people come back?

The change of cultural experiences will happen through people trying food and drinks. This can be great for people who want to get out their comfort zone.

This 3rd space will feel welcoming and safe for gen z.

People are also able to get a sense of the Coach brand by observing the Tabby Gallery and appreciate Coach's craftsmanship.

Whoever experiences this space will feel a connection for belonging and community.



# THE GLOBAL IMPACT

How would the Coach Culture Cafe impact the brand and Gen Z globally?

- ★ **Coach takes action** — They live it through global storytelling, youth investment, and uplifting diverse voices.
- ★ **The Café becomes a Gen Z “third space”** where identity, creativity, community, and authenticity are centered.
- ★ **The Tabby transforms from a bag into a cultural icon**, a symbol of individuality and shared storytelling.
- ★ The space invites young people to **gather, express themselves, collaborate, and feel seen.**
- ★ By aligning with Gen Z values and offering a platform for creativity and connection, **Coach builds loyalty through purpose rather than proximity.**
- ★ This is how a brand **becomes a movement** that resonates across cultures and generations.

# CONCLUSION

**THE REAL  
FLEX IS A  
SUPPORTIVE  
COMMUNITY**

- Build a community-driven “third space” where Gen Z feels safe, valued, and inspired
- Position the Tabby as a cultural icon not just a product
- Celebrate and uplift a multicultural, globally connected community
- Foster creativity through innovation, learning, and self-expression
- Offer a multi-sensory experience through global foods, drinks, and cultural music

**Embrace  
diversity**

Pt.2

# STRATEGY

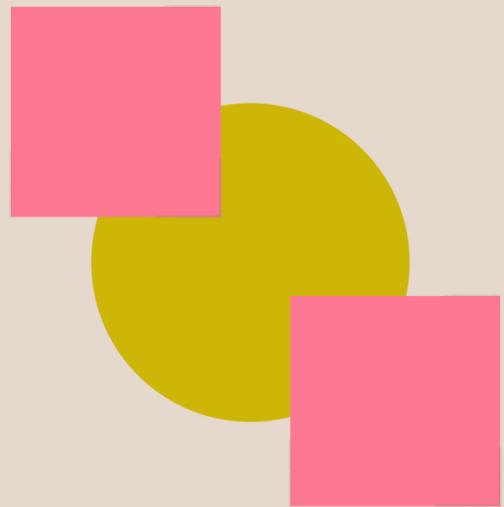
The Floor Plan

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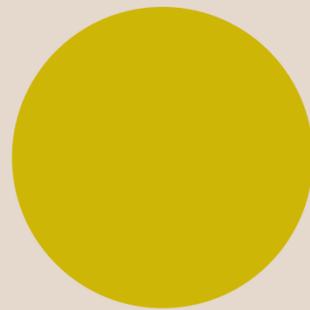
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# THE SPACE DESIGN

The space is designed to feel **open, bright, and comfortably inviting** a modern area that reflects **the creative energy of Williamsburg, Brooklyn**. The layout spans two floors, each intentionally crafted to support exploration, connection, and cultural expression.



MODERN



OPEN



**BRIGHT**



# FLOOR PLAN

## Main Floor — Café, Lounge & Tabby Gallery

Café with rotating global drinks + small bites, including weekly/monthly cultural specials (ex: Thai Week, West African Wednesday).

Lounge seating for relaxing, studying, connecting

Tabby Gallery as the centerpiece with glass showcase + digital story

Elevated platforms + QR code for deeper exploration

Staff member available to guide guests through the Tabby collection

Includes bathrooms + elevator for accessibility

**NOTE: SOME ELEMENTS MAY LOOK OFF DUE TO THIS IDEA BEING AI GENERATED**





# THE LIBRARY

## Second Floor — Library and Cultural Exploration

The upper level houses the library, a semi private space that feels tucked away without being closed off. **Shelves are filled with books spanning global cuisines, histories, art, languages, and magazines from around the world.** People also get a chance to **reserve a quiet room for studying or a quiet get together with friends for privacy.** Comfortable seating encourages both quiet reading and casual conversation. **There will be a digital board that invites visitors to sign their names and share where they're from, creating a living map of the community and a fun experience.** Surrounding the area will be vibrant mural artwork that wraps the space, showcasing diverse artistic styles and cultural influences. There will also be Coach Culture Cafe brand bookmarks and another digital kiosk for people to purchase books online that they found interesting. This purchase is a partnership with Barnes and Noble.

**NOTE: SOME ELEMENTS MAY LOOK OFF DUE TO THIS IDEA BEING AI GENERATED**

# CREATE YOUR OWN

## Customization Area

Guests customize their own Coach bags with stickers, markers, gems, and cultural decals

Space encourages identity, creativity, and personal expression

Staff on-site to guide guests and maintain materials

Reservation based: 1–2 hour sessions to ensure fair access and can hold up to 5 people at a time

**NOTE: SOME ELEMENTS MAY LOOK OFF DUE TO THIS IDEA BEING AI GENERATED**



## Pinterest Inpso/Ideas



# DESIGNS BEFORE

DRAFT 1



DRAFT 3



DRAFT 4



DRAFT 2



# DESIGN THINKING PROCESS

What was the floor plan development plan process?

## ★ Emphasize

Gen Z wants **modern, open, community-driven spaces** to lounge, create, and connect. Early drafts didn't reflect Coach's **bright, creative, innovative** identity — they felt dark, dated, and too closed off.

## ★ Define

The drafts lacked the **openness, color theory, and modern design language** needed for a Gen Z-focused third space.

## Ideate

I reworked the spatial flow:

- The library became **separate but connected**
- The **Tabby Gallery** moved to the center for multi-angle viewing

Café + seating expanded to support **global small bites and cultural drinks**

## ★ Prototype

Refined Gemini AI prompts produced layouts that better express **brightness, openness, and cultural creativity** aligned with Coach and Gen Z.

## ★ Test

Testing is ongoing. These layouts serve as **conceptual prototypes** until the space becomes real.

# C ONCLUSION

The final floor plan creates a bright, open, culturally expressive space that aligns with Gen Z values and Coach's creative identity. Each zone—from the café to the Tabby Gallery to the customization area—was designed to foster connection, storytelling, and community. These layouts lay the foundation for a future third space that brings Coach Culture to life.

**THANK YOU FOR WATCHING**

# REFERENCES

**My Pinterest board references link**

<https://pin.it/2Hy4f7P0Q>



**THANK YOU FOR WATCHING**

