

MODERN CONCEPT OF INTERIOR DESIGN FOOD COURT AS REBRANDING FORM OF SUSTAINABILITY DESIGN RELATED TO THE GROWTH OF MALL

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ABSTRACT

The purpose of this paper was to make people aware of the new concept design of the food court that influence the ambiance and related to the attractiveness factors. The method of documentation of the interior element was done by the analysis to the food court in Senayan City. It was expected to be a comparison of the previous design before the renovation (Food Studio) in connection with the modernization and renewal of the design (Delicaè). Some design elements such as floor wall and ceiling that applied must bear a lasting impression and be an inbuilt piece of the decoration that linked to scale, style, and color. This research was potentially contributed to shopping malls attractiveness factors and their impact on shoppers' satisfaction in shopping malls in Jakarta and outside the city. It can be concluded that updating the design is very important if the shopping malls do not want to left-behind in this modern area. The comparison has been made between old-design with the new one that is found out that people nowadays are very open-minded about design and do care about attractive things in shopping malls.

Keywords: food court, interior design, renewal, modern concept

INTRODUCTION

A shopping mall or shopping center is one of the real estate business and trade that is growing in Indonesia, especially in Jakarta. Jakarta is a capital city that has the most shopping center in the world. Jakarta's people have much enthusiasm for shopping. Shopping center or mall is the first choice for Jakarta's people to shop. The mall was built to be the destination for shopping, but nowadays mall has changed to be the multi-functional place, such as becomes a place to hang out with friends or families, eating and leisure, business meeting, et cetera (Hasiolan & Sufiati, 2014). According to Fisher, Martin, and Mosbaugh (1991), the definition of a shopping center is a building consisting of several retail stores, generally with one or more storehouses, grocery stores, and parking lots. Ala'Eddin (2012) stated that there are many crucial factors which translated to change in shopping malls patterns from traditional shopping markets to the more modern one-stop shopping centers. These factors are increasing the economic wealth, prosperity, shifting lifestyle, cultural differences among the residents and visitors, ethnic mix, and addition to hot weather and humidity.

The shopping center must be able to follow trends and anticipate any changes in the market. A static shopping center for many years will turn off the mall's turnover due to the decrease in the number of visitors. Therefore there is a close relationship between developers, operators, managers, designers, and the shop owners to the success of a shopping center. In the 1980s, the traditional market and shops in Jakarta have the same retail concept. After that era, emerged the first shopping center that triumphed at that time, those are Gajah Mada plaza and Ratu Plaza shopping center. The culmination of economic development and the increasing prosperity of people's purchasing power in the year 1990

began to emerge various shopping centers or better known as malls, and it is growing very fast every year.

According to Mufidah (2012), the food court becomes one of the choices for the urban people who are busy with their activities that do not have time to cook and hardly have time to eat and gather with their families. With all the ease and facilities that exist in the mall especially dining place, it seems to fulfil the needs of instant and rapid live of people. The food court is an area that is usually located within the building where there is a counter facility that provides a variety of foods with self-serving to order food. In America, the food court becomes famous in the 1980s. We can find many food courts in malls or airports and also in various countries such as Asia or Africa. In some public space facilities such as schools, universities, offices, hospitals, the food courts are also present as a substitute of the traditional cafeteria or just to complete it. The food court in the mall will have many tenants that must have a have a good design and suitable the theme of the mall. Usually, the management of a mall will have some guidance for the tenant to look at before applying space in the food court.

Ching (1996) said that interior design is the planning, layout, and design of the interior space within buildings. These physical settings satisfy our basic need for shelter and protection. It sets the stage for and influences the shape of our activities, nurture our aspirations, expresses the ideas which accompany our action, affects our outlook, mood, and personality. The purpose of interior design, therefore, is the functional improvement, aesthetic enrichment, and psychological enhancement of interior space.

Muhajirin (2017) stated that design is commensurate with the word design. However, the word designing is often synonymous with the word design that is apparently not yet able to interpret the design more widely. The word "Design" is actually a new word for Bahasa Indonesia which in English is maintained. This design word shifts the word design because it cannot accommodate the activities, knowledge, extent, and pamor of profession or competences (Sachari, 2005). If the term 'design' means 'plan', then 'plan' is the object (the object generated in the planning process).

The activity is called planning. Executives are called planners, whereas everything that is closely related to the process of implementing the making of a plan is called planning. So the word design has an understanding that is generally equivalent to planning, designing, or engineering, which is equivalent to 'to design' or 'designing'. The term design has a meaning doing activities/activities/processes to produce a design. Thus, the definition of design always changes related to the development of human civilization. This proves that the design actually has an important meaning in human culture, both in terms of efforts to solve physical and spiritual problems of humans as well as a part of the culture that gives certain values throughout human history.

The interior design of a café, restaurant, and food court plays an important role in the selling power of the food industry in a shopping mall. Some aspects that must be considered in designing a dining place are the ergonomic of the facilities used in the interior and the ambiance of the interior space. Food court with a good interior will attract consumers to enjoy a varied menu dish and quality atmosphere, while doing activities, such as family gathering, meet business associates, and social activities (Mulia & Wardhana, 2013).

METHODS

The methods used in this study are content analysis, observations, interview with the user of the food court, and experimental design with the hermeneutic approach that supported by design. Literature would also analyze to serve as the reference for this case study. The studies were done in

Delicaè the food court in Senayan City, Jakarta. Due to time constraints, the object of research was done gradually. The first phase of this case study would be on the interior of the food court. The author attempted to capture all the area that had been renovated followed by the analysis of how the interior brings a good ambiance and make the user feel the ambiance of modernization. Data collection was done by field study, through interviews that were conducted with parties that were likely to give input that supplement the available data. The aim of the observation in the Delicaè food court is to document the modern interior and analyzing the interior. Other than field studies, literary data must also be studied. Books explaining the modern concept in interior design would be necessary to broaden insight into the design.

RESULTS AND DISCUSSIONS

Senayan City mall is one of the high-end malls with an upscale market in Senayan, South Jakarta, on an area of 48,000 square meters. Having 209 amounts of famous tenants, Senayan city is one of the favorite malls that is fond of young executives and families. Senayan City, often called Senci is a shopping center in Jakarta, precisely on Jl. Asia Afrika Lot 19 Jakarta Selatan 10270 Indonesia opened June 23, 2006. The biggest tenants are Debenhams, Fitness First Plus, Best Denki, Zara, and Senayan City XXI. It can be seen in Figure 1.



Figure 1 Location of Senayan City and Facade of Senayan City mall
(Source: Polni, 2017)

At the beginning of the opening of Senayan City mall, the food court is only a place to provide fast food dish with a wide range of choices that pamper the visitors, named Food Studio. It nearly cannot see any design either in the tenant or the dining area. Food studio is made very simple without thinking about the sense of design aspect to spoil the visitors. Wulandari (2017) reported the transforming from a simple concept, Senayan City changes the food court area that used to be called Food Studio becomes a place to eat like a luxury restaurant, called Delicaè. At the end of May 2017, Senayan City rebrands Food Studio to Delicaè, with the tagline "A Kitchen with a Soul". This mall offers upscale concept on its new food court as a facility for all visitors not only for dining but also for business meetings, hang out with family and relatives.

Cahill (2016) reported the modern word in the world of interior design is associated with a group of European designers who started at the design school at the Bauhaus in Germany in 1919. The Bauhaus philosophy is that form and function should combine in all designs. Modern Style design is clean-lined and focused first and foremost on function and avoids the excessive accessories and decorative elements seen in many other styles. Some people feel the modern design is too simple, harsh or cold, but indeed it suits any public space such as food court as well.

Some of the features of the modern design are asymmetrical, flat ceilings, not using top profiles, geometric shapes, subtle textures, efficient appearance, curved angles, aluminum and stainless on doors and windows, glossy panels, rows of windows or lines, slight or even decorations, open plan. Nowadays, many restaurants, food court or any public space like to apply modern design concept in order to look more elegant. Besides that, the modern concept is easy to maintain and does not require a lot of accessories that add to the complexity of the design.

At first, the food court in Senayan City mall, Food Studio, looks like in Figure 2. The interior of the food court is very simple and does not have any concept. It is located on the fifth floor with two entrances; the first one is from inside the mall via escalator, which is the main entrance, and via elevator from the outdoor lobby directly to the food court as side entrance. The signage itself is made from the colored acrylic material like in Figure 2. Treatment exposes ceiling painted in black color gives the impression of shorter height than the actual size. The floor uses a large size ceramic without any patterns or design. Furniture used is a standard type of fiber chairs.



Figure 2 The Entrance and Ambience of Food Studio
(Source: <http://googleimage>)

Figure 3 shows the entrance area of food court Delicaè. The modern concept comes through the selection of clean-lined design and minimal decorative elements. Wide entrance circulation is to accommodate visitor inflows from the escalator to the food court. Permanent materials for floors are appropriate in almost any interior such as marble, which connects unmistakable in minds with grandeur, formality, and nobility. The floor used in Delicaè is beige colored marble beams combined with borders forming a geometric floor pattern, long, and horizontal design. This floor pattern gives the virtual impression of visitor circulation along the food tenant.

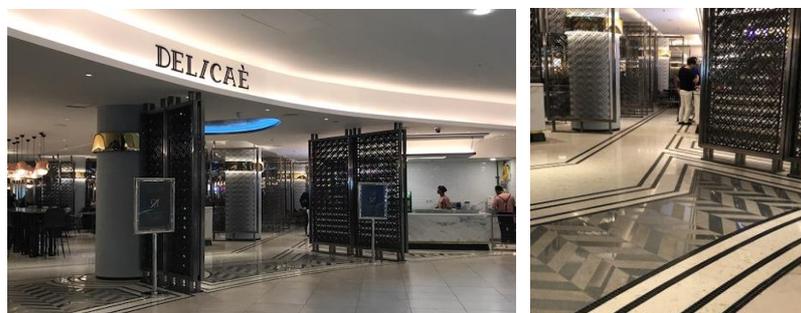


Figure 3 Entrance of Delicaè
(Source: Polni, 2017)

The interior design of Delicaè is inspired by the atmosphere of the world theater in 1920, flamboyant but still has modern, vibrant, and fresh elements. The food court is also equipped with children's area, refectory marble table, and open kitchen design complete with the cooking utility showed. As the author does the survey, it is found out that Delicaè is rarely few of visitors. It always comes with the crowd, especially in the weekend.

Figure 4 on the left side is the atmosphere of Food Studio before being renovated. In other hands, particularly renovated Delicaè is shown in the picture on the right. A totally different space ambiance can be felt from these several aspects including lighting design. The color of the lighting used in the interior can bring a different effect. General lighting with warm white color gives a very general impression on the dining area of Food Studio. Delicaè has a touch of lighting design on the ceiling center that uses stripe line lights that gives the feeling of a blue sky and features more elegance impression in the food court.



Figure 4 The Center Area of Senayan City Food Court Before and After Renovation
(Source: Polni, 2015, 2017)

Delicaè design is inspired by the atmosphere of the theater world in 1920, flamboyant but still modern, vibrant, and fresh elements. The application of stainless steel material can be seen on the wall as shown in Figure 5. Some ornaments used are also very simple that is using only vertical line fusion surrounded the eating area. Trimmed windows with aluminum materials are also a hallmark of modern architecture.



Figure 5 Interior Design of Delicaè
(Source: Polni, 2017)

The paint is the most widely used finishing that applied to walls. The paint is almost integral because it bonds with the wall surface and becomes one with it. It is durable, comparatively inexpensive, and can be maintained in areas of hard usage. Painted wall finishes are appropriate in any interior (Sharma & Dhanwantri, 2017). Delicaè uses paint to cover all the column walls and put some

covering as the picture shown above. Sometimes laser cutting with particular pattern becomes the interesting part of the decoration. Sharma and Dhanwantri (2017) suggested wallpaper is an inappropriate wall treatment because the patterning usually obscures the wall, rather than making it more apparent as a spatial component of major importance especially in public space such as food court. The modern concept can be seen from the partition design as a decorative element on the column of the building. Strengthen the modernism by no excess ornament overused in this area is the power of modern concept design. Not only the geometric pattern but also the stainless steel finishing brass material adds the modern impression.

There are large-sized concrete columns in the food court that given a touch of aesthetics in the form of a metal chrome circle. On those columns, some treatments are applied such as an artificial lighting using a daylight bulb. Besides illuminating the top of the room, the lighting design of the column gives the psychological effect which is the impression of lower ceiling height of the interior.

The furniture used in Delicaè is varied as stated according to modern theme. Due to their regular usage and often more formal nature, dining chairs are typically sat on for longer lengths of time than casual kitchen furniture. Used for anything from a quick snack to a fancy dinner party, the key is an ergonomic seating experience. A comfortable seat will put the guests at ease and invite them to return. Likewise, they are the key to the success of any café or restaurant.

There is a lot to consider when researching dining chairs, such as style and substance, form and function. But at the end of the day, it is all about the comfort. The comfortable seat is what the guests want. Even the most comfortable chair can be uncomfortable if it does not match up with the table. It can be said as the good design if the chairs are definitely with the dining table in the dining area. The chair legs provide the base for the rest of the chair. Without a firm foundation, the chair will feel flimsy, badly balanced, and uncomfortable. Sturdy chair leg is not negotiable for a comfortable seat and so do high quality and sustainable material.

The new Delicaè has more variety models of chairs compared to the old one before the renovation, as shown in Figure 6 on the right side. The food court is used to be crowded with many fiber chairs and wooden table material with finishing duco paint in the dining area, unlike Delicaè that carries a modern theme with the use of various chair models. Every different section of the dining area has the different model of the chair such as bar type; table with the bar stool, short roundtable with single seat sofa, standard dining table with modern chair. The furniture design brings color to the new concept of Delicaè.



Figure 6 The Dining Area of Delicaè
(Source: Polni, 2017)

The ceiling is part of a building that is right on the wall and roof boundaries. The ceiling has several functions; they are a roof truss cover, a place to hide various installations such as electrical installations, air conditioner, water and the smoke detector which are installed in the ceiling frame. In

addition, the ceiling also serves as a place to hang lights as seen in Figure 7. The Large size of pendant lamps is usually installed on the ceiling frame. The ceiling is also a place to muffle the sound to create space acoustics, such as the home theater, auditorium, art performances, and cinema. As a part of interior elements, the ceiling needs to have an aesthetic point in order to give the impression of beauty in the interior. Figure 7 shows the ceiling treatment in Delicaè which is covered with gypsum material illuminated with LED strip lights sky blue colored.



Figure 7 The Ceiling of Delicaè
(Source: Polni, 2017)

The ceiling is very spacious and located right in the middle of the food court area. It forms a circle that following the pattern of void underneath. With a diameter of 12 meters, the ceiling is designed very simple without any profile or ornament which is accordance with the modern concept that is fewer accessories in design. For the lighting, besides using hidden lamps in the up ceiling, the center of Delicaè is illuminated by the collection of several brass pendant lamps in different height. The pendant lamps are all collected in the center of the ceiling with a diameter of approximately 2 meters. The aim of putting many pendants lamps is to manipulate visitors' eyesight for not feeling the excess height.

Senayan City is a luxurious mall that has passed through a long journey. It is more than a decade in the development of shopping center in Jakarta certainly considers the continuity of the design and atmosphere in the interior. Delicaè chooses modern concept which is a very long lasting design and timeless. The execution in the interior of delicate brings a brand new atmosphere, and it just needs a little renewal in the future considering the color trends and designs.

CONCLUSIONS

As the growth of shopping mall in Jakarta, every mall has regulation to renovate the store design including dining area in every particular period. The purpose of the regulation is to maintain the continuity and sustainability of the era of tight competition between so many shopping malls. Food court as a place for the mall's visitors enjoys fast food is expected to have an interesting design in order to maintain a good dining atmosphere and attracts more people to come and spend money in the mall.

Senayan City as a high-end mall, once has Food Station, a food court that comes with no design and no concept. Nowadays, the mall does rebranding for the food court. It presents Delicaè with the new concept of the food court in the shopping mall. With the high-end restaurant makes

Senayan City mall knows how to compete in the modern era. The modern concept itself can be seen from the element interior that is suitable for the theme of the mall itself.

It can be concluded that updating the design is very important if the shopping malls do not want to left-behind in this modern area. The comparison has been made between old-design with the new one. It is found out that people nowadays are very open-minded about design and do care about attractive things in shopping malls.

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