

UNIVERSITI TEKNOLOGI MARA

**APPLICATIONS OF BIOPHILIC
DESIGN ELEMENTS IN
MALAYSIA'S ONLINE TRENDING
URBAN COFFEE SHOPS**

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ABSTRACT

In urban life, the factual circumstances of the city are inextricably linked to the urban individuals. Individuals in metropolitan settings will feel pressured if the urban atmosphere is intolerant. People in this position require a place to unwind by partaking in activities in a coffee shop as a third choice. "Experienced sales" is a top priority when designing a cafe with a unique design that may boost client happiness. According to the concept of Biophilia, human beings have a strong natural tendency in psychology. However, contemporary civilization frequently lacks a connection between man and the environment because of societal tendencies such as urbanization, building design, and lifestyle. In addition, this factor can also lead to adverse effects, such as the performance of employees in a coffee shop, which negatively affects their daily productivity. This study aims to investigate biophilic design elements in the environment of a Malaysian coffee shop. The research objectives of this study are to identify biophilic design elements and investigate the extent to which these elements of biophilic were implemented inside Malaysian coffee shops. The research methodology employed in this study is a literature research and non-participant observation. The central matter of the research is to clarify the biophilic elements implemented and the impacts after implementing biophilic features. The research finding shows that the indirect experience of nature is the most implemented inside a Malaysian coffee shop; one of the attributes of the indirect experience in nature that the majority of the case studies have in common is a natural material.

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CHAPTER ONE

INTRODUCTION

Biophilic design is based on biophilic aspects to create a space that can improve human life and natural welfare. The biophilic design allows humans to live and work in a place where raw materials and forms are integrated into the design (Suharjanto et al., 2020). Edward Wilson coined the word "biophilia" in his book "Biophilia," published in 1984. "Human people unconsciously desire connection with the rest of their life," he defined the phrase. Biophilic design aims to create a strong link between natural and artificial surroundings, which benefits one's health and well-being. In 2015, human physical and mental development's evolutionary background was mainly a sensory world. Its key environmental aspects are light, sound, scent, wind, weather, water, flora, animals and vistas, and other critical ecological features. Even in contemporary urban societies, interaction with the natural environment is not a luxury but rather a prerequisite for leading a healthy and fulfilling life; this is because people's physical and mental health is still largely dependent on the natural environment (Cvetanovic et al., 2019).

The biophilic design does not only involve green buildings or the insertion of trees and shrubs to increase their aesthetic appeal. Understanding where humans fit in nature and where the natural world works in human civilization requires much more. The bulk of evidence indicates that natural and artificial biophilic environments, notably those seen in coffee shops, have a therapeutic effect on the human body (Cvetanovic et al., 2019).

A coffee shop is where visitors enjoy music and can be the third-place humans spend time socializing and taking a break from daily life. The public loves the coffee shop with its various unique and exciting design concepts; coffee shop design has a significant impact on the decisions people make before entering a coffee shop (Silalahi et al., 2020). The effective utilization of Biophilic Design brings about a broad scope of physical, mental, and conduct benefits (Pranjale-bokankar, 2020).

People living in cities spend most of their time outdoors at work or in public places such as trains, bus stops, and shopping malls. Building footprints are shrinking because of ongoing urbanization, and towering structures are emerging. Working full days in