



The 'third place' role of the café in people's lives: a comparison of the Islamic café to the Western café

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Outline

- Aim and objective
- Concept of the Islamic café
- Overview of third place theory

Aim and Objective

- The aim of this research is to explore the 'movement of culture' across the global consumer, considering the original Islamic Café where no alcohol was served and the Café was a place for socialising
- The research objective is to develop the concept of the third place by adopting the Rossenbaum model to understand the role of third places in women's social lives

Research Structure

- In this research we are looking at the role of the café as a third place (somewhere outside the home) in Iran and Malaysia (presenting Muslim culture) and in the UK (presenting Western culture)
- The focus of the research is on Muslim women in all 3 countries, and their socialising behaviour outside home

Islamic café

- This research is looking at cafés that are not serving alcohol and are following a traditional operation (serving hot and cold non-alcoholic drinks, light meals, cakes and snacks)

Current literature

- Several researchers have noted the importance of the alcohol free nature of cafes and their importance to women.
- Latham in his paper on urbanity, lifestyle and culture in New Zealand (2003)

Latham (2003)

- "several of the women respondents suggested in interview that cafes are in fact profoundly feminine spaces" (p1710)
- "Cafes with their emphasis on sociality, aesthetic style and civility, certainly are in certain aspects 'feminine'" (p1712)
- "Many (cafes) are also small, intimate spaces. In short, in feel, atmosphere and purpose they are quite different from the traditional pub" (p1710)

What is missing?

- Lack of literature on Muslim women and especially on their social life outside home in third places such as cafés and restaurants

New trends among independent cafés

During the last few years the service industry has undergone a rapid change, moving away from traditional service in order to attract a new generation:

- Providing 'fancy' foods and drinks
- Different themes and designs
- Offering alcohol

London Elan cafés



Malaysia Hello Kitty coffee shop



Café Culture

Originally cafés were presented as a place to:

- Gather and meet friends outside of home
- Relax and have a cup of coffee outside the home or workplace
- Socialise with others (avoid loneliness)
- Work space





Third place and women

- Cafés play an important part in the daily life of individuals and enhance their social lives, especially women's social lives
- They are a place to be served instead of serving others, and to enjoy time with friends

Cafés in Iran

- As a Muslim country, Iran does not have any bars or discos and alcohol is banned due to religious practice
- Cafés and restaurants, therefore, are playing key roles in people's social lives, as places to meet friends and colleagues, to have a date somewhere trendy and as cosy places to relax





Issues

- The new trend, particularly in Western culture, of providing alcohol in cafes is changing the traditional café culture into a place to drink during the day

Café  Café Bar

- This ignores the fact of the nature of cafés as a place to relax in individuals' social lives
- These cafes exclude Muslim women with children, who are looking for a place outside home to relax and enjoy their time and who, in particular, prefer to go to places which are not serving alcohol

What we are aiming to offer

- Extending the current literature by drawing attention to the importance of third places in women's social lives, particularly Muslim women's social lives
- Developing the concept of third places and the importance of their role in the social behaviour and wellbeing of women
- Considering the cafe as a place where Muslim women can sit and relax while sipping their coffee and being served instead of serving other family

Thank you for your attention