



No. 23

KFC The Wedge: Eva-tech Decking & Lifespan Beams

Rivonia, Johannesburg, June 2024

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PROJECT DETAILS

Project Name

KFC The Wedge

Project Type

Commercial Restaurant

Description

KFC Flagship store

Date of Installation

June 2024

Architect

Theunissen Jankowitz Architects (TJA)

Main Contractor

Deckon Projects

Project Location

The Wedge, Rivonia, Johannesburg, 8001

Size

120sqm

Product Used

Lifespan Savanna beams & Eva-tech Savanna decking



KFC'S FLAGSHIP

Yum!'s new flagship KFC store at The Wedge in Rivonia, South Africa, was updated to showcase the franchisor's new streamlined digital ordering process while complying with the brand's refreshed, international corporate brand identity.

Featuring recognizable key brand signage and the preferred Eva-Last composites for an improved, more natural aesthetic, the structure and flow of the building had to advance to facilitate fast, efficient delivery, reflecting the shift away from traditional Point-of-Sale purchase towards more online, indirect orders.

The façade and in-store experience also needed to create a warm and welcoming ambience with an intuitive, easy flow for walk-in customers. Three key touchpoints were to be seamlessly upgraded including the drive-through port, in-store digital ordering kiosks, and driver delivery waiting areas for online orders.



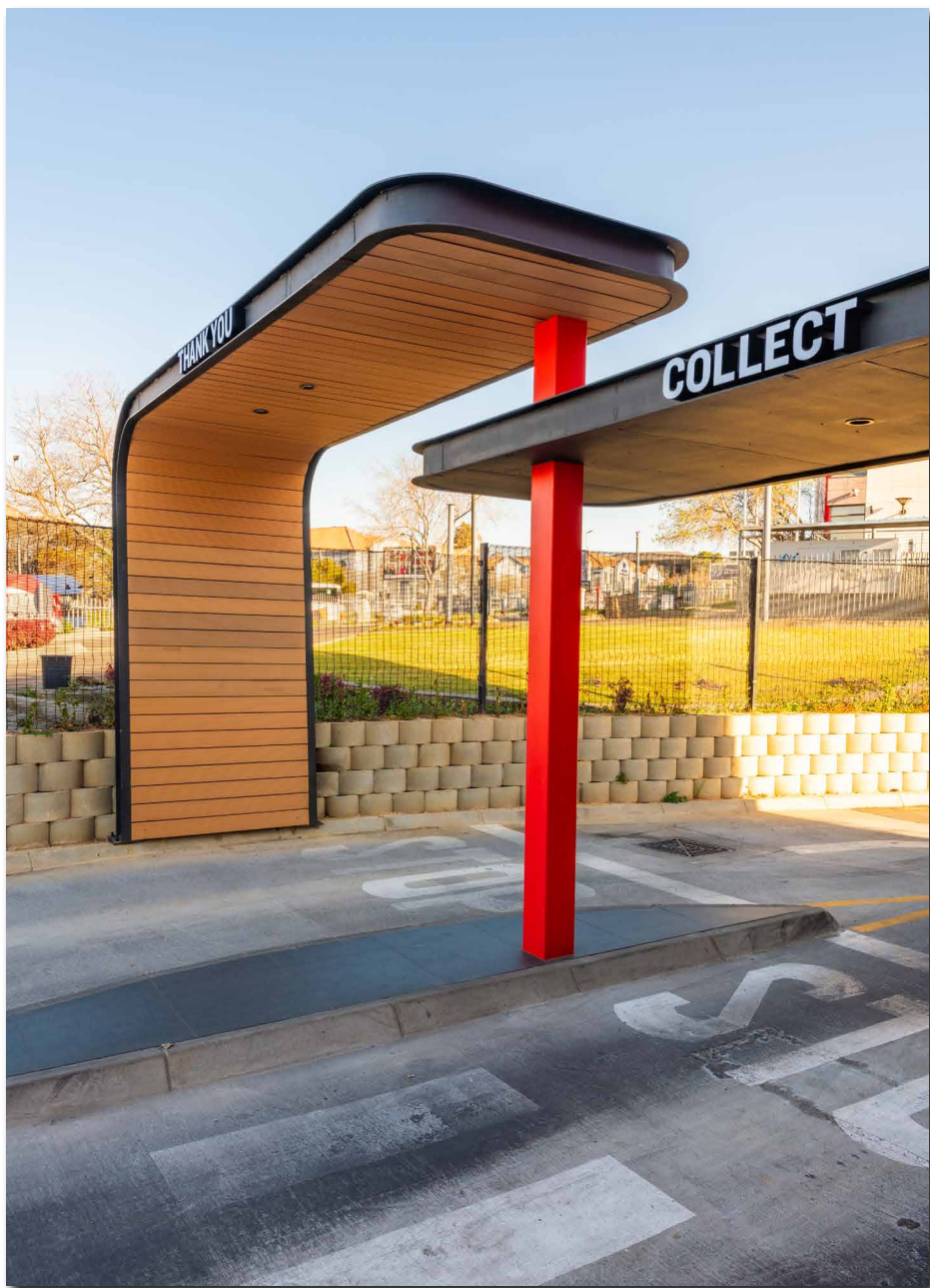
FINGER-LICKIN' GOOD

Yum! turned to retail architects, Theunissen Jankowitz Architects (TJA) in Pretoria, South Africa to develop a blueprint to transform the traditional takeout with an inviting, intuitive design that is truly Finger-lickin' good!

Thomas Kriel, the lead designer, incorporated soft, organic shapes, plants and durable composite materials with an appealing natural aesthetic from Eva-Last in the design of the structure. Every element was distilled and simplified to create a sleek, sophisticated service area.

KFC The Wedge features sweeping curves, shady slatted screens and arches with automated touchscreen digital kiosks – a major departure from the usual block building with sharp edges that are not very conducive to drive-thrus or collections. It's softer, organic lines, muted colourways and textures are designed to create a calming atmosphere in sharp contrast to the fast-and-furious sensibilities and neon-lights of the fast-food industry.

In keeping with the look and feel of KFC International's more natural, sleek visual language, Yum! needed to match the imported cedarwood material with a locally available alternative. Eva-Last's Lifespan bamboo composite beams and Eva-tech decking boards in Savanna were selected for their authentic wood-look appearance, together with their hardwearing, low maintenance characteristics.



SCULPTED FOR CONVENIENCE

The contemporary structure was sculpted for elegance, with a slightly slanted roof featuring a slatted wraparound screen made from Lifespan bamboo composite beams for protection from the afternoon sun. The UV-resistant composite beams in Savanna's earthy, natural shade creates an organic skin around the building that is both sculptural and functional, softening the façade while ensuring long-lasting durability.

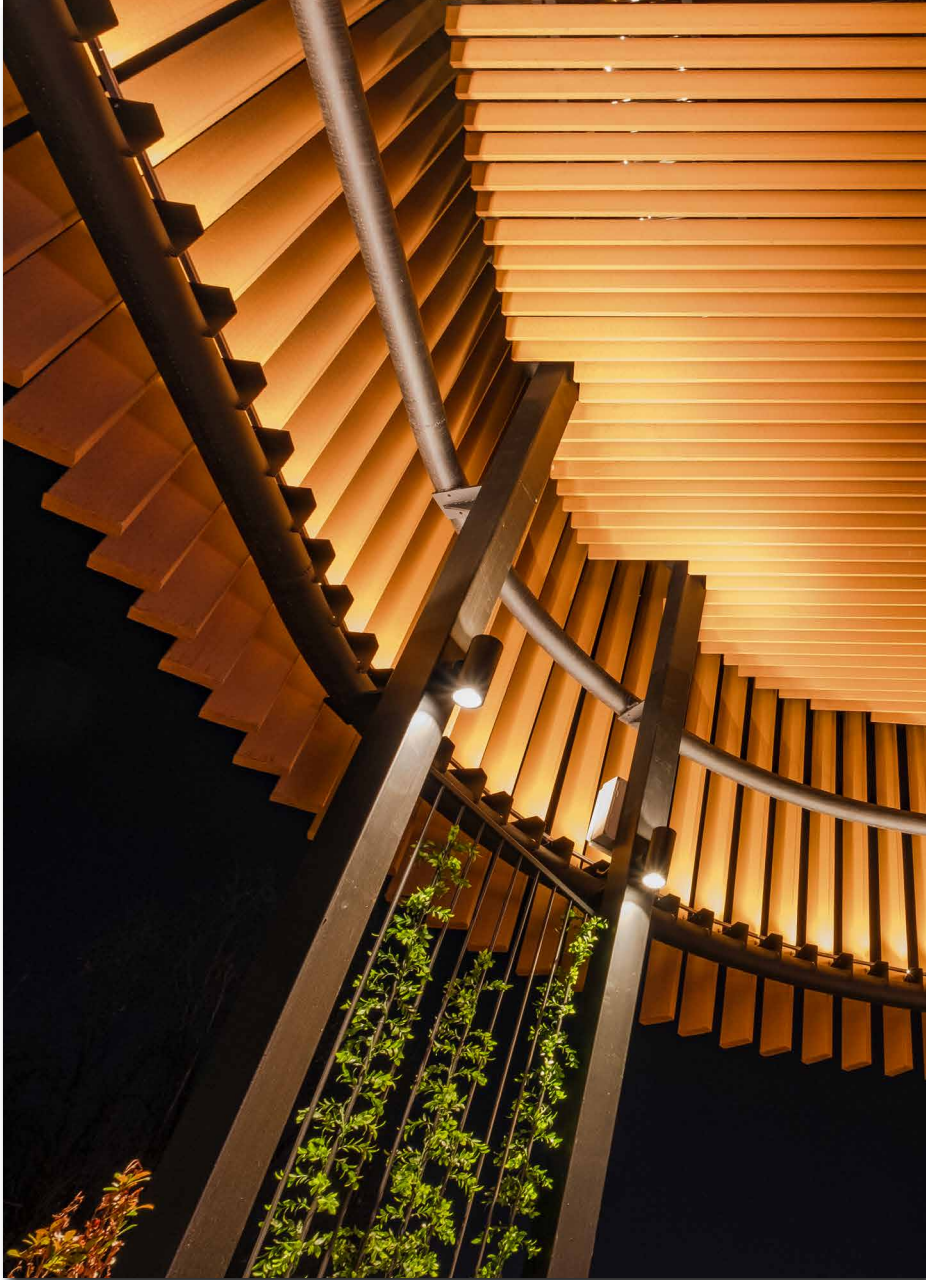
The curved 'chicane' driveway is easier to navigate for cars and motorbikes, while the sculptural archway incorporated Eva-Last's Eva-tech decking boards providing an attractive shelter from the sun or rain while ordering using the touchscreen kiosk. The hollow aluminum core ensures strength and stability for the arch, while the protective outer polymer coating won't scratch, fade or discolour in the harsh African weather.

KFC The Wedge's front-of-house, which focuses on the digital terminals for walk-in customers to order meals, made use of Lifespan to lower the ceiling with a hanging garden and complete the warm wood-look interior.



KEY INFLUENCER QUOTE

"When designing and specifying materials for franchisors, we always have to consider costs, maintenance and durability," says Thomas Kriel, lead designer at TJ Architects. "Lifespan's authentic wood-look appearance, weather-resistance, structural stability and environmental credentials delivers on all three counts," concludes Kriel.



SUMMARY

KFC The Wedge provides an appealing, functional and fashionable sculptural structure using Eva-Last's Lifespan beams and Eva-tech decking boards, that facilitates contemporary fast-food trends while creating a warm and welcoming environment for customers.



ABOUT US

Eva-Last is a globally reputable brand that utilises a solution driven business model to create innovative, sustainable building materials and systems that add value to customers' lives. At the heart of Eva-Last is a team of highly capable, creative specialists united by a passion to promote environmental consciousness through eco-friendly building products and operations. By embracing low environmental impact manufacturing and cutting-edge composite technology, Eva-Last is revolutionising how building can be done. We design and deliver beautiful, long-lasting green alternatives that make our customers' lives easier, healthier, and just plain better.



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