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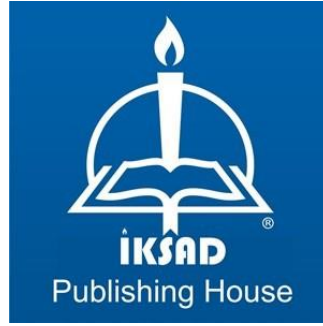
May 30-31, 2024 / Final International University
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IV. International Architectural Sciences and Applications Symposium

(IArcSAS-2024)

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May 30-31, 2024, Girne-Turkish Republic of Northern Cyprus

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(Abstracts & Full Texts)

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Full texts and abstracts published in accordance with the Symposium Policy have been prepared in accordance with ethical rules and APA standards. Authors of all papers are both ethically and legally responsible.

AIM OF THE SYMPOSIUM

This Symposium aims to bring together qualified scientists from Türkiye and abroad on a common international platform under the umbrella of Architectural Sciences and to enable different disciplines to share their valuable research.



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Visual Perception Analysis of 3rd Generation Coffee Houses: 'The Case of Akaretler'

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Abstract

Visual perception has the most important place in the perception of spaces. When people perceive spaces, they are affected aesthetically through factors such as color, form, texture and material. One of these places is the 3rd generation coffee houses. The new generation of coffee offering, which is becoming popular today and is called the 3rd generation coffee making, offers different experiences to its consumers. These experiences both change the equipment used for coffee making and presentation and offer a new generation of coffee houses for people who want to consume this coffee. In this study, Beşiktaş Akaretler region, where 3rd generation coffee houses with different designs are located, was chosen as the study area. In the study, the architectural design of 9 3rd generation coffee houses was examined in the context of visual perception factors. Scope of work; A written-visual survey was conducted with a total of 80 people. As a result of the survey; It has been determined that integrity is important in the visual perception of 3rd generation coffee houses and that the designs affect the users' perception and preference of the space.

Keywords: Architectural design, spatial perception, 3rd generation coffee houses

1. Introduction

Perception, which is a mental process; It is defined as making meaningful and interpreting the stimuli coming to the eyes, ears and other receptors in the mind. Morgan (1984) defined perception as the process of interpreting sensations and making them meaningful. Gaddes (1984) defined it as "Although perception begins with sensation, it includes recognition, discrimination and meaning." At the same time, he defines perception as matching the data obtained through the senses with some mental elements and being able to understand and comprehend the phenomena in the universe.

Visual perception is of great importance in understanding mental development. In this sense, perceiving the world can occur through the interaction of all senses. Visual perception differs from other perceptions in that it is the most effective and powerful (Morgan, 1984). In visual perception, the individual organizes, classifies and generalizes visual stimuli in a meaningful way in order to understand the information gained through the sense of sight. Frostig (1964) describes visual perception; It refers to the ability to recognize visual stimuli, distinguish them and interpret them by associating them with previous experiences. Additionally, visual perception is not just good eyesight. In this case, the interpretation of the visual stimulus occurs not with the eyes but in the brain (Çağlayan, Korkmaz and Öktem, 2014).



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Since the duty of architecture is to design livable built environments for humans, it has become necessary to examine the interaction of humans as a social being with the environment in which they live, within the human-environment-behavior relationship. In the environment-individual interaction, the physical environment and the social environment play an active role together. Individuals behave in accordance with their defined roles in this interaction. The biggest factor in determining these behaviors is visual perception, and visual perception ranks first with 75% of the five senses that are effective in perceiving the space (Uzunoğlu and Özer, 2014).

There are equipment elements in a space that enable people's lifestyles and activities. The arrangement, quality, density and appearance of these equipment affect the perception of space. Therefore, they should be considered together with other elements of the space in terms of material, color, form and texture, beyond the physiological suitability of the users (Çetindağ, 2007).

One of these places is the 3rd generation coffee houses, which are one of the increasingly increasing consumption and eating and drinking places. Human perception and culture are important factors in the development of 3rd generation coffee houses. Along with the changing economic and social identities of the society, there have been various changes in coffee houses. In this study, the effects of 3rd generation coffee houses on visual perception were investigated using the survey technique. The seating groups, ceilings, walls, floors, barista counters and lighting elements of 9 number 3rd generation coffee houses selected on the same street axis in the Beşiktaş Akaretler region of Istanbul were presented to the users and they were asked to evaluate them according to the adjective pairs determined within the scope of the semantic differentiation scale. With this study, it is aimed to emphasize the perceptual importance of space design in choosing the place, especially in the increasing number of 3rd generation coffee houses in our country and especially in Istanbul, and to provide guidance for making the right choices in new designs.

2. Materials and Methods

2.1 Coffee and Coffee Houses

Coffee, which has been consumed for centuries and produced in different forms, is a very important beverage for society. Its first point of origin is thought to be the Kaffa region of Ethiopia in the 9th century (Hattox, 1998). Over the years, it has spread to different societies, diversified and become more important. Coffee was first consumed as food in Abyssinia and then in Yemen in the 14th-15th centuries. It began to spread rapidly in the 19th century by being consumed hot (Bostan, 2001). It came to the Ottoman Empire in the early 16th century (Wild, 2007). With its coming to the Ottoman Empire, the first coffeehouse was opened in Eminönü Tahmis Street in 1554 (Gürsoy, 2005). As a result of the visit of Turkish ambassadors to Europe in the mid-17th century, coffee began to spread and be consumed fondly in Europe (Yıldız, 2017).

With the spread of coffee to Europe, many coffee houses were opened in Europe and it became fashionable. The first coffeehouse was opened in Venice in 1645. Later, it started to open in various places in Europe, including Oxford, London, Paris (Gürsoy, 2005). With the transformation of coffeehouses into cafes in the 19th century, not only their names but also their purposes of use changed. Cafes have now become places to socialize, have fun and use in free



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time (Akarçay, 2012). Nowadays, great importance is given to the architectural design of coffee houses that users use to socialize.

From all these historical developments to the present day, various changes have occurred in the way coffee is made, roasting and brewing methods, as well as in coffee houses. These changes gave rise to coffee movements. The differences between coffee movements are the way of consumption and the way they approach coffee. These currents are divided into three. These are the first generation coffee movement, the second generation coffee movement and the third generation coffee movement.

The beginning of the first generation coffee movement dates back to the 1800s. Austin and R.W. Hills Bros. founded by Hills. By using the vacuum sealing method of product packages invented by the company in 1900, coffee producers kept the coffee fresh for a long time since the air in the coffee packages did not come into contact with the outside. In this way, the transition of coffee to industrial production became easier. In the 1st generation coffee culture, the aim is not to improve the quality of coffee. The main purpose here is to create an industrial market that can meet the need for bulk coffee production and consumption. It covers the generation movement that involves consumption under the name of "instant coffee", which was introduced to Europe by the Ottoman Empire by placing ground coffee in a glass and dissolving it with hot water, and quickly gained fame due to its fast and practical preparation.

The period called the 2nd generation coffee movement started in California in the 1960s, when Alfred Peet thought that coffee was more than a product and that coffee was a craft. Answers to questions such as where coffee is produced and how it is roasted have become important. These questions have caused changes in marketing, socialization and coffee houses, as well as in coffee. As a result of the changes, chain coffee houses began to form and a new coffee culture emerged. The aims of the 2nd generation coffee houses are; These can be listed as increasing loyalty to the brand, offering the best quality coffees by increasing the number of coffee varieties, providing a comfortable environment, being an environmentally friendly business and using energy resources efficiently (Maguire and Hu, 2013). For these purposes, coffee consumption has become widespread and people have begun to develop a taste for coffee. This is one of the main reasons why the 2nd generation coffee trend ended. Now people are looking for better quality coffee. The coffee culture, which became widespread thanks to the 2nd generation coffee movement, led to the formation of the 3rd generation thanks to this search.

In an article written by Trish Rothgeb in 2002, the 3rd generation coffee movement was mentioned for the first time. In the 3rd generation coffee trend, coffee is at the forefront. In other words, their aim is not to make a standard coffee, but to improve the quality of the coffee beans. The quality of the coffee bean, the region where it grows, the soil characteristics, growing conditions and collection methods are carefully monitored. What is important in the 3rd generation coffee movement is transparency. Another important difference that separates the 3rd generation coffee movement from the 2nd generation is teaching the craft to the consumer and further improving the quality of coffee. In coffee houses, the barista is the one who communicates with the customers and informs them about the coffee. This is very important for 3rd generation coffee houses. While in the 2nd generation coffee houses, the customer is only contacted to learn about their order, in the 3rd generation, baristas talk to the customers about coffee and give them information, and they have the opportunity to improve



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themselves and make different flavors by taking customer ideas and making innovative experiments. In addition, the aim of the 3rd generation coffee houses is to create spaces where users can discover more than just drinking coffee, have the opportunity to socialize and enjoy themselves (Maguire and Hu, 2013).

It is important to have a concept for the design of 3rd generation coffee houses without being corporate. It is important for both the user and customer potential and competition that the design of space components such as floors, walls and ceilings, preferred seating groups, lighting elements, decor and accessories be compatible with the 3rd generation coffee culture. In this context, while increasing the qualities of coffee in the 3rd generation coffee movement, attention should also be paid to increasing the design qualities of coffee houses.

2.2 Space Percepton

Space can be interpreted as "the three-dimensional space that humans limit by using a conscious or unconscious tool within the space they live in." In general, space is a conceptual volume obtained by designing three-dimensional masses in which one can move and take action. Space is the basic condition that creates an architectural product. As the first step of architectural action, people create a defined volume in which they feel safe. Thus, by limiting the universal void; It has created its own autonomous area.

In the most basic sense, space; We can divide it into two: "Indoor" and "Outdoor". Thus, the space forms a combination of the concepts of "Interior Space", which is covered by the structure, and "Exterior", which includes the structure. While the interior creates a feeling of closedness, the exterior creates a feeling of openness. Interior space formation is achieved by limiting and closing the architectural space with some elements (Yurttas, 2019).

There are two elements that affect the concept of space that enables the formation of architecture. These are the way of limiting space and human perception. The concept of space according to the forms of limitation; can be limited as natural, artificial and mixed. However, since spaces are environments that can be perceived and felt by all sense organs, they are in constant interaction with people (Akin, 2013). These interaction spaces can be created in three different ways: physical, perceptual and conceptual spaces. Physical space can be defined as the areas where the walls, ceiling and floor define their boundaries, perceptual spaces can be defined as the areas that users can perceive with their senses and feelings, and the map or plan that we define mentally in our memory (Roth, 2006). Some elements are needed for the space to be formed. These elements; Although there are floors, walls and ceilings, columns, beams, roofs, stairs, interior walls, doors and windows, reinforcement and various accessories can be added (Gür, 1996).

Design; It is the ability to turn the ideas that come to mind into reality. Its basis is as old as human history. Design is carried out to discover a need and meet it. In this context, a certain benefit and value emerges as a result of the design. It should be clear how the service or product resulting from the design will relate to people and what benefits it will have. The concept of design has changed over time with the increase in the competitive factor, and concepts such as personalized design, original design and flexible design have emerged, which are gaining importance today. Making a separate design application suitable for each user profile reveals a personalized design, a design made by adding features not included in other designs represents an original design, and a design that can be changed to suit different customer specifications reveals a flexible design approach.



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The space takes shape according to the user. People prefer places where they can feel comfortable and reflect their own tastes. Therefore, the user's wishes and tastes are taken into consideration when designing spaces. Especially when starting the design of business spaces, analysis studies are carried out on the preferences of the target audience. After the design is implemented, an analysis is carried out on user satisfaction and requests. In other words, it starts with the idea of creating the space, and the design process continues with the establishment of the space and throughout the existence of the space (Tuncel, 2009).

Even if a concept is developed with each design element carefully considered and having aesthetic values, when these elements cannot come together harmoniously and create a common design language, the impressiveness of the designed space cannot be mentioned at this point. If each element is complementary to each other and a correct context can be established by achieving a certain harmony from the colors used to the shapes, materials and lighting when looking at the design from an outside perspective, the desired effect can be created on the user. In order to create this effect, the factors affecting the perception of space must be assimilated correctly.

It has been observed that there is a dense food and drink axis on Şair Nedim and Süleyman Seba Street, located in the Akaretler region of Beşiktaş district of Istanbul. With the formation of this axis, the importance of the region and people's demand for the region increases. It is noteworthy that with the increase in demand, new venues are opened and many venues with the same features are located side by side.

2.3 Case Study

Considering the characteristics of the region, Beşiktaş is located on the Rumelian side of the Bosphorus. Beşiktaş, which is a small region of Istanbul in terms of population and surface area, has become a very busy and crowded region due to the fact that it has many architectural works from the Ottoman period, university campuses in the district and business centers on the Levent-Maslak line. In addition, as the importance of Beyoğlu in social life decreases, spatial mobility is shifting to Kadıköy and Beşiktaş district since they are located on the same coast, which causes the population density to increase. Especially the Akaretler region of Beşiktaş district forms a very dense axis. The region, named after Akaretler row houses, is located between Beşiktaş and Maçka. These row houses were designed by combining Şair Nedim and Süleyman Seba Streets in the form of Çatalağız and are the first mass housing project.

There are many shops in this area, which forms a very busy axis today. Shops with various functions were analyzed and it was determined that the majority of them were food and beverage venues. When these food and beverage venues are examined, it is seen that they are places that specialize in any product. One of these products is coffee. Especially when Şair Nedim and Süleyman Seba Streets were examined, it was determined that there were a large number of 3rd generation coffee houses. For this reason, 9 3rd generation coffee houses with different designs were identified from the specified region for the survey study and a survey was conducted with a total of 80 participants from the users of these houses (Figure 1).

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Figure 1. Beşiktaş, Akaretler map (<https://www.google.com/maps/>, 2023)

The effects of 3rd generation coffee houses on visual perception were investigated within the scope of environmental-behavior research using semantic differentiation and written/visual survey technique created on a 5-point Likert scale. Questionnaire methods used to determine attitudes are generally called differentiation scales. This scale demonstrated that interval scales can be used to measure attitudes. Today, the Likert scale is preferred for ease of application. In this scale, response codes are analyzed numerically, not just as various categories. The most important issue in the semantic differentiation scale is what type of subjects will evaluate which pairs of descriptive adjectives. There are various adjective pairs determined by different theorists in the literature (Polatoğlu, 2012). The adjective pairs in this study were determined in accordance with the purpose of analyzing the effects of factors affecting the perception of space on visual perception. Aydınli's (1986) study "A Model Based on Perceptual Judgments in Spatial Perception" was used in the determination.

The survey consists of 4 parts. The first part includes questions about the participants' gender, age, profession and educational status. In the second part, the participants' relationship with coffee houses and the frequency of their use of coffee houses were determined. In the third part, it was researched how the individual equipment and space component designs of each of the coffee houses, determined by the determined adjective pairs, were perceived by the users. In the last part, visuals of each coffee house were given in a mixed manner and the participants were asked to choose the first 3 houses in terms of equipment and space components. The results were analyzed and evaluated in percentages.

3. Findings and Discussion

As the first step in analyzing demographic data through the survey administered to the participants, the gender distribution of the participants was determined. 50% of the survey participants are men and 50% are women. When the age range of the participants is examined, 56% are between 18-25 years old, 36% are 25-35 years old, and 7.5% are 31-40 years old. The majority of the participants are students between the ages of 18-25 and are not working (Figure 2).

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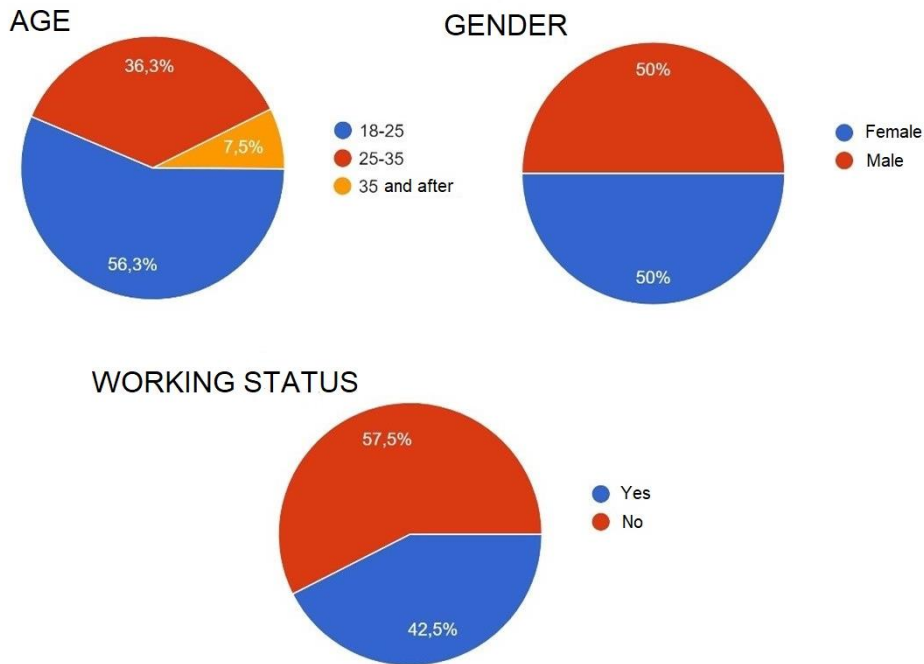


Figure 2. Analysis of demographic data (Uygur, 2023)

In the second part, the participants' relationship with the 3rd generation coffee houses, the frequency of use of the coffee houses, and the expectations of the users from the 3rd generation coffee houses were determined. According to the results, it was determined that 26% of the participants had no information about 3rd generation coffee houses and 74% had information. Thus, it was determined that the majority of the participants had knowledge about coffee houses (Figure 3).

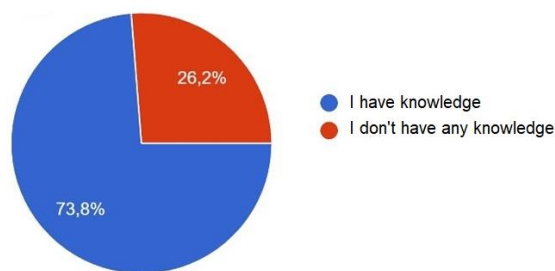


Figure 3. Analysis of part 2 of the survey (Uygur, 2023)

Participants were asked to evaluate their frequency of use of coffee houses on a scale of 1-5. It was determined that the majority of the participants frequently use coffee houses and have experience about coffee houses. At the end of the second part, the participants were asked "3. "What are your expectations from next generation Coffee houses?" to the open-ended question; It was determined that most of the users answered "delicious, quality coffee, a modern, pleasant and spacious place, a place where one can socialize" (Figure 4).

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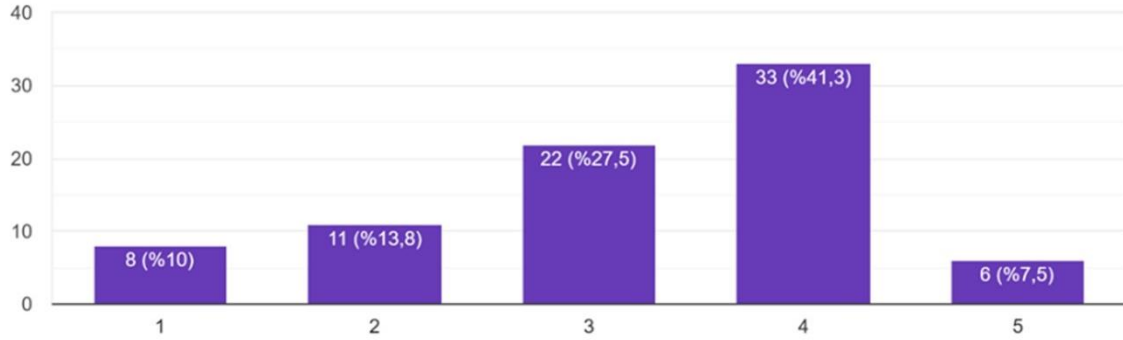


Figure 4. Analysis of part 2 of the survey (Uygur, 2023)

In the third part of the survey; The 9 selected coffee houses were numbered sequentially, and all coffee house details of each coffee houses were photographed and presented to the participants (Figures 5,6,7).

The participants were asked about the seating group, wall design, ceiling design, flooring design and lighting elements in the coffee houses shown in Figures 5, 6 and 7; They were asked to evaluate the adjectives according to adjective pairs: compatible-incompatible, stagnant-dynamic, cold-hot, monotone-multicolor, soft cut-sharp cut, simple-complex, light-dark. The resulting survey data was created in percentages based on the number of participants. According to the survey results expressed in percentages, results above 50% were taken into consideration.

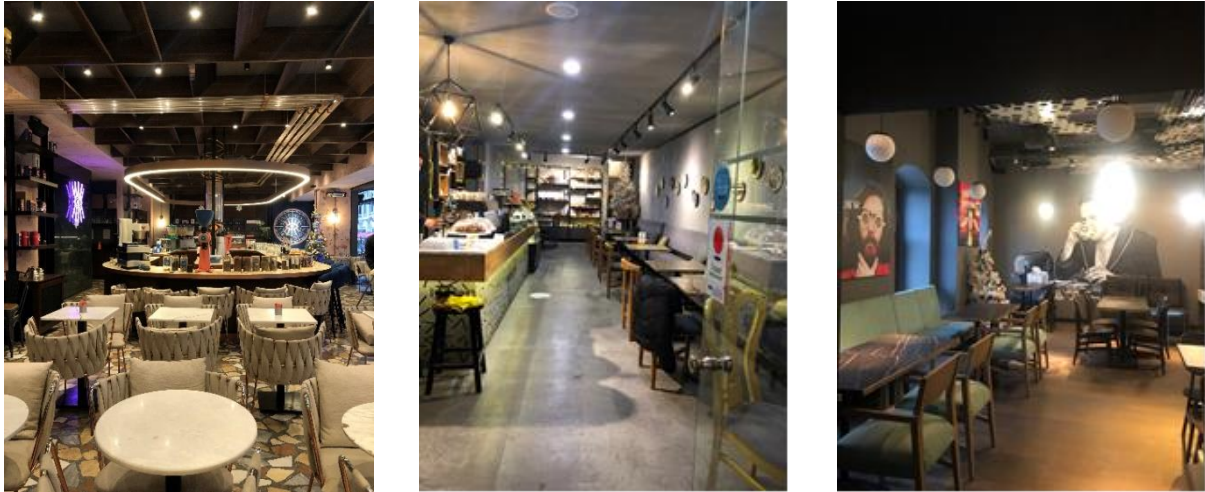


Figure 5. Coffee house 1,2 and 3 (from left to right) (Uygur, 2023)

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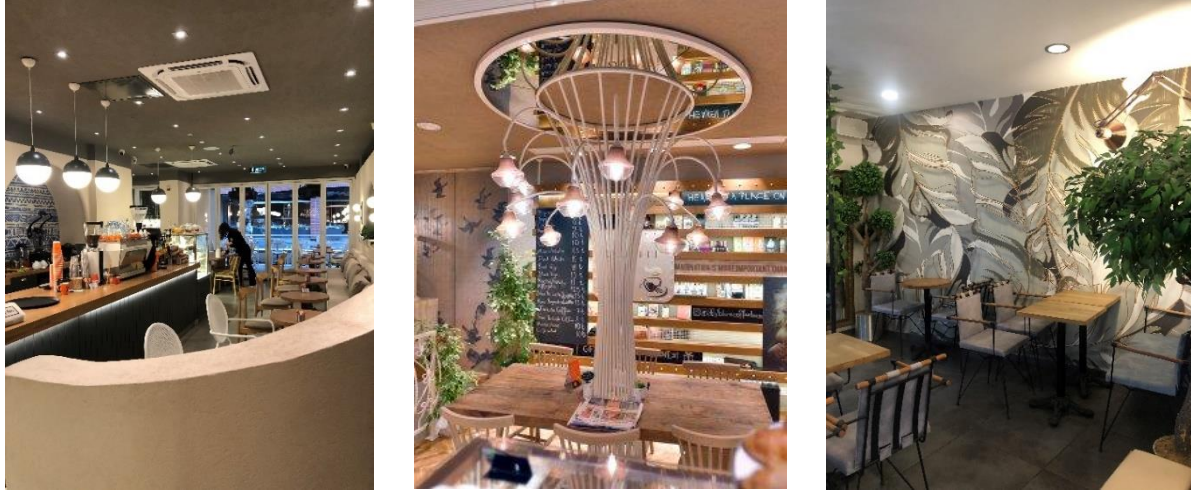


Figure 6. Coffee house 4,5 and 6 (from left to right) (Uygur, 2023)



Figure 7. Coffee house 7,8 and 9 (from left to right) (Uygur, 2023)

According to the survey results, all seating group elements of coffee houses were found to be compatible. Most of them are dynamic, very colorful and bright. When the dynamic seating groups were examined, they were generally found to be hot colored. Similar results were obtained for the seating group elements of coffee houses numbered 5 and 6 (Table 1).

Table 1. Analysis of the seating group (Uygur, 2023)

	Compatible/ Incompatible		Stagnant/ Dynamic		Cold/ Hot		Monotone/ Multicolor		Soft-cut/ Sharp-cut		Simple/ Complex		Light/ Dark	
1	%52,6	%47,3	%27,8	%72,1	%82,5	%17,4	%41,6	%58,3	%84,9	%15,0	%30,1	%69,8	%84,7	%15,2
2	%87,0	%12,99	%44,6	%55,3	%45,3	%54,7	%56,6	%43,3	%36,6	%63,3	%75,4	%24,5	%18,6	%81,3
3	%96,1	%3,8	%53,7	%46,2	%14,9	%85,0	%24,9	%75,0	%98,3	%1,64	%98,3	%1,64	%98,3	%1,64

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4	%85,7	%14,2	%53,1	%46,8	%69,4	%30,5	%26,6	%73,3	%21,4	%78,5	%57,6	%42,3	%32,2	%67,8
5	%93,6	%6,3	%19,6	%80,3	%19,4	%80,6	%24,1	%75,8	%84,2	%15,7	%45,6	%54,3	%81,2	%18,7
6	%75,3	%24,6	%18,0	%81,9	%27,2	%72,7	%21,6	%78,3	%70,6	%29,3	%88,1	%11,8	%96,6	%3,39
7	%55,1	%44,8	%22,5	%77,4	%27,4	%72,5	%19,9	%80,0	%41,8	%58,1	%8,92	%91,0	%51,7	%48,2
8	%62,6	%37,3	%39,3	%60,6	%62,5	%37,5	%59,9	%40,0	%33,3	%66,6	%45,6	%54,3	%34,4	%65,5
9	%73,6	%26,3	%60,3	%39,6	%94,9	%5,01	%45,7	%54,2	%28,8	%71,1	%64,2	%35,7	%78,1	%21,8

The wall designs were generally found to be compatible, but the majority found the wall design in coffee house number 7 to be incompatible. Wall designs were found to be dynamic in all coffee houses. Most of the wall designs in coffee houses were found to be very colorful. Coffee house wall designs 1, 4, 5 and 6 have the same pairs of adjectives. In the design of walls 3, 5 and 6, all adjective pairs were chosen in the same way, except for the simple-complex adjective pair. (Table 2).

Table 2. Analysis of wall design (Uygur, 2023)

	Compatible/ Incompatible	Stagnant/ Dynamic	Cold/ Hot	Monotone/ Multicolor	Soft-cut/ Sharp-cut	Simple/ Complex	Light/ Dark							
1	%66,1	%33,8	%26,1	%73,9	%59,9	%40,1	%41,6	%58,3	%45,4	%54,5	%25,8	%74,2	%29,5	%70,5
2	%84,5	%15,5	%47,6	%52,3	%51,4	%48,5	%79,9	%20,1	%27,7	%72,2	%68,8	%31,1	%12,5	%87,5
3	%70,6	%29,3	%21,2	%78,7	%25,8	%74,2	%10,3	%89,6	%94,6	%5,3	%77,9	%22,1	%100	%0
4	%84,9	%15,1	%14,1	%85,9	%70,4	%29,5	%22,8	%77,2	%28,8	%71,1	%19,3	%80,6	%18,1	%81,9
5	%85,1	%14,8	%8,8	%91,1	%4,9	%95,1	%0	%100	%79,3	%20,6	%22,7	%77,2	%98,2	%1,7
6	%87,3	%12,6	%7,8	%92,2	%22,2	%77,7	%5,1	%94,9	%85,7	%14,2	%43,5	%56,4	%98,3	%1,6
7	%42,6	%57,3	%13,8	%86,1	%40,9	%59,1	%14,2	%85,7	%37,4	%62,5	%6,1	%93,9	%36,2	%63,8
8	%64,3	%35,6	%34,4	%65,5	%52,3	%47,7	%51,6	%48,3	%5,2	%94,7	%43,1	%56,9	%28,1	%71,9
9	%69,8	%30,1	%38,1	%61,9	%31,1	%68,8	%12,1	%87,9	%19,6	%80,3	%42,3	%57,6	%83,9	%16,1

Ceiling designs were found to be compatible with all coffee houses. Except for coffee house number 5, the ceiling designs of all coffee houses were found to be monotone. Except for coffee house number 5, the ceiling designs of all coffee house were found to be monotone. The adjective pairs chosen for the ceiling designs of coffee houses 1 and 9, coffee houses 4 and 8, coffee houses 2 and 7 and coffee houses 3 and 6 are the same (Table 3).

Table 3. Analysis of ceiling design (Uygur, 2023)

	Compatible/ Incompatible	Stagnant/ Dynamic	Cold/ Hot	Monotone/ Multicolor	Soft-cut/ Sharp-cut	Simple/ Complex	Light/ Dark							
1	%73,9	%26,1	%60,5	%39,4	%59,9	%40,0	%94,7	%5,27	%11,6	%88,3	%59,9	%40,1	%51,6	%48,3
2	%59,4	%40,5	%13,2	%86,7	%79,9	%20,1	%78,5	%21,4	%28,8	%71,1	%24,5	%75,4	%9,6	%90,3
3	%82,4	%17,5	%71,8	%28,1	%36,2	%63,8	%89,8	%10,1	%83,6	%16,3	%98,3	%1,6	%83,9	%16,1
4	%88,5	%11,4	%60,3	%39,6	%86,6	%13,3	%68,3	%31,6	%41,8	%58,1	%63,7	%36,2	%22,8	%77,2
5	%74,6	%25,3	%5,88	%94,1	%3,33	%96,6	%13,5	%86,4	%52,6	%47,3	%8,3	%91,6	%98,3	%1,7
6	%95,5	%4,4	%58,0	%41,9	%32,7	%67,2	%89,6	%10,3	%62,2	%37,7	%90,9	%9,1	%94,9	%5,1
7	%72,0	%27,9	%44,8	%55,1	%51,6	%48,3	%90,9	%9,1	%33,9	%66,1	%45,1	%54,8	%39,6	%60,3

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8	%81,9	%18,0	%65,0	%34,9	%78,6	%21,3	%93,2	%6,7	%33,9	%66,1	%63,3	%36,6	%21,4	%78,5
9	%82,8	%17,1	%88,5	%11,4	%90,1	%9,8	%82,4	%17,5	%21,8	%78,1	%84,9	%15,1	%73,6	%26,3

Flooring designs were found to be compatible with all coffee houses. Except for coffee houses 1 and 9, the flooring designs of all cafes were found to be monotone. The adjective pairs chosen for the flooring designs of coffee houses 2 and 8 are the same. For coffee houses 5 and 7, all adjectives are the same except for the soft cut-sharp cut adjective pair. Ceiling designs can generally be said to be dynamic, hot, multi-colour, sharp cut, simple and bright (Table 4).

Table 4. Analysis of floor design (Uygun, 2023)

Compatible/ Incompatible		Stagnant/ Dynamic		Cold/ Hot		Monotone/ Multicolor		Soft-cut/ Sharp-cut		Simple/ Complex		Light/ Dark	
%56,9	%43,1	%9,4	%90,6	%25,8	%74,2	%11,4	%88,5	%41,1	%58,9	%13,3	%86,6	%78,1	%21,8
%87,6	%12,3	%60,9	%39,0	%46,8	%53,1	%94,8	%5,1	%43,1	%56,9	%85,7	%14,2	%12,4	%87,5
%94,3	%5,7	%69,8	%30,1	%38,9	%61,1	%87,4	%12,5	%87,1	%12,9	%100	%0	%96,2	%3,7
%91,5	%8,4	%33,8	%66,1	%79,9	%20,1	%64,9	%35,1	%37,4	%62,5	%86,4	%13,5	%50	%50
%75,6	%24,3	%6,3	%93,6	%3,2	%96,7	%74,9	%25,1	%67,9	%32,1	%56,8	%43,1	%100	%0
%83,9	%16,1	%55,7	%44,2	%27,2	%72,7	%90,3	%9,6	%55,5	%44,4	%93,5	%6,4	%63,7	%36,2
%65,2	%34,7	%44,1	%55,9	%27,5	%72,4	%79,9	%20,1	%5,4	%94,5	%46,6	%53,3	%62,0	%37,9
%83,5	%16,4	%56,6	%43,3	%52,4	%47,5	%98,2	%1,7	%22,8	%77,2	%67,7	%32,2	%32,1	%67,8
%72,2	%27,7	%33,3	%66,6	%67,2	%32,7	%34,9	%65,1	%41,1	%58,9	%41,6	%58,3	%83,6	%16,3

Barista counters have been found compatible with all coffee houses. The barista counters of all cafes, except for coffee houses 2 and 9, were found to be dynamic. The adjective pairs chosen for the barista counters in coffee houses 2 and 9 are the same. All adjectives except the simple-complex adjective pair for coffee house 5 and 6 are the same. All selected adjectives are the same except for the light-dark adjective pair for coffee house 5 and 6 and coffee house 7. It can be said that barista counters are generally dynamic, cold, soft-shaped, simple and bright (Table 5).

Table 5. Analysis of barista counters (Uygun, 2023)

	Compatible/ Incompatible		Stagnant/ Dynamic		Cold/ Hot		Monotone/ Multicolor		Soft-cut/ Sharp-cut		Simple/ Complex		Light/ Dark	
1	%85,1	%14,8	%41,2	%58,7	%62,3	%37,7	%74,1	%25,8	%89,6	%10,3	%77,1	%22,9	%78,3	%21,7
2	%71,2	%28,7	%55,5	%44,4	%78,6	%21,3	%86,4	%13,5	%18,3	%81,6	%79,6	%20,3	%44,4	%55,6
3	%97,3	%2,6	%42,8	%57,1	%18,9	%81,1	%59,6	%40,3	%91,8	%8,2	%83,6	%16,4	%93,2	%6,78
4	%72,8	%27,1	%13,3	%86,6	%50,8	%49,1	%27,8	%72,1	%14,8	%85,1	%34,3	%65,6	%42,5	%57,5
5	%72,6	%27,4	%4,6	%95,3	%9,8	%90,1	%19,2	%80,7	%48,1	%51,8	%27,5	%72,4	%100	%0
6	%75,6	%24,3	%21,5	%78,4	%15,2	%84,7	%31,5	%68,4	%25,4	%74,5	%70,4	%29,5	%92,9	%7,1
7	%59,9	%40,1	%18,4	%81,5	%27,4	%72,5	%32,7	%67,2	%17,2	%82,7	%12,9	%87,1	%46,2	%53,8
8	%78,9	%21,1	%43,0	%56,9	%68,8	%31,1	%65,4	%34,5	%20,6	%79,3	%62,1	%37,9	%28,7	%71,3
9	%60,8	%39,2	%50,8	%49,1	%86,2	%13,8	%56,6	%43,3	%23,6	%76,3	%54,2	%45,7	%78,4	%21,6

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Lighting elements were found to be compatible and monotone for all coffee houses. The adjective pairs chosen for the coffee house lighting elements numbered 3 and 6 are the same. All adjectives are the same for coffee houses 2 and 9 and coffee houses 5-8, except for the light-dark adjective pair. It can be said that the lighting elements are generally hot, soft-shaped, simple and bright (Table 6).

Table 6. Analysis of lighting elements (Uygur, 2023)

	Compatible/ Incompatible		Stagnant/ Dynamic		Cold/ Hot		Monotone/ Multicolor		Soft-cut/ Sharp-cut		Simple/ Complex		Light/ Dark	
1	%81,1	%18,8	%56,2	%43,75	%46,6	%53,3	%88,3	%11,7	%89,4	%10,5	%61,2	%38,7	%68,7	%31,2
2	%69,9	%30,1	%68,1	%31,9	%70,4	%29,5	%94,8	%5,1	%59,3	%40,6	%84,2	%15,7	%31,7	%68,2
3	%91,8	%8,1	%19,6	%80,3	%16,2	%83,8	%90,7	%9,2	%94,7	%5,2	%84,7	%15,2	%100	%0
4	%76,8	%23,1	%51,6	%48,4	%24,3	%75,7	%61,1	%38,9	%70,9	%29,1	%37,1	%62,9	%80,3	%19,6
5	%79,4	%20,5	%8,3	%91,7	%8,7	%91,3	%66,6	%33,3	%68,4	%31,5	%24,1	%75,8	%98,4	%1,6
6	%85,9	%14,1	%46,7	%53,3	%21,2	%78,8	%83,6	%16,3	%78,1	%21,8	%84,3	%15,6	%100	%0
7	%62,4	%37,5	%28,7	%71,3	%37,9	%62,1	%61,8	%38,1	%21,8	%78,1	%36,1	%63,9	%46,7	%53,2
8	%72,6	%27,4	%45,6	%54,4	%66,5	%66,5	%89,2	%10,7	%52,6	%47,3	%47,4	%52,5	%39,9	%60,1
9	%85,9	%14,1	%72,3	%27,7	%68,6	%31,4	%67,2	%32,7	%55,3	%44,6	%67,3	%32,6	%66,1	%33,9

Participants were asked to choose the three seating groups they preferred most. According to the results, 56% preferred coffee house number 4, 29% preferred coffee house number 6, and 38% preferred coffee house number 1. The common adjectives of the most preferred coffee houses numbered 1, 4 and 6 are; They are compatible, multi-coloured, soft-shaped and bright. While coffee houses numbered 1 and 6 were found to be dynamic, coffee house number 4 was found stagnant. While coffee houses numbered 4 and 6 were found to be hot and simple, coffee house number 1 was found cold and complex. It can be said that simple and easy-on-the-eye forms are the factors in the choice of seating group elements (Figure 8).



Figure 8. Seating groups of coffee houses numbered 1,4 and 6 (Uygur, 2023)

Participants were asked to choose their three most preferred wall designs. According to the results, 46% preferred coffee house number 6, 45% preferred coffee house number 4, and 30%

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preferred coffee house number 1 and 5. The most preferred ones are the coffee houses numbered 6-4-1-5, respectively. The adjectives chosen for coffee houses 1 and 4 and coffee houses 5 and 6 are the same. For houses 1 and 4; While the adjectives compatible, dynamic, cold, multi-coloured, sharp shaped, complex and dark were chosen for the coffee houses numbered 5 and 6; Adjectives such as compatible, dynamic, hot, multi-coloured, soft shaped, complex and bright were chosen. It can be said that the preferred wall designs are considered cold because the house is dark and sharp shaped, while the preferred wall designs are found to be hot because the house is bright and soft shaped, and they affect the users in this direction (Figure 9).

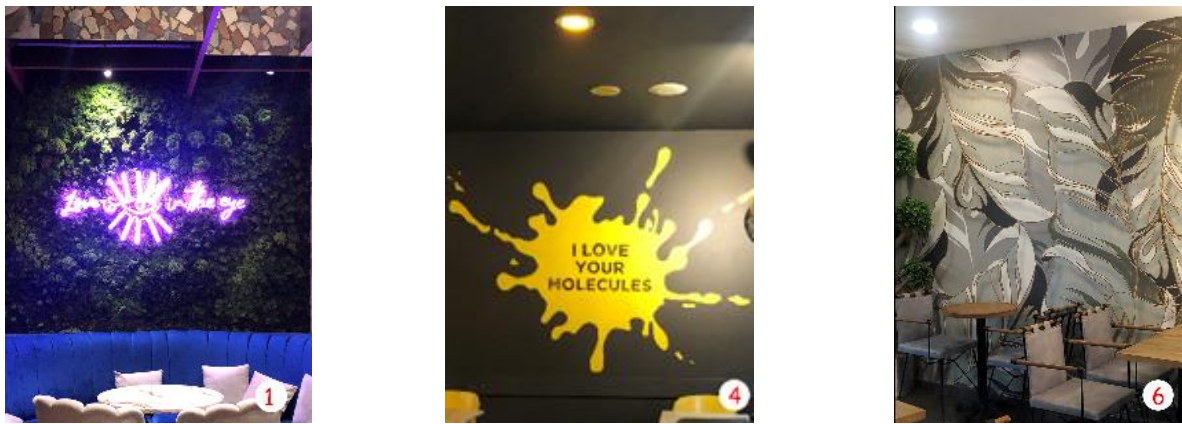


Figure 9. Wall design of coffee houses numbered 1,4 and 6 (Uygur, 2023)

Participants were asked to choose their three most preferred ceiling designs. According to the results, 44% preferred coffee house number 1, 40% preferred coffee house number 5, and 34% preferred coffee house number 4. The most preferred coffee houses numbered 1 and 5 have ceiling designs with contrasting adjectives. Coffee house number 1; While it is compatible, cold, monotone, sharp shaped, simple and bright, coffee house number 5 is dynamic, hot, multi-coloured, soft shaped, complex and bright. It can be said that the use of plant elements on the ceiling of coffee house number 5 was a factor in this result (Figure 10).

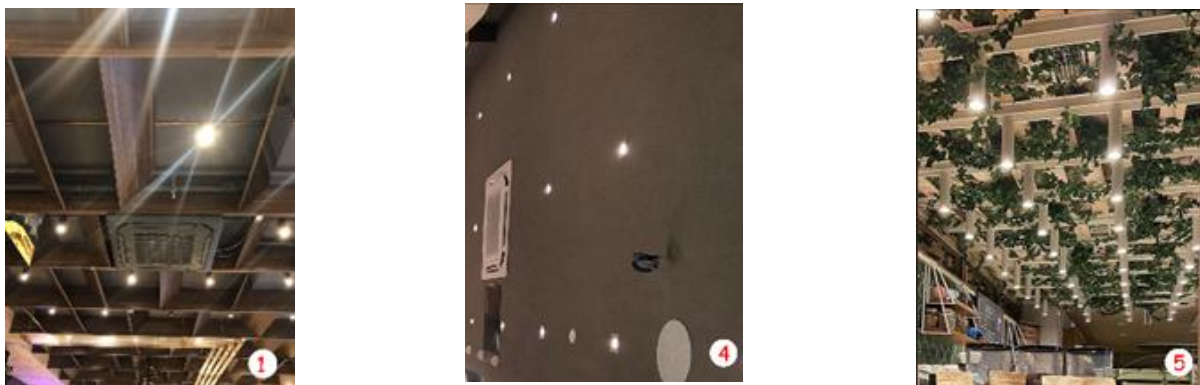


Figure 10. Ceiling designs of coffee houses numbered 1,4 and 5 (Uygur, 2023)

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Participants were asked to choose their three most preferred flooring designs. According to the results, 34% preferred coffee house number 3, 33% preferred coffee house number 5, and 31% preferred coffee house number 4. The most preferred coffee houses are numbered 3-5-4, respectively. The same pairs of adjectives were selected for the flooring design of these spaces; They are compatible, monotone, soft shaped, simple and bright. In addition, although the floors of coffee houses 3 and 4 were equally similar, it was considered an inconsistent result that coffee houses 3 and 5 were found to be hot while coffee house number 4 was cold (Figure 11).



Figure 11. Floor designs of coffee houses numbered 3,4 and 5 (Uygur, 2023)

Participants were asked to choose their 3 most preferred barista counters. According to the results, 49% preferred coffee house number 4, 38% preferred coffee house number 1, and 33% preferred coffee house number 5. The most preferred ones are the coffee houses numbered 4-1-5, respectively. The most common feature of the barista counters of these houses is that the chosen adjective is dynamic. While coffee houses numbered 4 and 5 were found to be multicolored, sharp shaped and complex, coffee house number 1 was found to be monotone, soft shaped and simple. The reason why coffee houses 4 and 1 are cold and coffee house 5 is hot may be that the barista in coffee house 5 has light colors. The reason why coffee houses 1 and 5 are bright is that they have more upper lighting elements (Figure 12)



Figure 12. Barista counters of coffee houses numbered 1,4 and 5 (Uygur, 2023)

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Participants were asked to choose their three most preferred lighting elements. According to the results, 45% preferred coffee house number 1, 39% preferred coffee house number 5, and 36% preferred coffee house number 4. The most preferred ones are the coffee houses numbered 1-5-4, respectively. The common adjectives of these houses are; They are compatible, hot, monotone, soft shaped and bright. While coffee houses 1 and 4 were found to be stagnant, coffee house 5 was found dynamic. While coffee house 5 and 4 were found to be complex, coffee house 1 was found to be simple. It can be said that the choice of lighting elements is influenced by having sufficient quantities and a simple layout (Figure 13).



Figure 13. Lighting elements of coffee house numbered 1,4 and 5 (Uygur, 2023)

Looking at the survey results, it is understood that houses 1, 4 and 5 are the most preferred within the scope of the evaluated headings. When the designs of these houses are examined, it is seen that they are designed differently from each other. It is seen that darker colors are preferred in house number 1, lighter colors are used in house number 4, and plant elements are used in house number 5. Another common feature of the most preferred spaces is that different forms come together in a simple language. The use of multiple colors, whether cold or hot, and the inclusion of graphic images in space components are also noteworthy.

4. Conclusion and Recommendations

The characteristics of space components are effective in users' spatial perception processes, and there are many physical and psychological factors that affect space perception. The demographic and sociocultural situations of the users are also factors that participate in the process. Factors such as material, color, form, color, texture and equipment that constitute the physical properties of the space are evaluated together with the psychological factors in the user's perception of the space. Creating this awareness in the design of spaces increases the functional goals, efficiency and user satisfaction of the spaces.

From past to present, changes in the types of coffee and the way they are made have caused various changes in coffee houses. As a result of these changes, diversity has emerged in the designs of 3rd generation coffee houses. As a result of this diversity, it has been observed that users choose coffee houses by taking into account the design of the house rather than just being



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a house to drink delicious coffee. Especially since food and beverage venues are places created for profit purposes, it is important to evaluate the designs of these venues from the users' perspectives.

Within the scope of the study, a written and visual survey was conducted in 9 3rd generation coffee houses determined in the Akaretler region of Beşiktaş and analyzed with graphics. When the survey results were examined, it was revealed that integrity is important in the design of the 3rd generation coffee house and that all evaluated topics reflect the same design language in harmony with each other. It has been determined that designs affect users' perception of space and therefore their preferences.

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