

Голомутько Микита В'ячеславович

Київський національний університет

технологій та дизайну(м. Київ)

Науковий керівник – доцент Корнєєва І. О.

COFFEE DESIGN IN MODERN LIFE

Design is a concept which accompanied humanity from the very beginning of their existence. It is sometimes defined as an artistic construction meaning that it combines visual aesthetics with practical functions. Coffee design can be understood by many means such as design of the coffee shop branding identity or architectural and interior design of coffee shops themselves. Or even as something we call “latte art”. These ones are pictures and patterns which we sometimes can see in our cups in particular cafés. They go by many names: coffee art, barista art and coffee designs.

Latte art is steamed milk passed through espresso in order to make patterns[1]. Coffee was first turned into visual art a few decades ago in Italy - the birthplace of the popular milk-based espresso drinks, but the credit for making latte art mainstream belongs to US coffee shops. Cups of coffee decorated with patterns were popularized in the U.S. in the late 1980s and early 1990s and soon began their spread around the world [3]. As far as the U.S. is concerned, the art was popularized in Seattle during the 80's and 90's by a man named David Schomer. He is also responsible for developing the rosette pattern in 1992 based on a photo he had seen. The heart pattern became a signature design at Schomer's Espresso Vivace by 1989 [2].

In the 2000s latte art also reached Australia and the Nordic countries. Today, the biggest boom is taking place in Asia, with Asian baristas doing particularly well at world championships for latte art [3]. Latte art is created by a mixture of crema and microfoam. Crema is an emulsion of coffee oil and brewed coffee, whereas microfoam is frothed milk. Both the crema and microfoam have to be a certain

temperature and consistency in order to create distinct patterns. There are two pretty common techniques used, which are called free pouring and etching. Free pouring is used to describe a technique where the barista moves the pitcher while pouring the milk to create an image. Etching is where you use a tool or stick to pull the crema and foam forming an image after the milk has been poured [2]. Baristas soon learned through a process of accidental discovery that patterns could be made in coffees with this new technique. The espresso could act as a canvas to the barista while the milk took the role of paint. These techniques improved as time passed and today modern baristas are judged on their latte art making abilities [1]. The hallmarks of professional latte art are pattern definition and symmetry, good contrast and glossy sheen without visible bubbles. The most classic latte art designs are the heart and the leaf-like rosetta. More experienced baristas are also able to produce swans and tulips, both of which are variations of the two basic designs. The rise of social media is also bound to have played a role in making latte art a worldwide phenomenon. There is now a much bigger focus on drink presentation as customers love sharing pictures of beautiful cups of coffee online. There are almost three million Instagram posts with the hashtag “latteart”, and on YouTube the most popular latte art videos have been viewed almost five million times [3]. In modern life this meaning of coffee design is no longer a new unique or extraordinary thing. People got used to it very quickly. However, latte art still represents higher quality of the coffee shop and its staff because it is still a quite complex and sophisticated skill not everyone can possess

Cappuccinos, flat whites, macchiatos, etc. are all potentially delicious drinks. Their flavor and texture, rather than their appearance, is the most crucial element. The skill, quality and consistency of the espresso preparation and milk microfoaming is absolutely paramount. The best freepour latte art shouldn't just be a decorative or cosmetic finish to a drink; it should be an indicator of quality in the cup, and convey the barista's overall skill, and their passion for great coffee [4].

To sum up like how it was being said at the beginning latte art is a form of design. Coffee design is to be precise. And just like any design it must not be only visually aesthetically pleasing. Design is an artistic construction meaning with main function must not be harmed or overshadowed by its beautiful surface, otherwise it's meaningless. Every design should carry beauty and purpose, and so should coffee.

REFERENCES

1. Latte art guide [Electronic resource]. – Electronic data. Mode of access: <https://www.latteartguide.com/2013/04/what-is-latte-art.html> (viewed on March 19, 2020). – What Is Latte Art?
2. Bean box [Electronic resource]. – Electronic data. Mode of access: <https://beanbox.com/blog/the-history-of-latte-art/> (viewed on March 19, 2020). – The History of Latte Art in America
3. Barista institute [Electronic resource]. – Electronic data. Mode of access: <https://www.baristainstitute.com/inspiration/history-and-basics-latte-art> (viewed on March 20, 2020). – History and Basics of Latte Art
4. The Bean Vagrant [Electronic resource]. – Electronic data. Mode of access: <https://thebeanvagrant.com/1b-latte-art-info/> (viewed on March 20, 2020). – Latte Art Information