

project **FOLLOW YOUR TASTE**

Rizal Dairy Farms' flagship concept store for following your taste that is all-natural, fun, and distinctly Filipino

*follow your taste  
parlor perspective*



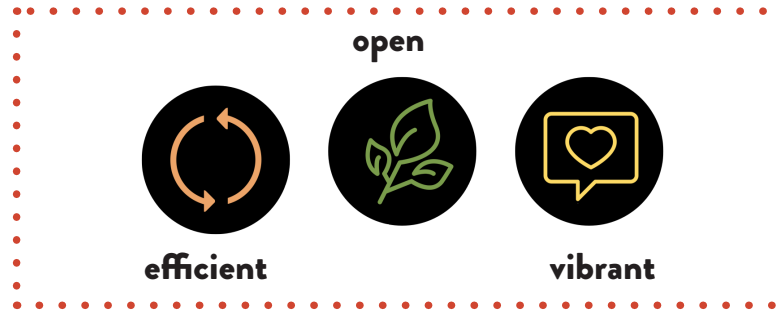
As Follow Your Taste (FYT) emerges as the standard for all-natural and excellent desserts in the Philippines, its concept store located in Coron, Palawan shall embody the ultimate place where one truly follows one's taste, not only with their dessert, yet also with how they experience and enjoy eating it.

This makes for a remarkable experience, that one must remember and come back to. At the heart of this is an ice cream bar and café that is **efficient, open, and vibrant**.

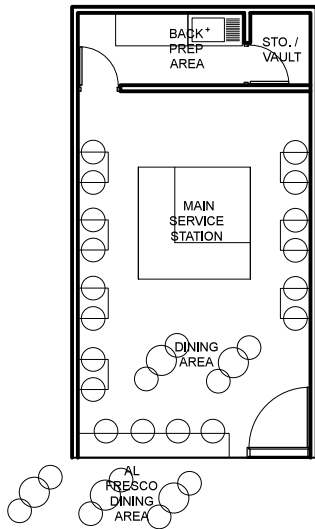
Efficient mobility in operations and maintenance and maximization of seating area, yet remains open to nature as it is in Coron allowing for a well-ventilated and flexible store, as well as creating a vibe that encapsulates Filipino warmth and hospitality in its vibrancy from textures and colors to the overall programming of the space — all integrated with the Follow Your Taste's signature desserts to be served.

Featuring **THE ARCH** that frames the service bar, facilitating destination, organization, & distinction.

**LOCATION** REAL ST., CORON, PH  
**AREA** 28.35 sqm  
**TYPE** COMMERCIAL  
**CLIENT** JACQUELINE H. ALLEJE

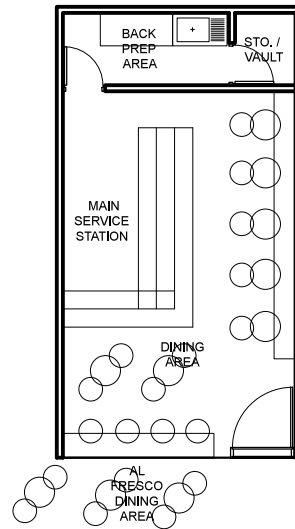


**01 ROUND-ABOUT LAYOUT**



more efficient  
less interactive  
less open  
typical

**03 STANDARD CAFE LAYOUT**

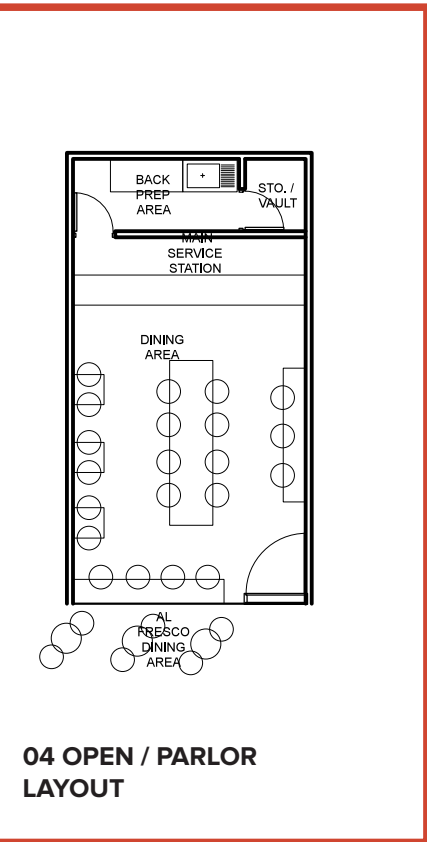


**02 STANDARD BAR LAYOUT**

less efficient  
more open  
more interactive  
different

more efficient  
more interactive  
more open  
typical

more efficient  
more interactive  
more open  
different



**04 OPEN / PARLOR LAYOUT**

zoning & circulation diagram

**EFFICIENT,  
OPEN,  
& VIBRANT.**

**PERMEABLE  
BACK KITCHEN**

The perforated decorative blocks serve as a permeable separation between the main service bar and the preparation kitchen.





This creates an interesting effect as well as provides a more ideal space for food preparation separate from soft-serve orders and drinks.

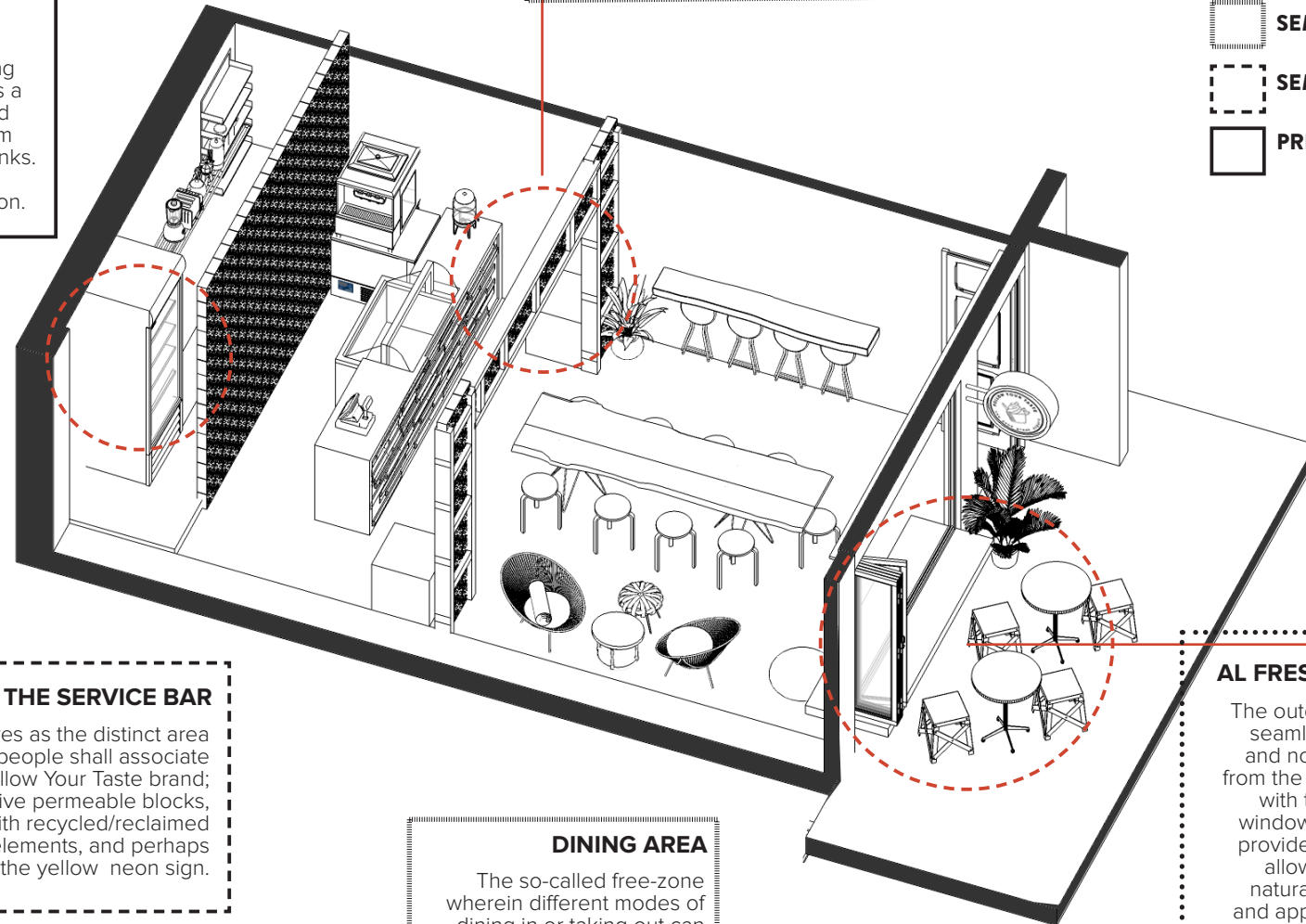
Provides natural ventilation.

**THE ARCH**

The unobstructive divider between dining and service, framing the main parlor bar, which facilitates an effect of destination and distinction.

It also acts as an organizer for self-service spaces and display shelves, if applicable.

-  **PUBLIC**
-  **SEMI-PUBLIC**
-  **SEMI-PRIVATE**
-  **PRIVATE**



**THE SERVICE BAR**

This serves as the distinct area where people shall associate the Follow Your Taste brand; decorative permeable blocks, the bar with recycled/reclaimed wooden elements, and perhaps the yellow neon sign.

**DINING AREA**

The so-called free-zone wherein different modes of dining in or taking out can take place.

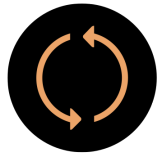
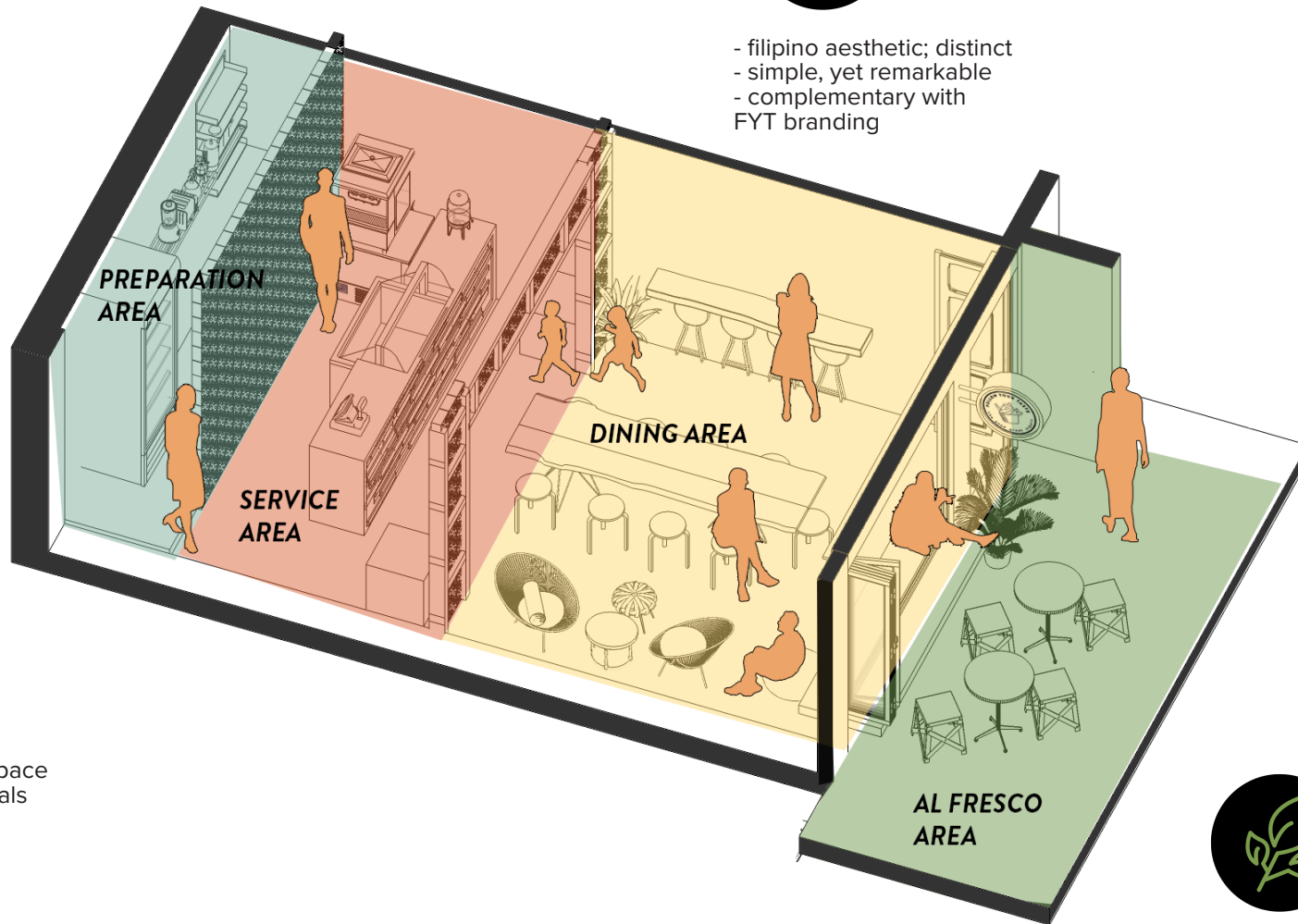
**AL FRESCO AREA**

The outdoor area is seamlessly linked and non-exclusive from the indoor area with the lowered window sill seating provided. This also allows for better natural ventilation and appreciation of the interior.

**EFFICIENT,  
OPEN,  
& VIBRANT.**



- filipino aesthetic; distinct
- simple, yet remarkable
- complementary with FYT branding



- operations
- maintenance
- maximization of space
- sustainable materials



- flexibility in seating
- circulation
- open to nature
- well-ventilated



view from al fresco area perspective

**HANGING  
INDOOR PLANTS  
LIGHTING  
FIXTURES**

**COLOR AGENTS:  
FURNITURE &  
MURALS**

**HANGING BAR  
STOOLS**

**POLISHED  
CONCRETE/GREY  
FLOORING**

**COLOR AGENTS:  
FURNITURE &  
MURALS;**

FILIPINO TEXTURES  
SUCH AS WEAVES,  
PRINTS, & MATERIALS  
LIKE RATTAN, ABACA,  
or SOLIHIYA for rooted  
and artful aesthetic.

**DECORATIVE  
PERFORATED  
CONCRETE  
BLOCKS**

**MAIN ELEMENT:  
WOOD**

TREATED  
RECLAIMED/  
RECYCLED/SECOND-  
HAND FURNITURE  
and other framing  
elements i.e. ceiling,  
bar, and arch

**COLOR &  
TEXTURE  
PATTERN**



**BI-FOLDING  
WINDOW DOORS  
INSTEAD OF  
FIXED WINDOW**

**EFFICIENT,  
OPEN,  
& VIBRANT.**

# A PLACE FOR EVERYONE, FOLLOWING THEIR TASTE.

## IN-N-OUT

This part of the space is a space where people can decide to be in or out. Looking into the busy street of Real or into the store, in a very casual manner.

The permeability of the store is displayed here, which can also offer as a chill drinking area at night.

## AL FRESCO

Outdoor seating best for soaking the street life of Coron; with easy-to-store furniture



view from service bar perspective

## ON-THE-GO

You can stand, or choose to sit from the stool, that you'll have to stow away eventually. This makes for the ultimate take out corner or even waiting area.

Proximal to the door.

## STAY IN FOR A BIT

Whether you're alone or with someone, being in this area allows one to stay in peaceful solitude with one's dessert or to be able to engage with other customers — whatever floats your boat. Making for an interactive and accessible space for a pleasant dining experience.

## LAZY DAISY

This area, is for the laid back who choose to stay in and truly savor their dessert.

The limited space makes it easily coveted, and shall be out of the way of the quick and on-the-go customers.



exterior perspective  
FOLLOW YOUR TASTE CORON

**EFFICIENT,  
OPEN,  
& VIBRANT.**