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Thesis  
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## TeaRevive Thesis

### Introduction

TeaRevive is a brand I created that offers an innovative afternoon tea experience, focusing on sustainability, healthy foods and teas, and pure materials. TeaRevive brings in influences of tea cultures and aesthetics from around the world and expresses my personal connection to, and appreciation for tea. My goal is to revitalize the long-standing English tea drinking tradition in an innovative and personal fashion. Personally, my family has engaged in an everyday tea drinking practice due to its many health benefits for the body and mind. My project shares my great love for tea as a means to educate consumers why tea is so beneficial so that they too can adopt a tea drinking routine. TeaRevive can be viewed digitally as a responsive website, as well as on various social media pages. My website serves to express my personal philosophy and appreciation towards tea and nutrition. It shares my personal story as well as recipes and further information for consumers to learn how to adopt their own tea practice.

### Inspiration

I chose the title, “TeaRevive” because a revival is what I believe to be the true embodiment of what tea can offer. The very first thing I do after I wake up is drink a cup of tea providing me with energy and happiness to successfully start my day. I hope to share my experience of a tea revival to my audiences so they too can find pleasure in its

great benefits. Another reason why I have chosen “revive” is because I am revitalizing the afternoon formal tea tradition to a more casual, healthy and family-oriented fashion.

Even though there are many tea cafes, TeaRevive is unique, as it not only promotes a healthy lifestyle, but it also presents a model of an afternoon tea that is attainable for consumers to recreate. My accessible website helps inspire my visitors to achieve their own delicious and healthy afternoon tea.

### Importance on Health

The health aspect of tea and food are very important to me. I am deeply bothered by the artificial and processed ingredients put into our foods today. Much of the food Americans consume is tainted with genetically manufactured ingredients to ensure longer shelf lives. These processed ingredients often lead to harmful health consequences such as obesity, diabetes, heart disease, and cancer. TeaRevive challenges our current food system by educating Americans how to prepare recipes that are affordable and stripped completely down of added chemicals and processed ingredients. Each ingredient in my recipes are untouched by factories and left in its purest and most raw state, from a quinoa, tomato and kale salad, to a two-ingredient banana oat cookie. Even my desserts have no refined sugars or sweeteners. The sweetness comes from natural fruits such as bananas and dates. I want my recipes to encourage consumers to always look for organic, sustainable ingredients when grocery shopping.

### Communal and Casual Atmosphere

TeaRevive breaks away from traditional afternoon teas that are often associated with pretentious atmospheres that cater to a wealthy class. Many of these afternoon teas serve individualized portions of finger sandwiches, scones, and desserts. TeaRevive, on the contrary, embodies a communal social gathering that embraces the beauty behind pureness and simplicity. Japanese, Wabi-Sabi organic tea aesthetics and the associated belief in “finding the beauty in the organic and simple things,” inspired my afternoon tea. I have emulated Wabi-Sabi’s earthy qualities within my concept, design, organic color palette and pure, wholesome recipes to help create an unpretentious aura of a casual afternoon tea. My picnic style presentation encourages sharing foods and teas among friends. I have chosen this collective setting as it brings me comfort and helps me feel connected to those around me when everyone is eating from the same plate. There is no ownership and the atmosphere is much more relaxed and casual.

TeaRevive is not an afternoon tea that can only be enjoyed on a special occasion. It can be consumed on a regular basis providing individuals with great nutritious benefits for their body and soul. The afternoon tea break was established in the early nineteenth century because Anna, the 7<sup>th</sup> Duchess of Bedford complained of having a sinking feeling, around mid-afternoon. However, everyone can experience this “sinking” feeling. Why should afternoon tea be limited to a wealthy class or experienced only during a special occasion? Everyone can prosper from an afternoon tea break as it refuels and revitalizes our bodies. Tea does not need to be served on fancy dishes for consumers to enjoy it. TeaRevive’s photographs showcase sustainable, healthy ingredients on recyclable paper plates. Just because the food uses high quality ingredients does not mean it needs to be presented in an upscale fashion. By showcasing my food on paper plates

and my tea in plastic cups, I have expressed to my audience that a healthy afternoon tea lifestyle can be achievable and accessible at home.

### Website

I have cumulated my project into a usable and responsive website to reflect my emphasis on the importance of accessibility. My website can be viewed whenever and wherever, allowing my visitors to be inspired by my tea practice at any given point of the day. Tearevive.com shares my personal appreciation towards tea, tea ingredients, menus, recipes, photo galleries and links to supplement social media pages. Everything can be viewed on one page through parallax scrolling helping my visitors reach their desired content with ease. Also my goal with TeaRevive was to innovate the traditional tea practice so by showcasing TeaRevive within a modern technological setting, I have expressed my intent in breaking free from past traditions.

My website design is also a reflection of Wabi-Sabi design aesthetics, as my format embodies a clean and pure design. I have created a simple web layout, yet with interactive elements through JavaScript and jQuery effects. I have utilized a parallax scrolling effect that encourages my viewers to slow down and fully experience my website, similar to how my afternoon tea functions. I have added other interactive elements including gallery light boxes, zooming in options, and hovering effects. My website visitors can essentially use my site as a break from their busy day and enjoy scrolling, reading and engaging with the information I have offered.

### Presentation

For my IP exhibition, I presented TeaRevive as a mock teashop installation that encouraged visitors to grab a seat and enjoy a relaxing afternoon tea break. To help achieve a soothing, casual, and outdoorsy atmosphere, I made certain all my materials represented organic and natural forms. This goal was at first difficult because I had a hard time finding materials that were in its purest and most raw state. However, I eventually found natural, untreated plywood that I cut to act as coasters for my food and tea samples. I also laid out an earthy colored, rough textured rug with various patterned pillows to encourage patrons to relax while viewing my website and snacking on my treats which were served on recyclable plates made from wheat straw fiber. To tie my entire installation together to appear as an outdoorsy social tea gathering, I went searching in nature for a freely formed wooden branch that I sawed to hang over my installation. I then hung a wide variety of used and new teacups I purchased from local shops throughout Ann Arbor, which gave each cup its own character and feel. This final decorative touch helped express to my visitors the foundation behind TeaRevive as a revitalization of traditional afternoon tea practices.

During my gallery show, I put out samples of two iced tea carafes with tasting cups and two types of sweets from my afternoon tea menus for visitors to taste. To accompany the food and tea, I displayed business cards and stickers of my logo and website url to encourage visitors to check out my website and understand the importance of tea. This makes TeaRevive much more than a business brand, but rather a personal lifestyle I have planed to share. Next to my food presentation, I showcased on a computer, my responsive website design for viewers to browse. The ultimate goal of my

mock teashop was to encourage casual conversation and a social gathering, which has become the basis for what my revitalized afternoon tea is promoting.

### Why TeaRevive Matters

Now more than ever, I feel the need to bring TeaRevive to the United States. I believe many American Tea Cafes have become a cliché of mimicking Victorian tea by copying the fine china and having a typical tea menu in a posh and wealthy, formal atmosphere. This creates the mindset that afternoon tea can only be enjoyed on special occasions. I challenged this notion because TeaRevive transforms the tea drinking practice to become part of an everyday lifestyle as it has in my family. TeaRevive shares with patrons how to achieve an attainable, nutritious eating régime from the recipes and teas I am serving. Through my website, I have revealed just how easy it is to replace the bad, processed foods in our homes with healthier and even more fulfilling substitutions. My refrigerator at home is always stocked with at least ten different iced tea carafes. Iced tea has essentially replaced all of the soda and other sugary drinks in my home. When my family decided to make this switch, I was furious. I loved soda and juice. However, after tasting the fresh iced tea, I was hooked. Even when unsweetened, the unique combinations of herbs and fruits create a naturally sweet flavor, which I actually prefer to soda. I am hoping my audience will also experience this great realization that nutritious foods and drinks cannot only be beneficial for our bodies, but tastier as well. TeaRevive is the beginning to one's journey in achieving a healthier mind, body, and soul.

Website: <http://tearevive.com/>

Facebook: <https://www.facebook.com/taratearevive>

Instagram: <https://instagram.com/tearevive/>

2015 IP Exhibition Photos: <https://www.pinterest.com/tarabeiserIP/gallery-exhibition/>

Process: <https://www.pinterest.com/tarabeiserIP/>

# teaREVIVE



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### Websites

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3. Cha-An Teahouse- <http://www.chaanteahouse.com/site/index.html>
4. Emporium Pies- <http://emporiumpies.com/>
5. Palais des Thes- [http://us.palaisdesthes.com/en\\_us/](http://us.palaisdesthes.com/en_us/)
6. TeaHaus- <http://teahaus.com/>
7. Teaology- <http://www.mocafeusa.com/teaology/>



8. Teavana- <http://www.teavana.com/>
9. The 25 Mile- <http://www.the25mile.com/>