

# Windows With an All-Day Ocean View: Marlowe Hayama Marina Cafe Case Study



## A specialty seaside café in Japan

The Marlowe Hayama Marina Cafe is renowned for its handmade baked puddings served in beakers, each featuring illustrations of detective Philip Marlowe. Using carefully selected ingredients, it enjoys immense popularity in the Kanagawa and Tokyo areas. Founded in 1984, the store has 11 branches in Japan and has created over 60 types of original puddings. They have also expanded their online shop, and opened a new factory in Yokosuka City, Kanagawa Prefecture in March 2022.



## INTERVIEW

Marlowe puddings, originally a restaurant dessert, became takeout items due to customer demand. Among their 11 stores, the Hayama Marina Store is the second, after the main store, to have an attached café. It moved to its current location at Hayama Marina in 2019.

We interviewed Vice President Mr. Shirogane and Kitchen Manager Mr. Kamata about installing posica™ kukkiri™ film at this store.

### Unique challenges of a seaside store: "the sun is blinding"

#### A truly amazing location

**Shirogane:** We were searching for a seaside location because the previous store had become too cramped. The Hayama Marina Store is ideal, with the ocean right in front, offering views of Mount Fuji and Enoshima. The terrace seating with a full view of the marina makes it a very attractive store.



### Any unique challenges for operating a seaside store?

**Shirogane:** It wasn't just the blinding sunlight in the west; the ocean's reflection made it extremely bright and hot. Our staff struggled with the intense glare. We had to lower the blinds, so customers couldn't fully enjoy the beautiful scenery, which was a shame.

### Enhancing the ocean's appeal with posica™ kukkiri™ film

#### They first tried the film on some of the windows

**Shirogane:** The color of the sea and sky became vividly clear. The glare softened, and the space became much more comfortable. Since I have sensitive eyes, I really felt the difference.



See the effect of the film (right window)

**Kamata:** Even part-time staff, unaware of the film, noticed how much clearer the view was, with Mount Fuji sharply defined. I thought, "Wow, this really works!"



### Afterwards, they applied the film to all the windows

**Kamata:** Recently, there was a fireworks festival, and the view from inside the store was stunning. On a regular basis, I often look outside from the kitchen, and since applying the posica™ kukkiri™ film, I can now see the ocean without the intense glare. Watching the sparkling sea is soothing and comforting.

### Enjoying the beautiful scenery while dining

**Shirogane:** Although it reduces the number of seats, we added counter seating along the seaside. I want customers to enjoy beautiful food while gazing at the ocean and spend a calm, relaxing time. However, that's hard to achieve when it's too bright. posica™ kukkiri™ film helps reduce the glare to a comfortable level, allowing our customers to enjoy the unique views of the sea and yachts. I'm very glad we installed it.

Interview and photos taken on August 2023