

EPIISODE 023

STORY ESPRESSO

IN CONVERSATION WITH

Olivia King, For The People

AND

Mat Groom, For The People

INTRODUCTION

Welcome to The Follow-up, a weekly podcast that goes in depth into projects recently reviewed on Brand New featuring conversations with the designers, and sometimes their clients, uncovering the context, background and design decisions behind the work.

ARMIN

Hi, this is Armin Vit and welcome to episode 23 of The Follow-up.

This week we are following up on Story Espresso, a coffee shop with a single location — for now — in Sydney, Australia. Having changed ownership, the new owners, Richie and Sabrina Chai, decided to redesign the brand to make it their own.

The project, designed by the Sydney office of For The People was posted on Brand New on February 8, 2021. You can pull it up on your browser at bit.ly/bnpodcast023 that is B I T dot L Y slash bnpodcast023, all in lowercase.

This week we are joined by Olivia King, Design Director at For The People, and Mat Groom, Senior Storyteller at For The People.

In this conversation we talk, more than usual, about the relationship of writing and branding. How it can serve as the bridge between strategy and design. How it can tug at people's emotions in a different way. And how, in this case, it can support an adorable yet fierce monster icon that serves as the quote unquote "unknown" in the story where all of the coffee shop's patrons are the protagonists.

Now, let's listen in as Bryony follows up with Liv and Mat

BRYONY What Story has brought to the coffee shop experience pretty much transcends the senses and spikes your mind in more ways than one. So if you forget like fun or gorgeous illustrations that you often find in the takeaway cups of coffee shop, that, you know, they entertain you for a few minutes, but that's about it. Story gives you words, wonderful words that really stir something in you when you read them and they let your imagination ramble long after that last sip. So today I am thrilled to be talking to Matt and Liv from For the People about this project that left me wanting more tidbits to read and enjoy. Matt, Liv, welcome to The Follow-Up.

LIV Thank you for having us.

MATT Thank you very much for having us.

BRYONY As with any design project we need to establish a little bit of context, and I would love to hear how For the People got involved in this project from the very beginning.

LIV Like any business, we get clients that come through relationships. We might have tenders where we approach other people, but this was one of those ones where they had seen our work and really liked what we were doing and obviously looking for something Sydney-based 'cause they were Sydney-based themselves. So that was kind of at the time quite important. And I think they wanted to have quite a close working relationship with us. That was really the start of how we came to start working with Story. Pretty simple.

BRYONY Do you know how they were exposed to your work?

LIV No, I don't. I wasn't part of the initial conversations. Rich and Sabrina who run Story had approached Jason—so I think they sort of had that initial conversation. Jason is our ACD and that was the starting point. I think typically we get a lot of traffic from things like Behance or at