

The Application of Design Elements on All-Day Dining Restaurant at Pullman Vimala Hills

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ABSTRACT

Hotel Restaurant is one of the attractions of visitors in choosing a hotel. It is not uncommon for the restaurant at a hotel to be visited by public visitors to hold events and enjoy their dishes. This causes the offering of comfort and quality of food is not enough, the restaurant must be able to be attractive and visually comfortable. The purpose of this study aims to analyze the design elements in the design of the All Day Dining Restaurant Pullman Vimala Hills and form an attractive and comfortable physical appearance for visitors. The analysis used descriptive qualitative methods. The style in the interior design of the All Day Dining Restaurant Pullman Vimala Hills is Modern Art Deco which will provide harmony between the boldness / boldness of the Art Deco style in terms of color, decoration and ornament so as to produce a luxurious appearance with simple aspects, as well as functionality from the Modern style. The Tropical Garden theme will support the interior design style in terms of giving a cool, creative, and relaxing impression. Based on the results of the analysis and discussion, it can be concluded that the All Day Dining Restaurant Pullman Vimala Hills applies design elements that are packaged in the concept of style and design theme.

Keywords: *Art Deco, Modern, Design Elements, Restaurant, Tropical*

1. INTRODUCTION

The interior design of a restaurant is expected to be in accordance with the concept of the restaurant and hotel itself to reflect the identity of the hotel. The atmosphere of a restaurant can also be a consideration for the interest of visitors to come to a restaurant. Hotel and Resort Pullman Vimala Hills has an All Day Dining Restaurant which operates for hotel visitors or not. Just like All Day Dining Restaurant at other Pullman Hotels, All Day Dining at Pullman Vimala Hills is also one of the attractions for general visitors to hold events and eat as well as socialize. According to Francis DK Ching (Ching & Bingeli, 2012), interior design is a layout planning and design of space in the building. Its physical state fulfills our basic needs for shelter and protection, influences the form of activity and fulfills our aspirations and expresses the ideas that accompany our actions, besides that an interior design also affects our outlook, mood and personality. Therefore, the purpose of interior design is the development of functions, enrichment of aesthetics and improvement of interior space psychology. [2]

Definition of a restaurant according to Atmodjo (2005: 7) is a place or building that is commercially organized, which provides good service to all consumers in the form of food or drink. The purpose of restaurant operations is to make a profit and satisfy consumers. [1]

According to Wicaksono and Tisnawati (2014), there are several basic elements in interior design, namely [7] :

1. Line
There are vertical lines (height impression), horizontal (broad impression), large curves (relaxed and gentle), small curves / waves (joy and energy) and diagonal lines (tension).
2. Shape
The basic shapes that are known to people are the rectangle, circle and triangle. There are also forms in the form of letters, symbols and real forms (forms).
3. Room.
Space is the distance that separates things. Usually used to separate or unify layout elements. A large open space can give a feeling of space and relaxation, or vice versa, can cause a room to feel uncomfortable and cold.
4. Lighting.
Light is divided into natural (sunlight) and artificial (lights with a certain intensity and color to build an atmosphere).
5. Color
According to Rosemary Kilmer in his book entitled "Designing Interiors" states that to understand the effects, relationships, and application of color, it is helpful to organize color into a systematic classification or theory. Before any one color system can be described, however, it is important to

understand the relationships between colors. [4]

6. Texture

There are two types of textures: tactile and implied. Tactile texture is what is felt when an object is physically touched. Implied texture is the visual quality of an object interpreted by one's eyes and not touch. Rough texture indicates a sturdy quality. In addition, the subtle texture shows formality and elegance. [5]

7. Pattern.

Patterns have the same function as textures for added power pull up the room. Patterns are created from the use of designs that are repetitive and can be found on wallpaper, furniture, carpets and fabrics. Patterns have various types, such as lines, geometric, organic, motifs, and prints. [5]

2. METHOD

This research uses descriptive qualitative method [3]. The data collection method was carried out by studying literature related to interior design elements. There is also additional data from the interior design of the All Day Dining Restaurant at Pullman Vimala Hills.

The data was collected by using interior observation techniques based on personal sources considering that the design results are the author's personal documents. These data are used as a reference for analyzing this research.

Data processing techniques will be described in a description in paragraph form regarding how to apply design elements to the interior of the All Day Dining Restaurant Pullman Vimala Hills.

Aspects of design elements discussed will cover the application of lines, shapes, space, lighting, colors, textures, and patterns [7] that are applied to the concept of style and theme.

3. RESULTS AND STUDY

3.1. Object and Location



pullman
HOTELS AND RESORTS

Figure 1. Pullman Hotel and Resort Logo
Source: Google Image

The Pullman Vimala Hills Hotel is a Resort Hotel located on the Puncak Raya Road, Simpang Gadog, Bogor-West Java.

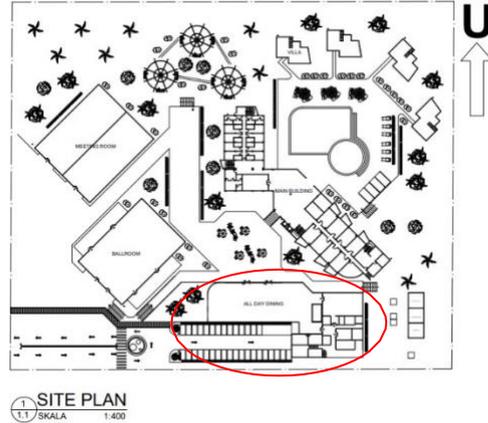


Figure 2. Location of All Day Dining Restaurant on Site Plan

Source: Personal Documents

The main restaurant at Pullman Vimala Hills carries the concept of All Day Dining Restaurant which serves to provide all meals for the whole day, from breakfast, lunch, to dinner and even provides snack food.

The restaurant has a capacity of 75 people and provides food service ala carte and buffets, however special for buffets can only be enjoyed for breakfast (for guests only) and weekend breakfast, lunch, dinner. The restaurant has 50% capacity as recommended by the government Health protocol.

3.2. Design Concept General

3.2.1. Interior Style

The style chosen to support the image displayed is Modern Art Deco. Modern Art Deco style in Hotel and Resort interior designing will bring some give boldness of the Art Deco style in terms of color and decoration as well as ornamentation so as to produce a luxurious appearance with a simple aspect, as well as the functionality of the Modern style.



Figure 3. Modern Art Deco Style
Source: Google Image

3.2.2. Theme

The theme chosen to support the image and style mentioned above is : Tropical Garden. The Tropical theme will be displayed by presenting natural / natural elements, namely warm colors of wood. Garden theme is displayed through the use of green, foliage and tendrils. The Tropical Garden

theme will support the style of this interior design in terms of giving a cool, creative and relaxing impression.



Figure 4. Tropical Garden Theme
Source: Google Image

3.2.3. Atmosphere

- Nature - Cozy : The choice of material colors and a combination of decoration elements, and supported by a mountain view will provide a relaxing and warm atmosphere



Figure 5. Nature – Cozy Atmosphere
Source: Google Image

- Spacious – Fresh : The majestic mountain view will be supported by a bold and creative interior design. So as to create a new atmosphere which is a combination of a unique interior and natural atmosphere.



Figure 6. Spacious – Fresh Atmosphere
Source: Google Image

3.3. Design Concept of All-Day Dining

3.3.1. Material

- The floor concept at the All-Day Dining restaurant uses motif tiles with vinyl accents in certain areas. The use of ceramic motifs will be adjusted to the Art-Deco design style, and the use of wood vinyl will give visitors a warmer impression.



Figure 7. All Day Dining Concept 1
Source: Google Image

- On the wall of the All-Day Dining restaurant, it will be surrounded by glass doors so that visitors can enjoy the view or the atmosphere of the resort hotel garden. On the other wall will be finished with botanical themed mural and art-deco motif ceramics and wood panels with a finishing that is easy to clean. There are also wall plants to add to the beautiful atmosphere.



Figure 8. All-Day Dining Concept 2
Source: Google Image

- For the ceiling concept, it is a gypsum ceiling that will be given an up ceiling decorated with chandeliers and hidden lamps which will provide a more dynamic and relaxed atmosphere for the restaurant. The ornament on the ceiling is a gold-colored iron list that will give a luxurious impression. The main finishing for walls, ceilings, and coatings is environmentally friendly paint (zero VOC certification).

3.3.2. Furniture



Figure 9. All-Day Dining Furniture Concept
Source: Personal Documents

3.3.3. Layout

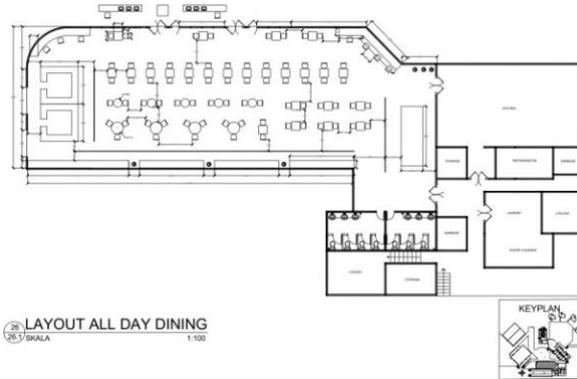


Figure 10. All Day Dining Layout
Source: Personal Documents

3.4. Design Elements

3.4.1. Line

- Restaurant interiors tend to use vertical lines so that the height of the room can be felt and gives a grand / grand impression.
- The use of horizontal lines in the wall area as a counterweight to the use of dominating vertical lines.
- There is the use of curved lines in the wall area and curved lines on the dividers, to give a dynamic impression.



Figure 11. Application of Vertical Line Element
Source: Personal Documents

3.4.2. Shape

- The shape that is widely used in the Interior Restaurant is a rectangle and a semicircle.
- Inclined shape symmetrical provide harmony in space.
- The shape of the wall treatment is made high in order to balance the high room conditions and give the impression of luxury.



Figure 12. Application of rectangular and semicircular shapes on dividers.
Source: Personal Documents

3.4.3. Room

- Restaurant carrying the concept of Open-Space so that the room is spacious and spacious.
- To separate the dining area and the buffet area, there is a divider which can maintain the quality of food as well as regulate the circulation of visitors.



Figure 13. Open-space concept and division of dining and buffet areas.
Source: Personal Documents

3.4.4. Lighting

- Maximum natural lighting because there are windows and glass doors on 2 sides of the wall.
- Artificial lighting in the form of downlights (4000K cool daylight) and chandeliers, wall lamps in Art-Deco style (Warm White 2700K).



Figure 14. Lighting of All Day Dining Restaurant
Source: Personal Documents

3.4.5. Color



Figure 15. Color Scheme of the All Day Dining Restaurant

Source: Personal Documents

The colors used in the interior Restaurant, are:

- Additive Color (RGB is a color model which consists of three colors, Red, Green and Blue) [6]. However, in this design the type of color used is Shade (adding black to make it darker).
- Neutral Color: Black, white, gray (as a counterweight and give harmony to space) [6].
- Color as decoration element: Gold (giving a luxurious look) and brown color from wood elements to give a warm impression.
- The color chosen refers to the bold Art-Deco style and the natural Tropical-Garden theme.



Figure 16. Color Application on All-Day Dining Interior

Source: Personal Documents

3.4.6. Texture

- The tactile texture of the interior is smooth because the material used is HPL, ceramic. There is also a glossy texture due to the presence of glass, metal coating, and ceramic and granite.
- Implied texture in the interior of this restaurant is a visual texture. Tropical themed mural pattern and HPL patterned wood warmed the room and gave the room a rough texture.

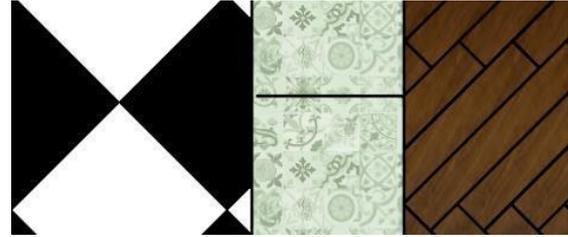


Figure 17. Glossy and rough texture

Source: Personal Documents

3.4.7. Pattern

- The pattern of vertical stripes on the divider which gives a high impression.
- The pattern of the arrangement of the wall panels in the wall area gives harmony to the room (there is a horizontal pattern).
- Wood patterned wall with gold accents.
- The pattern of a tropical themed mural is the main attraction of the room.
- Repts with a semicircle to give it a dynamic look.
- There are also Art-Deco patterns on the walls and floor tiles of the room.



Figure 18. Application of patterns on All Day Dining Interior

Source: Personal Documents

4. CONCLUSION

Based on the results and discussion, the application of design elements to the interior of the All-Day Dining Restaurant, Pullman Vimala Hills, are:

1. Line elements that tend to be used are vertical lines to give the impression of height to the space. However, these elements also seem stiff, because of that there are elements of curved lines as a counterweight. Vertical lines can be found on wall patterns as well as on space dividers. Curved lines can be found on dividers, hanging lamps and wall panels.
2. The majority of form elements used are rectangular shapes (simple and modern appearance) such as dividers and furniture. So that the semicircular shape is used as

a counterweight in the room. The use of semicircular shapes on wall panels and dividers.

3. The space concept in the interior of the All-Day Dining Restaurant is open-space, but to meet health protocols and regulate circulation, the dining area and buffet area are separated by dividers.
4. Natural lighting is maximized during the day. Artificial lighting which supports the form of downlights and wall lamps and hanging lamps (giving accents).
5. The color concept refers to the Art-Deco style and the Tropical-Garden theme combined with neutral colors to balance it out. The colors used are: blue, red, green, brown, gold, black, white, gray. The use of color in floor, wall, ceiling and furniture elements
6. The textures displayed are smooth (HPL on furniture and fabrics) and glossy (finishing divider, porcelain tile, granite tile) but there is a wooden / rough texture visually (wall panels, vinyl floors).
7. The pattern that is displayed and becomes the focal point is the repetition of the semicircle (on the mural panel and divider) and the foliage pattern from the mural on the wall. Also the vertical stripes pattern on the divider gives a tall impression.

The strength of the research that has been done is that the elaboration and description are explained briefly, concisely and clearly. Each element discussed is also supported by a perspective visual image that makes it easier for readers to see application of design elements to the design of interior spaces.

The weakness of this research is that only the design elements are described, it would be better if the design principles were explained in order to explain the interior design in more depth. This is due to the limited time the author has. Suggestions for further research are to discuss design elements together with design principles to describe design interior space more fully.

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