

## 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 covers 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 was to analyze the design elements in the design of the All Day Dining Restaurant Pullman Vimala Hills and focus on 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 to create a luxurious appearance with simple aspects, as well as functionally from the Modern style. The Tropical Garden theme will support the interior design style in terms of green, creative, and relaxing appearance. 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 are an All Day Dining Restaurant which operates the hotel visitors or not. For the 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 activities. According to Purnomo DK, Chag (Chag & Singsap, 2012), interior design is a better planning and design of space in the building. On physical level, interior design includes the choice of materials, furniture, lighting, color, and texture. In addition, interior design also includes the choice of colors, lighting, and furniture. The purpose of interior design is the development of facilities, maintenance of facilities, and improvement of interior space psychology [2].

Definition of a restaurant according to Ansoy (2001), it is a place or building that is commercially organized, which provides good service to all customers in the form of food or drink. The purpose of restaurant operations is to make a profit and satisfy customers. [1]

According to Witkowski and Trzcinski (2016), there are several basic elements in interior design namely [7]:

1. **Line**  
 There are vertical lines (straight horizontal), horizontal (straight horizontal), large curves (rounded and pointed), small curves (wave) (not too sharp) and diagonal lines (diagonal).
2. **Shape**  
 The basic shapes that are known to people are the rectangle, circle and triangle. There are also forms in the form of waves, ovals and oval forms (ovals).
3. **Form**  
 Space in the interior that requires things. Usually used to separate or mark interior elements. A large open space can give a feeling of open and relaxation, or vice versa, can create a sense of feel uncomfortable and cold.
4. **Lighting**  
 Light is divided into natural (daylight) and artificial (light) with a certain intensity and color to build an atmosphere.
5. **Color**  
 According to Trzcinski (2016) to be used in interior design, "Decorating Interior" comes from the color of the object, material, and application of color, it is helpful to separate color into a systematic classification or theory. Before any color system can be described, however, it is important to

- understand the relationship between colors. [4]
6. **Textures**  
 There are two types of textures: tactile and applied. Tactile textures is what is felt when an object is physically touched. Applied textures is the visual quality of an object interpreted by one's eye and an object. Rough textures indicates a sturdy quality. In addition, the tactile texture shows formality and elegance. [1]
  7. **Colors**  
 Colors have the same function as textures for added interest and style. Patterns are created from the use of design that are repetitive and can be found in wallpaper, fabrics, carpets and tiles. Colors have various types, such as base, primary, organic, earth, and green. [5]

### 2. METHOD

The research was descriptive qualitative method [3]. The data collection method was carried out by observing 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 various observation techniques based on personal criteria considering that the design results are the author's personal observation. These data are used as a reference for describing the research. Data processing techniques will be described in a descriptive in paragraph form regarding how to apply design elements in the interior of the All Day Dining Restaurant Pullman Vimala Hills. Approach of design elements discussed will cover the application of line, shape, space, lighting, colors, textures, and pattern [7] that are applied to the concept of style and theme.

### 3. RESULTS AND STUDY

#### 3.1. Object and Location



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

The Pullman Vimala Hills Hotel is a Resort Hotel located on the Beach Raya Road, Lampung Gading, Bagan Waru City.



Figure 2. Location of All Day Dining Restaurant at Pullman Vimala Hills

#### 3.2. Interior Style

The interior style of Pullman Vimala Hills covers the concept of All Day Dining Restaurant which serves to provide all needs for the whole day. This includes lunch, dinner and even provides special food. The restaurant has a capacity of 70 people and provides food service via carts and tables. Various special food buffet can only be enjoyed for lunch (for guests who) and weekend buffet, lunch, dinner. The restaurant has 50% capacity as recommended by the government health protocol.

#### 3.2.1. Design Concept General

##### 3.2.1.1. Interior Style

The style chosen to support the design element is Modern Art Deco. Modern Art Deco style is formal and formal design that uses geometric forms of the Art Deco style in terms of color and decoration as well as accessories 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

##### 3.2.1.2. Theme

The theme chosen to support the design and style mentioned above is Tropical Garden. The Tropical Garden will be designed by providing natural, natural elements, namely green color of wood. Various theme is designed through the use of green, beige and wood. The Tropical Garden

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



Figure 4. Tropical Garden Theme  
 Source: Google Image

#### 3.2.2. Atmosphere

- **Warm - Cool** - The choice of neutral colors and a combination of decorative elements, and supported by a warm tone will provide a relaxing and warm atmosphere.



Figure 5. Warm - Cool Atmosphere  
 Source: Google Image

- **Openness - Bold** - The subject minimalist view will be supported by a bold and creative interior design. To do so creates a new atmosphere which is a combination of a simple interior and bold atmosphere.



Figure 6. Openness - Bold Atmosphere  
 Source: Google Image

#### 3.3. Design Concept of All Day Dining

##### 3.3.1. Material

- The floor concept of the All Day Dining restaurant was used tile with wood accents in certain area. The use of green marble will be applied in the Art Deco design style, and the use of wood carpet will give visitors a warm impression.



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

- On the wall of the All Day Dining restaurant, it will be decorated by glass doors so that visitors can enjoy the view in the atmosphere of the hotel hotel garden. On the other wall will be decorated with horizontal wood panel and art-deco wall ornament and wood panel with a finishing that is easy to clean. There are also wall glass in white in 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 one that will give a luxurious impression. The main finishing for the walls, ceilings, and ceilings is environmentally friendly paint (zero VOC certification).

##### 3.3.2. Furniture



Figure 9. All Day Dining Furniture Concept  
 Source: Personal Document

#### 3.3.3. Layout



Figure 10. All Day Dining Layout  
 Source: Personal Document

#### 3.4. Design Elements

##### 3.4.1. Line

- Horizontal lines tend to be vertical lines so that the height of the room can be felt and gives a great / grand impression.
- The use of horizontal lines in the wall area is 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 divider, to give a dynamic impression.



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

##### 3.4.2. Shape

- The shape that is widely used in the interior restaurant is rectangle and a square.
- In fact shape elements provide harmony in space.
- The shape of the wall treatment is made high to make it balance the high room conditions and give the impression of luxury.

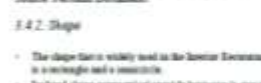


Figure 12. Application of Vertical Line Element  
 Source: Personal Document

##### 3.4.3. Lighting

- Maximum natural lighting because there are windows and glass doors on 2 sides of the wall.
- Artificial lighting in the form of dimmable (LED) ceilinglight and chandeliers, wall lamps in Art-Deco style (Wass White 17882).



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



Figure 12. Application of rectangular and ornamental shapes on divider  
 Source: Personal Document

##### 3.4.5. Color

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



Figure 13. Open space concept and division of dining and buffet area  
 Source: Personal Document

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

3.4.3. Color



Figure 17. Color Scheme of the All-Dry Dining Room Interior  
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 (R). However, in this design the type of color used is Subtractive (CMYK) to make it darker.
  - Neutral Color: Black, white, gray (as a counterweight and give harmony to space) (R).
  - Color as decorative element: Gold (giving a luxurious look) and brown color these wood elements to give a warm impression.
  - The color chosen refers to the bold, Art-Deco style and the natural Tropical-Garden House.



Figure 18. Color Application on All-Dry Dining Interior  
Source: Personal Documents

3.4.4. Texture

- The tactile texture of the interior is created because the material used is HDPE, 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 natural-patterned HDPE paneling wood increased the room and gave the room a rough texture.



Figure 19. Glossy and rough textures  
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 in the room (there is a horizontal pattern).
- Wood-paneled wall with gold screen.
- The pattern of a tropical-themed mural in the main structure of the room.
- Taps with a rectangle to give it a dramatic look.
- There are also Art-Deco patterns on the walls and floor tiles of the room.



Figure 20. Application of patterns on All-Dry Dining Interior  
Source: Personal Documents

4. CONCLUSION

Based on the results and discussion, the application of design elements in the interior of the All-Dry Dining Restaurant, Palazzo Venezia Hotel, are:

1. Line elements that need to be used are vertical lines to give the impression of height to the space. However, these elements also need still, because of that there are elements of curved lines in a counterweight. Vertical lines can be found on wall panels or wall in six open dividers. Curved lines can be found on dividers, hanging lamps and wall panels.
2. The majority of lines elements used are rectangular shapes (simple and modern appearance) such as dividers and furniture. So that the counterweight shape is used in a counterweight in the room. The use of rectangular shapes on wall panels and dividers.

- a counterweight in the room. The use of rectangular shapes on wall panels and dividers.
- 3. The space coverage in the interior of the All-Dry Dining Restaurant is open space, but to zone levels geometrically and regulate circulation, the dining area and buffer area are separated by dividers.
- 4. Natural lighting is supplemented during the day. Artificial lighting which supports the form of diamond and wall lamps and hanging lamps (spring no room).
- 5. The color coverage refers to the Art-Deco style and the Tropical-Garden House combined with neutral colors to balance it out. The colors used are blue, red, green, brown, gold, black, white, grey. The use of color is blue, red, coating and furniture elements.
- 6. The textures displayed are smooth (HDPE, on benches and chairs) and glossy (hanging dividers, porcelain tile, granite tile) too 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 geometric (on the mural panel and divider) and the tropical 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 objectives and descriptions are explained briefly, concisely and clearly. Such 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 space. 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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