## THESIS REPORT ON INTERIOR OF THEME BASED RESTAURANT TULSIPUR UTTAR PRADESH

A THESIS SUBMITTED IN PARTIAL FULFILLMENT FOR THE REQUIREMENTS FOR THE DEGREE OF :

## **BACHELOR OF INTERIOR DESIGN**

BY

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UNDER THE GUIDANCE OF

**AR. URVASHI TIWARI** 

**SESSION - 2021-22** 

TO THE

SCHOOL OFARCHITECTURE AND PLANNING

BABU BANARASI DAS UNIVERSITY,

LUCKNOW

#### SCHOOL OF ARCHITECTURE AND PLANNING BABU BANARASI DAS UNIVERSITY, LUCKNOW (U.P.).

#### CERTIFICATE

I hereby recommend that the thesis entitled **"INTERIOR OF THEME BASED RESTAURANT, TULSIPUR UTTAR PRADESH"** 

prepared by **Ms. ANJALI SHUKLA** under my supervision, is the bonafide work of the student and can be accepted as a partial fulfillment of the requirement for the desgree of Bachelor's Degree in Interior Design, School of Architecture BBDU, Lucknow.

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Recommendation

Accepted Not Accepted

External Examiner

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The journey which started 4 years ago has culminated....as I step into the world a series of people flash in my memory.

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THANKING YOU ANJALI SHUKLA ENROLLMENT NO. : 1180107005 B.B.D. UNIVERSITY, LUCKNOW

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## TABLE OF CONTENT

<u>S.NO.</u>	TITLE	PAGE NO.
1	<u>SYNOPSIS</u>	8-13
	1.1 Introduction	
	1.2 History	
	1.3 Aim & Objective	
	1.4 Scope & Limitation	
	1.5 Factors responsible in designing	
	1.6 Tentative project requirement	
	1.7 Methodology	
2	RESEARCH	
	2.1 Understanding commercial restaurant	14-18
	2.2 Importance of interior in restaurant	
	2.3 Elements of restaurant interior design	
	2.4 Restaurant market analysis	
3	SITE ANALYSIS	19-26
	3.1 Introduction	
	3.2 Site analysis and surroundings	
	3.3 Climate study	
4	LITERATURE STUDY	27-36
5	CASE STUDY	37-49
6	COMPARATIVE ANALYSIS	50-51

7	<u>CONCEPT</u>	53-58
	7.1 Site zoning	
	7.2 Bubble diagram	
	7.3 Circulation diagram	
8	STANDARDS	59-62
9	MATERIAL SPECIFICATION	63-65
	9.1 Mood board	
10	FIXING DETAILS	66
11	<b>BIBLIOGRAPHY &amp; CONCLUSION</b>	67-68
12	DRAWINGS & ELECTIVES	-



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## RESTAURANT

- A place where people pay to sit and eat meals that are cooked and served on the premises.
- Restaurants have always been about more than just food, tableware, furniture, equipment and interior.
- Restaurants are being designed to provide another time, space, place, atmosphere and environment for everyone.
- Restaurants vary greatly in appearance and offerings, including a wide variety of the main chef's cuisines and service models ranging from inexpensive fast food restaurants and cafeterias to mid-priced family restaurants.

## THEME BASED RESTAURANT

- The restaurants in which the concepts takes priority and influences the architecture, food, music, interior and overall feel of the restaurant.
- A theme restaurant is a type of restaurant that uses theming to attract diners by creating a memorable experience.
- Theme restaurants have a unifying or dominant subject or concept, and utilize architecture, decor, special effects, and other techniques, often to create exotic environments.
- A theme restaurants is an eatery that adopts a distinct concept and incorporates it in its menu's design, service style, dining room decorand style of food.
- Theme restaurants have an instantly recognizable, easily articulable concept that can be summed up in few words.
- These restaurants attracts customers based solely on the premise of the theme itself.
- These restaurants attracts customers based solely on the premise of the theme itself.

• The restaurants is built around an idea emphasizing fun and fantasy, glamour, romance, music, sports, abstract, ideas etc.

#### Theme for the restaurant is Art deco

• Art deco include sleek, linear, often rectangular geometric forms arranged and broken up by curved ornamental elements. A series of set backs creating a stepped outline helps create the monolithic appreance of art deco

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## **HISTORY & BACKGROUND**

- A public eating establishment similar to a restaurant is mentioned in a 512 bc record from ancient egypt. The establishment served only one dish, a plate of cereal, wild fowl, and onions.
- In ancient rome, thermopolia were small restaurant- bars which offered food and drinks to the customer.
- A typical thermopolium had 1-shaped counters into which large storage vessels were sunk, which would contain either hot or cold food
- In pompeii, 158 thermopolia with service counters have been identified throughout the town. They were concentrated along the main axis of the town and the public spaces where they were frequented by the locals.
- The development of the first theme restaurants goes to paris cafés and cabarets which opened in montmartre in the later nineteenth century.
- They were primarily drinking spots rather than full-scale restaurants but they served food also. Like american theme restaurants today they were built around a concept and created an environment which appeared to be something other than a mere eating and drinking place.
- Cafe du bagne (coffee from maxima) lisbonne, a former prisoner, replicated a prison eating hall. Waiters ere dressed as real convicts.



First thermopolium



First theme based restaurant

## **NEED OF THE TOPIC**

- Restaurants have always played an essential role in the business, social, intellectual and artistic life of a thriving society.
- The major events of life, personal and professional, are celebrated in restaurants.
- Beyond the basic purpose of restaurants to provide food and drink, restaurants have, historically, fulfilled a human need for connection and shaped social relations.
- In today's time, besides great food, restaurants become important need for meeting friends, relatives; spending some 'me' time; office meetings.
- In 21st century american life restaurants occupy an increasingly important place in shaping our overall economy and the nature and makeup of our cities.

## AIM & OBJECTIVES

- To create a relaxing and calming environment for customers.
- To make it aesthetically appealing and functionally fulfilled.
- To collect data on various aspects of projects.
- Aim is to preserve and encourage the modern theme and culture, to get today's generation closer to roots of dining, entertainment as well as a space where everyone get the feel of that culture, theme and ambience.
- Restaurants industry objectives are geared towards providing a satisfying customer experience that includes enjoyable food and a relaxing atmosphere and also to increase the sale of the restaurant.
- To design a space in which concept of restaurant takes priority, customers get attracted to the atmosphere, theme, interior and ambience
- Main objective of this project geared towards providing a satisfying customer experience that includes enjoyable food relaxing atmosphere & ambience .and also to increase the sale of the restaurant and to fulfill requirements.
- Other main objective of this project is to connect people with my interior theme, atmosphere and ambience.

## **SCOPE AND LIMITATIONS**

- Scope is to design a space that represents fusion of modern elements by incorporating the characteristics as well space planning according to the theme.
- It will provide a well established hospitality to the user:
- It will increase infrastructure of area
- it will provide healthy, green & safe premises
- Restaurant should be created using high quality luxury materials, customized furniture and unique decor items representing style and taste of the theme which made this project exclusive and extravagant.
- To research various case studies (literature/live) and analyzing the requirements for designing the project.
- Limitations are listed below:
- ➢ Fixed budget of the client.
- Space floor and client requirements
- Existing project details
- Not hitting the commercial aspect for project
- Cost effective and functional design

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## MY IDEA OF DESIGN FACTORS RESPONSIBLE IN DESIGNING

#### Design

- Design of a restaurant's interior are critical components of the overall design. The way you design the interior of your restaurant and arrange all of the features is critical in determining the overall appearance and feel of your establishment.
- The layout of restaurant greatly impacts the customer experience and is something to consider carefully while designing your restaurant layout.



#### Lighting

- The lighting in your restaurant's interior design is an important component of the design.
- Pendent light are used to illuminate a particular area .
- Cob light or led lighting are ideal because they are directional and concentrate the light on a specific area.
- Chandeliers have a unique spark and widely deployed by exotic restaurants.



#### Colors

- Colors, believe it or not, play an important part in the design of your restaurant's interior. Distinct colors elicit different emotions and elicit different moods in different people.
- The most important factor to consider when deciding which colors to utilize in your restaurant is your desired customer base.



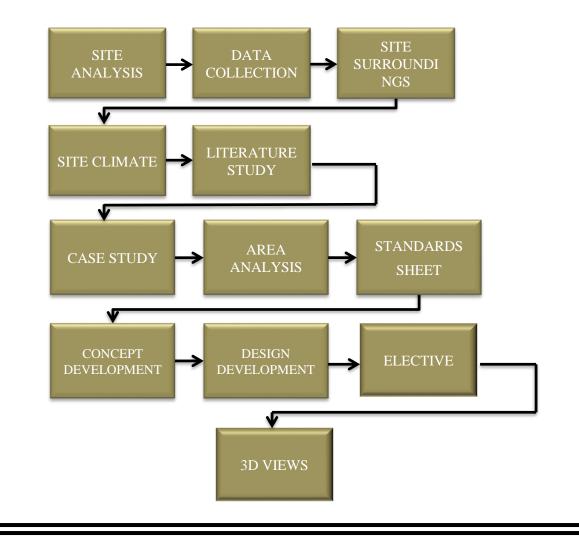




## **TENTATIVE PROJECT REQUIREMENTS**

- Entrance
- Pathways
- Reception
- Semi private dining
- Kitchen
- Private dining
- Family dining
- Bar area
- Service entrance ( entry for staff)
- Store
- Stage
- Open space dining
- Public washroom
- Provision for ramp

## METHODOLOGY



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## RESEARCH

## **UNDERSTANDING COMMERCIAL RESTAURANTS**

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Restaurants has been established as a staple of society in industrialized nation throughout the world. While many may overlook the impact of the restaurant on the society, there is no doubt that its contribution have been large.

Restaurant and cafes offers a pick me up before work, a stimulating environment for creativity and thought, or simply a place to relax and spend time with friends.

#### **Types of restaurants**

- Fine Dining
- Casual Dining
- Fast Casual
- Fast Food
- Family style
- Cafe
- Buffet
- Fast food

## **IMPORTANCE OF INTERIOR IN RESTAURANT**

Restaurant interior design must be an essential part of your restaurant marketing strategy since the way your restaurant looks will be crucial to your branding. Your interior design is the first thing that your customer will notice as he/she walks through the doors. This first impression will dictate how they perceive your brand, what level of service they expect, what kind of time they anticipate, and if they want to come back again. Thus, the importance of interior design cannot be underplayed. Here are some reasons why restaurant interior design is so important:-

- Restaurant interior design in restaurants is crucial to the branding strategy. The way a restaurant looks impacts how the customers perceive the restaurant concept and if they consider it a good enough place to eat at.
- Shabby or very bright interiors will form a negative impression on the customers and potentially make them leave even before they eat. An ideal restaurant interior idea would be to use natural light to its fullest to make sure your place is more instagrammable.

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## **ELEMENTS OF RESTAURANT INTERIOR DESIGN**

Elements of restaurant interior design and how they impact customers the primary aspects of a restaurant interior design include the following:-

- Architecture and design : The architecture and design are the essential aspects of restaurant interior design. How spacious your restaurant will feel, how claustrophobic it will get during rush hours, and how comfortable it will be to walk around without bumping into people or crashing into tables, all of this is dependent on the restaurant layout. Floor plan considerations are: building codes, accessbility, budget, efficiency, aesthetic, sq. Footage per customer.
- Lighting : Lighting is an essential part of your restaurant's interior design. It does not make any sense for you to have everything perfect if the light is so off that it kills the effect. Technically there are three types of lighting- ambient, task, and accent lighting.
- Seating : Seating is another unnoticed part of restaurant interior design. The type of seats you use impact your customer's psychology and the experience as well. Starbucks has comfortable seats, recliners, and sofas that are heavy and cushioned. This prompts customers to stay longer and keep ordering more coffee. The same can be said for fine dining restaurants.



• 60 % of restaurant area goes to dining and rest of 40% goes to other functional areas.

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## **ELEMENTS OF RESTAURANT INTERIOR DESIGN**

• **Colors :** the main thing that impacts what colors you must use in your restaurant is your target clientele. Different colors trigger different emotions and set different moods. Warm colors like red and orange are considered potent stimulants, and so a lot of restaurants try to use red in their interior.



• Scent: depending on the type of vibe and the customer experience you want to create in your restaurant, you can choose from a variety of smells. Chamomile, lavender, and vanilla reduces stress and relaxes the mind making them perfect for a fine dining restaurant.



• Acoustics : music does more than just fill the gaps in a restaurant. For a high-end restaurant, instrumental works best. Having a live piano is the best thing you can do if you run a fine dining restaurant. For restaurants that are not exactly fine dining but not qsr's as well popular, trending music is the right choice. Use faster beats for rush hour and relaxed, slow tempo beats for off-hours.

## **RESTAURANT MARKET ANALYSIS**

People go to restaurants not only to dine, but also to conduct social and buisness activities. As more and more restaurants emerge, competition among eatery operators increases. Favorable interior design is a significant element beyond food and service to promote customer retention.

#### Trend :

The restaurant market is expanding. Nowadays most people prefer to eat outside specially on weekends to lighten up their mood and enjoy their family time. At the same time, in order to meet different requirements, there are trends emerging that are depending on location, target customers, food style, and other elements.

According to some research there are four trends :

- The upscale but casual design trends delivers spirit of modernism, fashion and luxury.
- Entertainment themed restaurant are example of such trend.
- An exhibition cooking area where the chef is visible. If the chef is famous it is a good marketing tool for the restaurant.
- Neighborhood feel people do buisness with people they know and like it. It is the same with restaurant. According to restaurant interior design it is important to let customers feel they belong.

## **REALTIONSHIP OF MAIN ELEMENTS**

- The layout and relationship between different areas is dependent on the type of facility.
- The kitchen and preparation area will be equal about 50% of the dining space and ancillary and storage will be about 1.5-2 times the kitchen area.

## SITE ANALYSIS

2021-2022

Google earth

image of site

Dasted HQ
Dasted HQ
Dasted HQ
Dasted HQ
Dasted HQ
Dasted HQ

116 Kms

3.4

Kms

30

Kms

## **INTRODUCING TULSIPUR**

- Tulsipur is a town in Balrampur district of Uttar Pradesh India. It belongs to devipatan division. It is a block headquater.
- Tulsipur is located near the india-nepal border on the bank of the river nakti and is 23 km from koilabas and 190 km from the state capital Lucknow.
- It is located 28 km from balrampur district. It has an average elevation of 109 metres (357 ft) above sea level. The area of tulsipur is around 1,537 km<sup>2</sup>. Total population of tulsipur is 779,179.

Total population : 779,179 Total area : 1,537 km sq. Elevation : 109 metres (357 ft) above sea level Literacy rates : 68.55% Sex ratio : 407,309 male and371,870 female

## **SITE LOCATION & DESCRIPTION**

The site is located in tulsipur as it has north facing front. The site is located at G + 1 and it has 15 m wide road in front of it.

Location : Tulsipur Uttar Pradesh Plot area : 21,000 sq m Build up area :1150 sq m Latitude: 27.088203 Longitude: 82.2694 The Gps coordinates are 27° 5' n, 82° 16' e. Shape of site : rectangle Site all side road : 15 m wide

## SITE ACCESSBILITY

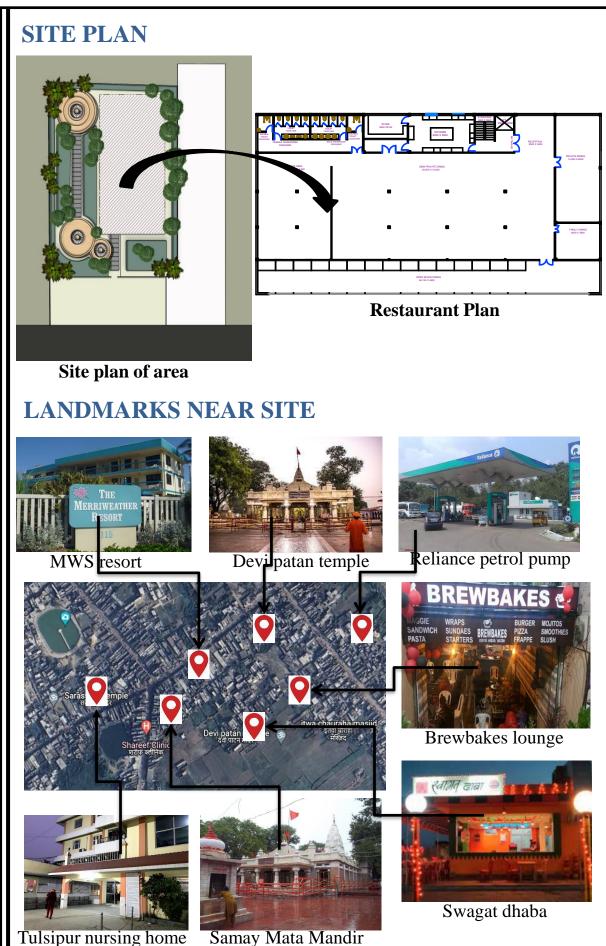
• **The airport closest to tulsipur:** Nepalgunj airport : (60.5 miles / 116 kilometers)

• The nearest railway station is : Tulsipur railway station ( distance from Site to station is 3.4 km.)

## • The nearest bus stand is :

Balrampur bus stand ( distance from Site is 30 km)

2021-2022



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## SITE SURROUNDING IMAGES



Fab mart

Chaipurwa pump



Dcot showroom



Rapid dry cleaners

## **NEARBY UTILITIES**



Nearest atm is PNB atm and is 5 kms from site.



Nearest police station is tulsipur police chowki and is 10 kms from site.



Nearest filling station is chaipurwa pump and is 500 m from site.



Nearest hospital is tulsipur nursing home and is 9 km from site.



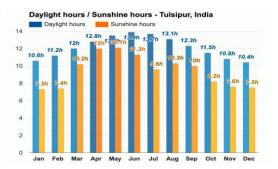
Nearest fire station is chc and is 14.5 km from site.

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## **CLIMATE DATA**

Tulsipur has the moderate climate prevailing. The highest average temperature in in tulsipur is  $42^{\circ}$ c in may and the lowest is  $21^{\circ}$ c in january. There is a lot of rainfall in the summer, and in the winter it is quite dry again. It is dry for 282 days a year with an average humidity of 42% and an uv-index of 7. The warmest month (with the highest average high temperature) is may (41.6°c). The month with the lowest average high temperature is january (22.9°c)

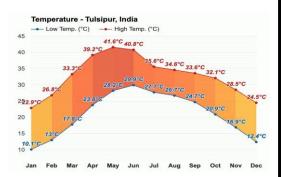




Sunshine the month with the most sunshine is may (average sunshine: 12.1h). The month with the least sunshine is january (average sunshine: 7.3h). The month with the most sunshine days is december (29.7 days). The month with the least sunshine days is july (9.4 days). The shortest day is december 22, with 10 hours, 24 minutes of daylight; the longest day is june 21, with 13 hours, 53 minutes of daylight.

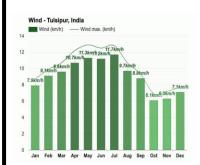


Rainfall the month with the most rainfall is july when the rain falls for 20.6 days and typically aggregates up to 194mm (7.64) of precipitation. In tulsipur, india, during the entire year, the rain falls for 88.5 days and collects up to 530mm (20.87") of precipitation. The wettest month (with the highest rainfall) is july (194mm). The driest month (with the least rainfall) is November (0mm).



Temperature the coldest month is in january with an average high temperature of 18 deg celcius with an average low temperature of 8 deg. Celcius. The warmest month is may with average temperature of 41.6 deg. Celcius.

#### 2021-2022



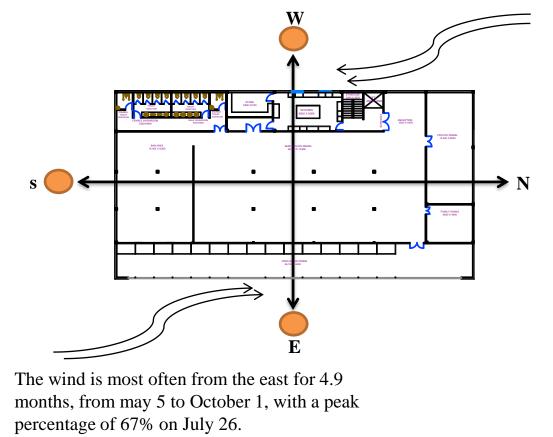
Humidity - Tulsipur, India

Wind speed the windiest month (with the highest average wind speed) is july (11.7km/h). The calmest month (with the lowest average wind speed) is october (6.1km/h). March 31, the windiest day of the year, the daily average wind speed is 8.6 miles per hour, the daily average wind speed is 4.7 miles per hour. The lowest daily average wind speed during the fall is 4.7 miles per hour on october 16.

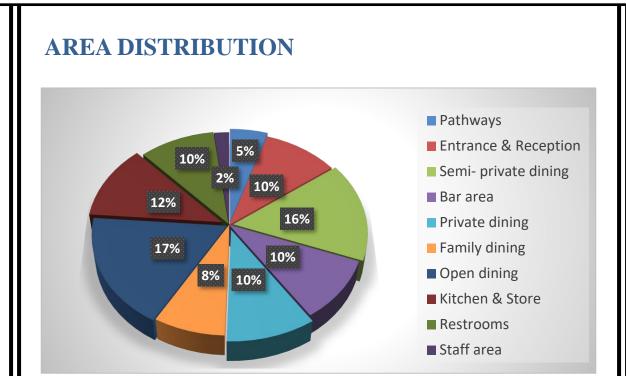
Humidity is close to 67% april is the least humid month in tulsipur, india, with an average relative humidity of 24%. Months with the highest humidity in tulsipur, india, are august and september, with an average relative humidity of 71%

### SUN MOVEMENT & AIR MOVEMENT DIAGRAM

The wind is most often from the west for 7.1 months, from October 1 to may 5, with a peak percentage of 67% on January 1.



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Pie chart showing distribution of areas

## **AREA REQUIREMENTS**

Торіс	Area
Entrance & Reception	70 sq. m
Semi private dining	433 sq. m
Bar area	144 Sq. m
Private dining	89 Sq. m
Family dining	30.25 Sq. m
Open space dining	212.7 Sq. m
Kitchen & Store	45 Sq. m
Restrooms	75 Sq. m
Pathways	65 Sq. m
Staff area	40 Sq. m

Table showing required areas of site

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#### S.W.O.T ANALYSIS

#### **Strengths**

Site is located on flat land. This allows the building to be in rhythm with the surrounding. Easily accessible from bus stop, railway station and railway station thus prompting public transport. Presence of important buildings in the precinct allows the project

to function as a part of larger network.



The location of the site is its most striking feature and can be utilized in the architectural expression as it is located on a center plot. Giving full accessed view from outside. **Opportunities** The slope of the site is favourable for creation of green spaces next to road, where rain water run off can be collected. Site has the potential to direct the kind of development that will come up in the future.

#### Weaknesses

As the land around is still underdeveloped, it is difficult to respond to the possible future developments.

#### **Threats**

If the future development on adjoining plots does not go about as planned, the project may end . For the scheme to be a success, green net works of the future projects should mingle with it.

# LITERATURE STUDY

#### 2021-2022

## **1Q1 KITCHEN AND BAR RESTAURANT**

#### Introduction

Location : Bengalore, India Area : 8000 sq ft Seating capacity : 105 persons Style & theme : Art deco Latitude : 12.972442 Longitude :77.580643 Gps coordinates : 58'20.7912" n & 34'50.3148" e Studio : Khosla associates Located in the landmark indian express building on queens road in Bangalore, the name of this bar, restaurant and nightlife venue is derived from the road number and pin code of its address; NO.1 QUEENS ROAD, BANGALORE 1.

Dr MAP Kanadika CiBangalore



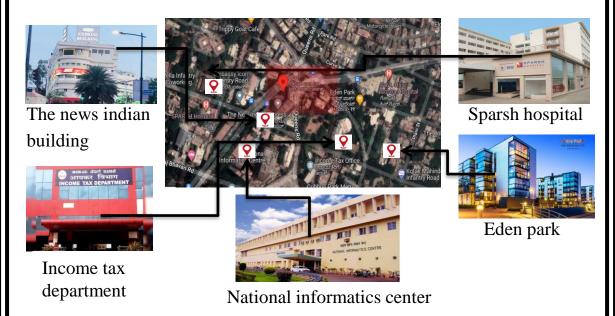


Location of Bangalore in India

Map with Latitude & Longitude

Location of Restaurant

## LANDMARKS NEAR SITE



#### 2021-2022

## **INTERIOR DETAILS**

• The building was originally designed in a 1930's art deco style and further included the deco character of the building by integrating a prominent arched colonnade into the existing fenestrations on the street level.



Entry

**Entrance courtyard** 

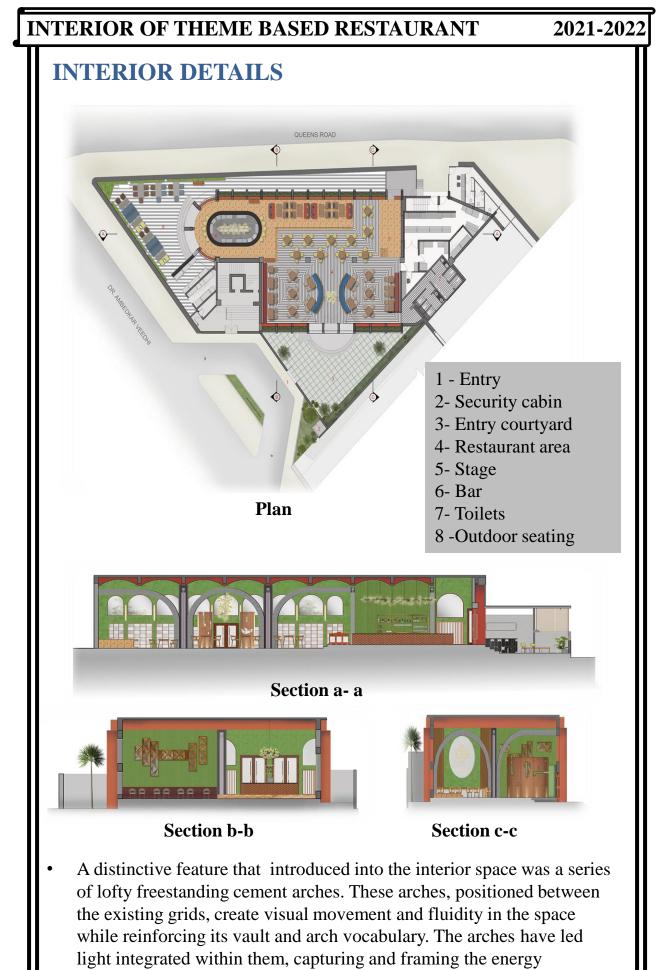
**Dining area** 

- The colonnade, painted in a deep red-oxide color recalls the visual language of the high court of Karnataka in the same precinct.
- The design moves that ensued were an imagined contemporary interpretation of a grand bye-gone era mixed with contextual influences.
- The 20ft high ceilings of the space were treated with a series of repetitive vaulted arches and rendered in a red-oxide finish. Accent walls were cast in corrugated cement with a green oxide pigment.
- The flooring design was created with a bold and alternating striking linear pattern of local grey sadhar halli granite and black cuduppah stone. Columns were clad in sheets of mild steel and then lacquered.



Arch way door

- It has 3 distinct spaces an elegant fine dining area for relaxed sit-down meals, a high-energy space marked by a stage and an oval-shaped island bar, and lastly, alfresco dining by the robata grill in the tropical garden outside.
- The spatial flow is via a hardscaped entrance courtyard peppered with palm trees. On entry are two symmetrical curved mid-century timber and brass screens that create an intimate entrance foyer.



encompassed within.

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## **INTERIOR DETAILS**

Other highlights in the space are the imposing custom designed chandeliers that we created in the entrance as well as over the bar counter.



**Bar counter** 

Dining area with divided zones

- Large frieze artworks on each of the restaurant walls recall the zigzag and ziggurat pattern influences of the art deco era. Additional deco inspired linear light scones were designed by us in brass and fluted glass to emphasize the verticality of the interior.
- The various elements within the space make for a heady cocktail of influences. Deco inspired interiors, Japanese and Peruvian influenced food, eclectic cocktails and live music spanning different genres create a unique vibe.



**Open space dining** 

**Restroom & lobby** 

- The spatial flow is via a hardscaped entrance courtyard peppered with palm trees. On entry are two symmetrical curved mid-century timber and brass screens that create an intimate entrance foyer. On either side are two bays of restaurant seating.
- The chandeliers were inspired by the branches of trees bearing fruit and are hand crafted with mild steel pipes with ends fabricated in rings of amber coloured resin.

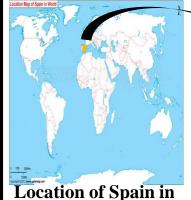
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#### HABANERA RESTAURANT

#### Introduction

Location : Madrid Spain Area : 1050 m sq Seating capacity : 100 person Latitude : 40.416775 Longitude :-3.703790 Gps coordinates : 40.4637° n & 3.7492° w Style & theme : Greenery Studio : Proyecto singular

Located in the heart of the city of Madrid, the Proyecto singular studio designs habanera, a restaurant in a space of about 1000m2 that was born with the idea of offering a different disconnection space; with a colonial inspiration in which to take a rest in the plaza de colon with a concept of greenery.



world

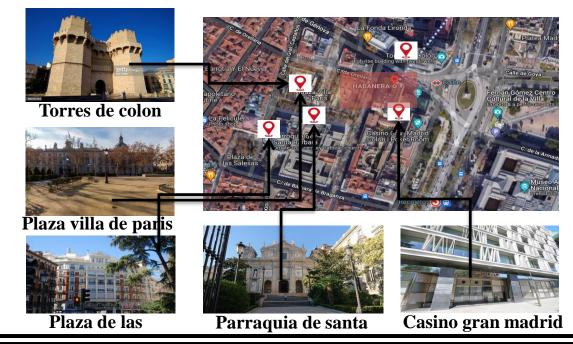


Map of Spain



Location of habanera restaurant

LANDMARKS NEAR SITE



#### 2021-2022

## **INTERIOR DETAILS**

- The characteristics of the space and its context allowed us to design an environment with adequate natural lighting and exterior views, giving freshness to the space and at the same time creating a comfortable atmosphere.
- The balanced combination of wood, natural stones and vegetation achieves a gorgeous neutral take on modern finishes.
- The simplicity in the palette enriches every corner of the restaurant. Therefore, green grass condesa is conceived as an interesting project in terms of its interior design and distribution, where its elements are related on both on a functional and on an aesthetic level, providing identity and character.







Entrance

Staircase with facade

Bar area

- The restaurant is distributed on two floors around a large patio generated inside.
- On the ground floor there are three different public spaces: a bar area, in green tones and handcrafted materials, in contact with the street; a second restaurant area, homely with sofas and fireplace, and a bar through which the kitchens can be seen.

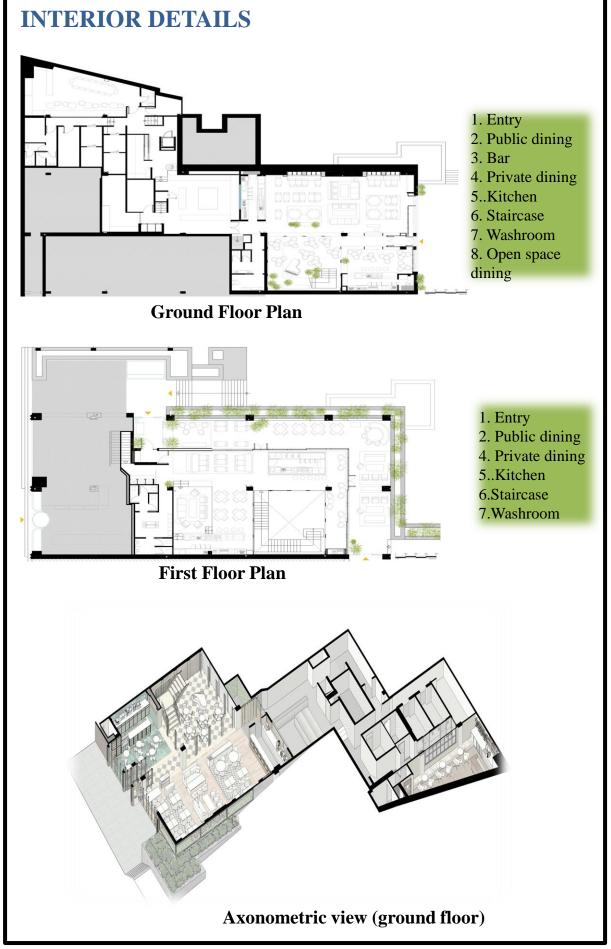


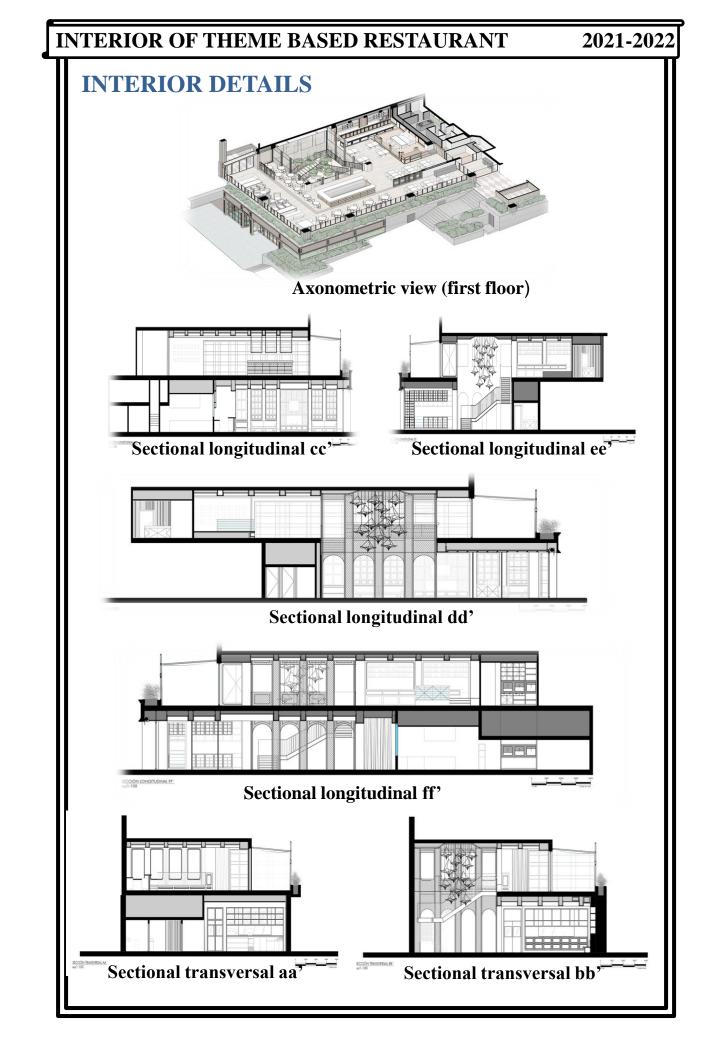
Dining area divided as per zones

View from 1st Floor

• The different areas of the restaurant pay special attention to their claddings. The bar area is outstanding and completely covered by ceramic tiles of different shades of green.







#### 2021-2022

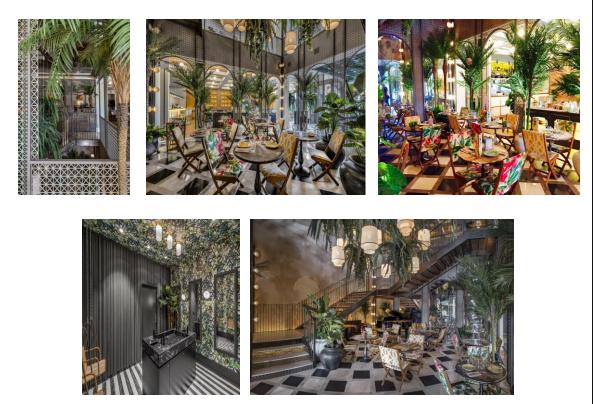
#### **INTERIOR DETAILS**



Sketch view of facade

Sketch view of facade

- The luminosity of the upper floor is given thanks to the two fully glazed facades, which allow to enjoy a privileged view of the plaza de colón with the central bar,
- The selected materials look for warmth, with natural woods in floors and ceilings, patterned fabrics, abundant vegetation, soft colors, reflections and a delicate lighting.
- The patio also includes black and white ceramic tiles and opens completely through perforated metal screens. As for the warmth of the restaurant, it is achieved through the use of wood on the floors and the presence of mainly white fabrics, ranging from the windows to the ceilings.



# **CASE STUDY**

2021-2022

# JUGGERNAUT RESTAURANT

#### **Introduction of Site**

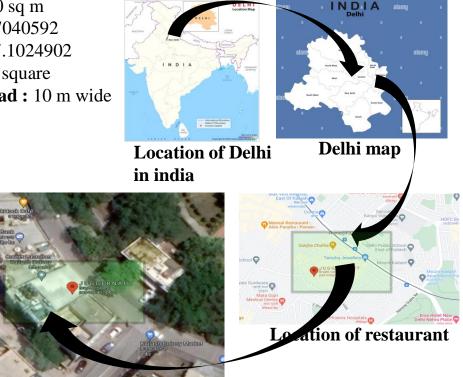
- Delhi, city and national capital territory, north-central india. The city of Delhi actually consists of two components: old Delhi, in the north, the historic city; and new Delhi, in the south, since 1947 the capital of india, built in the first part of the 20th century as the capital of British india. Delhi sits astride (but primarily on the west bank of) the Yamuna river, a tributary of the ganges (ganga) river, about 100 miles (160 km) south of the Himalayas.
- The national capital territory embraces old and new Delhi and the surrounding metropolitan region, as well as adjacent rural areas. To the east the territory is bounded by the state of Uttar Pradesh, and to the north, west, and south it is bounded by the state of Haryana.

**Total population :** 30.7 million **Total area :** 1484 km sq **Elevation :** 700 to 1,000 feet (200 to 300 metres). **Literacy rates :** 88.7%

# SITE DESCRIPTION

Site is located at hs- 16 main market Kailash Calony new Delhi. Location : Kailash Calony market new Delhi.

Site area : 750 sq m Latitude : 28,7040592 Longitude : 77.1024902 Shape of site : square Site all side road : 10 m wide



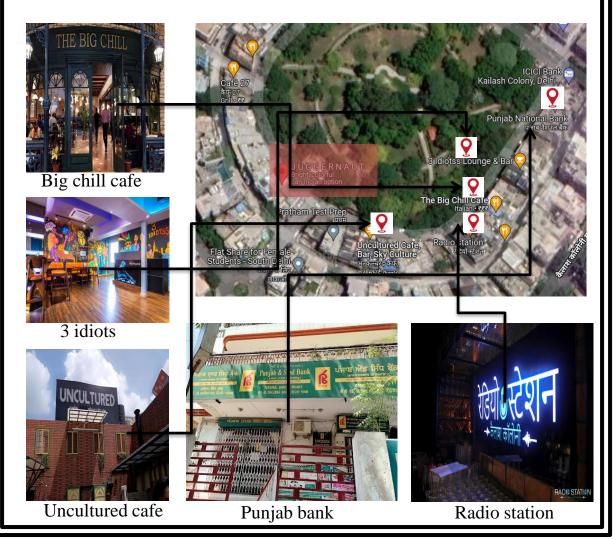
Google earth image of restaurant

# SITE ACCESSBILITY

- Nearest bus station is anand Bihar bus terminal.
- Nearest railway station is new Delhi railway station.
- Nearest airport is Indira Gandhi international airport.
- Nearest metro station is Kailash metro station.



# LANDMARKS NEAR SITE



#### 2021-2022

# SITE SURROUNDING IMAGES



PNB bank



One more plate



Sri Complex



Cafe & Bar



Big boss Salon



10 m wide road

# **INTERIOR DETAILS**

- JUGGERNAUT is a south indian themed restaurant serves authentic south indian as well as north indian food.
- Their authenticity is such that they serve rasam and papad as a welcome drink. The taste of their dishes are also very authentic which makes you feel like you are dining in south india. Every aspect of the decor is authentically inclined to the culture & craft of the south. The theme is bright with vibrant motifs & textures inspired by south.



- Main entrance is like a shop as inside there is a way to restaurant. The restaurants are upstairs away from the hustle and bustle of the street.
- Counter displays sweets and flowers with a calm music.

#### 2021-2022

# **INTERIOR DETAILS**



This unique restaurant has idealized the whole notion of preserving our mother nature with a taintless environment. The interiors are inspired by the same, bringing classical values of families and social heritage together through art. Juggernaut offers appetizing south indian delicacies to satiate your cravings for some authentic food.



The first-floor restaurant is an explosion of colour! The walls are adorned with exquisite handpainted decorations, including a mural taking up the whole of the wall. Everywhere you turn there is something interesting to look at. Its ambience has a feel of south by wall paintings and pillars which has decorated by south art.



There is a tasteful play of textures, patterns, and colours that echo the colourful energy of local south. The selection of material palette was also done with a traditional touch in mind. Motifs like elephants and bells have been used throughout the space alongside the bamboo mat ceiling cladding.



Dominating the wall was an amazing art installation made up of bricks. Each brick has been individually painted with a symbolic reference to india including snakes, elephants, symbols and even a brick for the great mathematician ramanujan. It is a compelling piece and each time you look you see something new

# **INTERIOR DETAILS**



Table used for greeting the customers by doing tilak.



It is all about blending vibrant hues with an earthy vibe. The place is high on colour and energy. There is detail in every nook and cranny, an assortment of fine craft, customized walls, and furniture.





Mix of elements creates a beautifully balanced and harmonized dining experience.

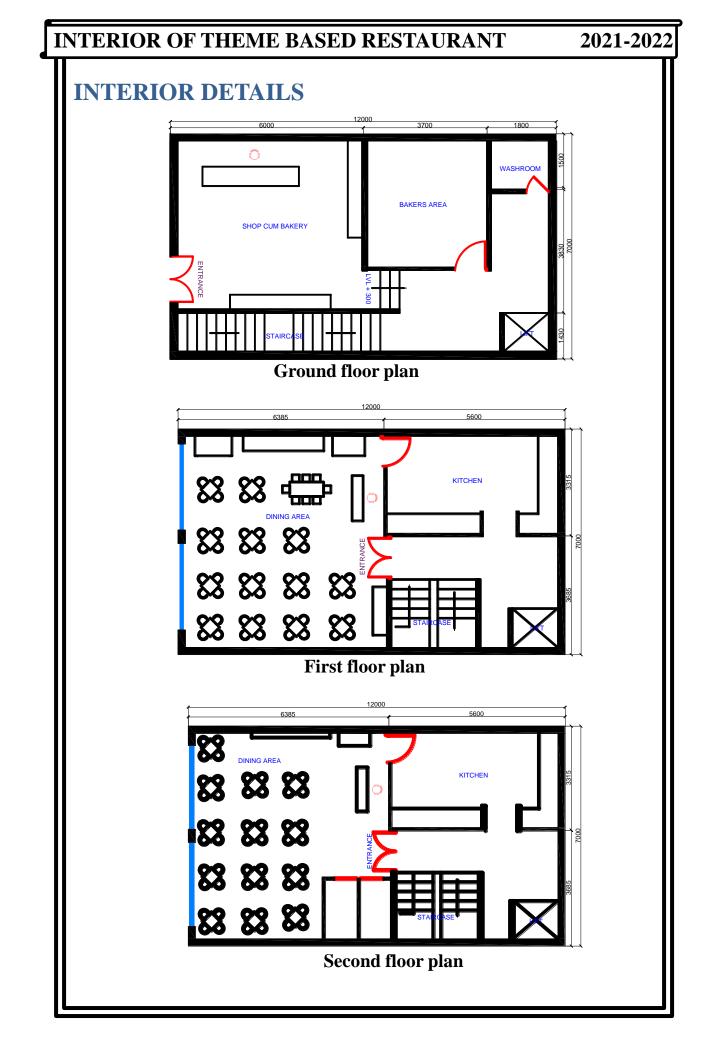


It is perfectly theme based as waiters also dressed up themselves in south indian tradition with dhoti & kurta.

Best time to visit this restaurant is in the morning as you can feel and see the sunrise as it has large glass windows.



Several sensory elements juxtaposed within the interiors evocative of its meanderings through vintage of south are stylized and presented in a brand new personality and flavour. The place is a charming ode to all things south indian and fun. It's earthy, chirpy, and refreshing with a refreshing new theme – raw earthy meets fun south indian.



2021-2022

# **BAROMETER RESTAURANT**

Barometer is an upscale, fine-dine resto-bar, recently opened in the city of DELHI.

**Concept :** The approach to the design was to create a space that is rustic yet classy like a vintage car, by curation of experiences through charming ambience and delectable food. Restricting the palette to concrete, wood and metal was necessary as, wood is a centuries old material and concrete being modern, they both age gracefully.

**Design approach:** Planning wise the area was divided in 2 parts for kitchen and dining. Bar was placed at the center to form the focus of the restaurant. The front side was opened up to create an informal feel.

# SITE DESCRIPTION

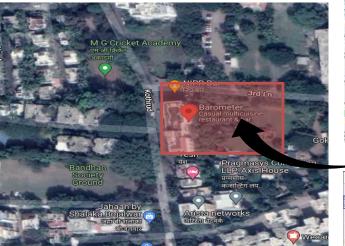
Site is located at, church mission road chandni chowk Delhi, india **Location :** Chandni chowk Delhi

Site area : 2,300 sq ft Seating capacity : 85 person Latitude : 28,7040592 Longitude : 77.1024902 Shape of site : Square Site all side road : 9 m wide



Location of Delhi in india





Google earth image of restaurant



Location of restaurant



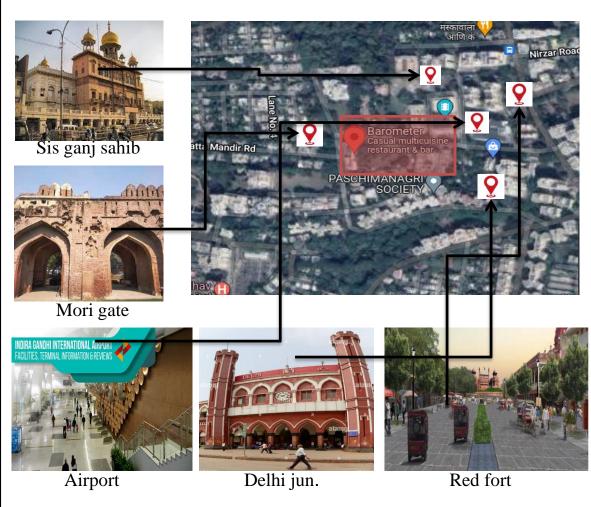
Road network map

### SITE ACCESSBILITY

- Nearest bus station is Delhi bus terminal and is 550 m.
- Nearest railway station is new Delhi junction and is 750 m.
- Nearest airport is Indira Gandhi international airport and is 17.8 kms.
- Nearest metro station is chadhni chowk metro station and is 1.1 kms.

# LANDMARKS NEAR SITE

# S S S S



2021-2022

# SITE SURROUNDING IMAGES







Vaishnaw hotel



Gadhwal



SINDHI PANCHAYAT ELLISBRIDGE

Sindhi panchayat

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Sind bank



Clinic

# **INTERIOR DETAILS**



The yellow paint on the main door is an interpretation of the light cone which adds to the sensorial experience.

The wooden and brass-finish bar, which forms the focus of the restaurant, contrasts sharply with the cement walls. They wanted to create a comforting, rustic setting in the heart of the city that wouldn't compromise on sophistication.





The space combines natural elements like wood with modern elements like cement and metal, creating a space that is rustic yet classy like a vintage car.



# 2021-2022

# **INTERIOR DETAILS**



This small move not only breaks the monotony of the furniture arrangement but also helps to have your own privacy while dining. It also exposes the space differently from every table.



The merger of two materials and textures on the wall has been carefully planned to be imperfect. Planned imperfections make the spaces more human and comforting.



The wire objects on the wall have been carefully chosen from the traditional and modern kitchen equipment's interpreted in abstract wire art form. The emotion that it evokes connects you to your personal memories with food which makes the experience of dining in barometer more pleasing.



Any one can spend a lot of time admiring the bottles and many other interesting items kept in the huge showcase, especially if you are sitting on a high chair at the bar. Once you are seated by the hostess, a smiling and polite server greets you and places small bottles of water which is included at no extra cost in your dining experience.

#### 2021-2022

# **INTERIOR DETAILS**



Tables in the center are deliberately rotated at 45 degrees to avoid the direct eye contact with neighboring tables.



The projection of black and white silent films and the wire art adds to the dynamism of the space by creating a multi sensory experience.



The teak wood furniture adds to the warmth of the place set against the industrial elements, concrete finish & back walls.



Respective table numbers engraved on them in Devanagari script.

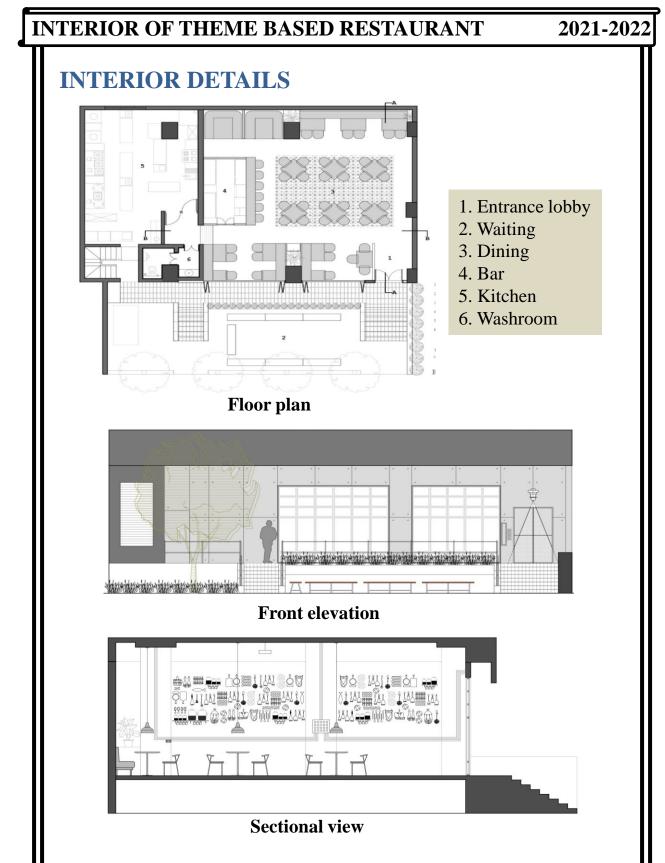


One more remarkable feature about barometer, is the continuous screening of Charlie Chaplin classics on one wall which turns out to be far more entertaining than the usual broadcast on the television sets.

The brass pipes carrying the electrical conduits also add to the rawness of the space. The very silhouette of the restaurant remains simple and straightforward which is a smart move made by amoeba design. This is the first restaurant of the client which they decided to be a all day dining and bar. Through this restaurant 'barometer' which also means benchmark.







The interiors are a good play of black and shades of gray while wooden tables and chairs display a good contrast in the entire scenario. The upper part of the wall on your right, as you enter the dining area, is adorned with tools and instruments used in a typical chef's kitchen. Another thing that catches your eye is the huge showcase of liquor at the bar.

# COMPARATIVE ANALYSIS

2021-2022

# **COMPARATIVE ANALYSIS**

	Case study	Case study	Literature study 1	Literature study 2
Details	I Juggernaut restaurant	Barometer restaurant	1q1 restaurant and bar	Habanera restaurant
Shape	Rectangle	Square	Triangular	Square
Entrance	Well defined	Well defined	Well defined	Not well defined
Landscape				
Surroundin g	Mid heart of city	Commercial area	Mid heart of city	Commercial area
Building	-	-	-	-
Form	Cubical	Cubical	Polygonal side with three edges	Typical composition
Aesthetics	Very much attractive	Very much attractive	Very much attractive	Very much attractive
Material	Wood, Glass, Terracotta, Bamboo, Brick, Ceramic tile, Vitrified tile	Wood, Cement, Metal, Concrete, Brass, mild steel, Vitrified tile	Cement, Cuddappah stone, Sadar halli granite, Mild steel, Vitrified patterned tile, Brass screen	Ceramic tile, Wood, patterned fabrics, Soft colours, glass, Delicate lighting
Skyline	Not Interesting	Simply Interesting	Interesting	Interesting

2021-2022

# **COMPARATIVE ANALYSIS**

Comparativ e continues	Case study 1	Case study 2	Literature study 1	Literature study 2
Types	Casual & fine dining	Casual & fine dining with bar	Fine dining with bar	Casual & fine dining with bar
Circulation	Well defined on each floor	Well defined	Well defined	Well defined
Artificial lighting	Good	Excellent	Excellent	Low
Natural lighting	Excellent	Good	Low	Excellent
Air conditionin g	Centrally	Centrally	Centrally	Centrally
Acoustics	Nill	Nill	-	-



# WHY THIS THEME??

Any restaurant in the entire city has not used this theme and it will make space unique and theme based. The use of art deco theme will signify the glamour while keeping the space grandeur, posh, composed and elegant.

# **INTERIOR THEME**

- The project is about a concept of art deco that shows fusion of elements which plays a vital role in restaurant interior. The restaurant is designed with all the requirements as well as the functionality of the space. Not only the theme but the materials and furniture also plays a crucial role in designing the restaurant.
- Lighting also plays essential part and one of most important features of restaurant design & accent lighting is major that bring architectural highlights of restaurant.

# **ART DECO**

- ART DECO (c. 1905 1930) is the one of the twentieth century's most iconic styles a symbol of the glamour and sophistication defined by the golden twenties. It was a revolutionary shift away from the austerity and heavy decoration of victorian era.
- Art deco is an art, architectural, and design style characterized by bold, geometric patterns and shapes, symmetrical arrangements, glamor, luxury, and the use of a variety of materials including aluminum, stainless steel, and plastic. The movement was inspired by industrialization and technical progress and it flourished during the 1920s–1940s.
- Art deco works are symmetrical, geometric, streamlined, often simple, and pleasing to the eyes. The art deco interior is revealed through the use of appropriate furniture, decorative elements.
- Heavy geometric influences, triangular shapes, zigzags, straight and smooth lines, loud vibrant colours, streamlined & sleek forms, sunburst or sunrise motifs. Art deco's main visual characteristics derive from repetitive use of linear and geometric shapes including triangular, zigzagged, trapezoidal, and chevron-patterned forms.

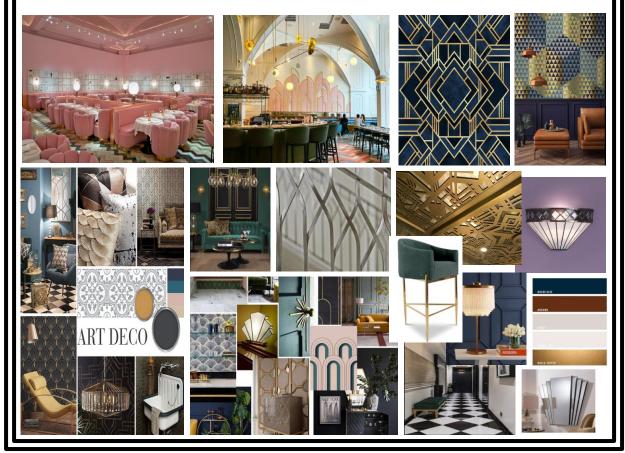
#### Fundamental principles and key elements

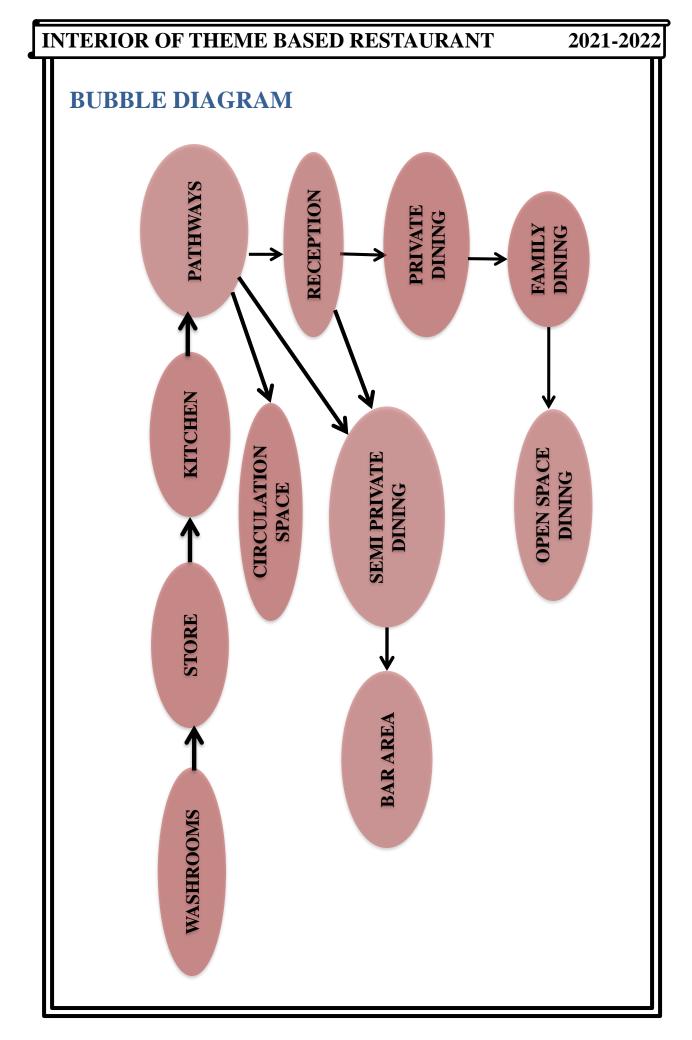
- Strict geometry
- Ethnic motives and references to antiquity
- Lots of gloss and expensive materials.
- Rich color solutions

2021-2022

# **CHARACTERISTICS OF ART DECO**

- **Colors** use of silver, black and chrome, high shine metallic or black deco details bright and deep yellows, reds, greens, blues and pinks, for toned down deco interior choose softer colours such as creams and beige
- Material and finishes luxurious, glossy or reflective finish. Wood is highly polished, or alternatively it is given a lacquer fi that has an unparalled glamour, chrome, brass and silver details.
- **Floors** the geometric patterns continue to the floor too in art deco interiors an abstact design in black and white tiles, or a polished parquet.
- **Patterns** leaves, branches and feathers; trapezoids, chevrons and zigzags: stylized animals and nudes: sunburts, jagged, stepped or pointed edges that are reminiscent of skyscrapers, stepped & geometric design.
- **Furnitures** streamlined, aerodynamic, symmetrical, geometrical and modern look that is typical of art deco design, vertical motifs in high shine, luxurious finishes, metal detailing in brass copper & chrome.
- **Lighting** it is a complex lighting scenario that provides such interiors with shine and glamor. As a rule, a chandelier appears in the center of a composition of lamps, and its design should be, as they say, on a grand scale the more spectacular, the better. Impressive sizes, various shapes from traditional.





2021-2022

# **INTERIOR FRAMED REQUIREMENTS**

- Entrance
- Pathways
- Reception
- Semi private dining
- Kitchen
- Private dining
- Family dining
- Bar area
- Service entrance ( entry for staff)
- Store
- Open space dining
- Public washrooms

# LIGHTING FIXTURES OF RESTAURANT

**Pendant lights** - They hang from the ceiling and can be placed above bars, tables, islands, counters and reception areas. They provide pleasant yet safe and suitable light for staff and customers when they need to read menus.

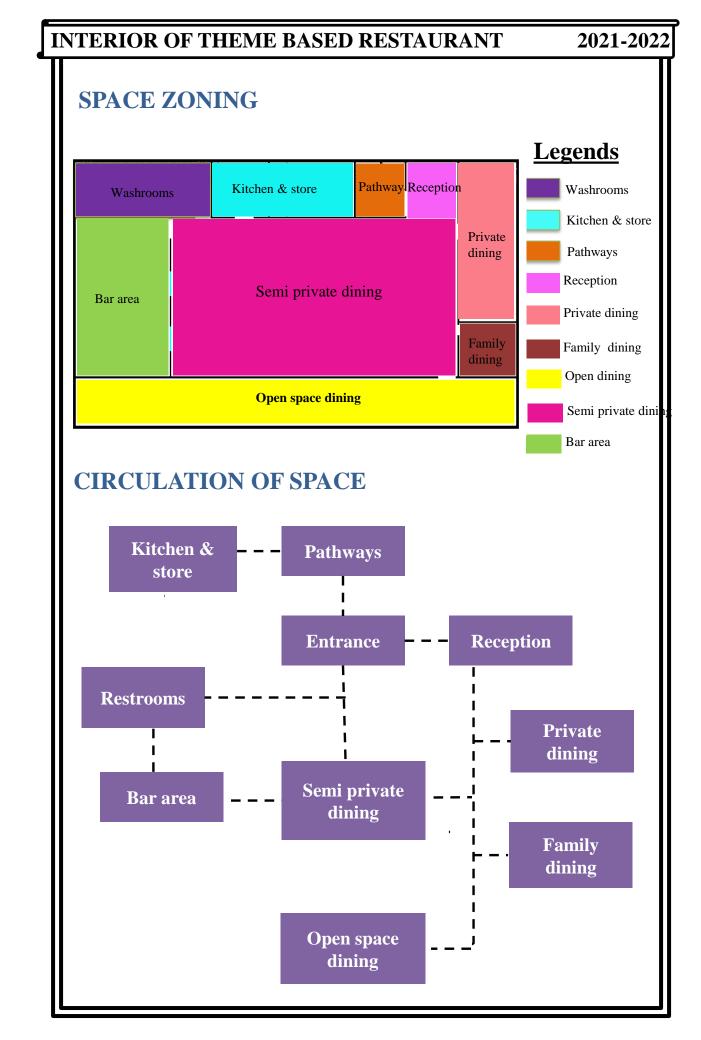
**Chandeliers -** They hang from the ceiling and create a focal point in the entrance area or dining room. Provide a light and elegant style. Chandeliers typically create feelings of elegance and sophistication.

**Wall sconces** - Provide accent lighting. Placed on walls around pictures or photographs. These kinds of lighting fixtures add overhead lighting and provide the main source of light for spaces.

**Cob light** - Is a type of led light, with cob standing for chip-on-board. COB lights are essentially an array of LED chips that are tightly packed together and bonded to a substrate such as silicon carbide. In effect this creates one large LED chip that has excellent uniformity of brightness.

**Outdoor lighting -** There are a variety of ways that outdoor lighting can be manipulated and used to illuminate different parts of a restaurant, bar, or browers.





# **STANDARDS**

#### 2021-2022

# **RESTAURANTS STANDARDS WITH RESPECT TO FURNITURE LAYOUT**

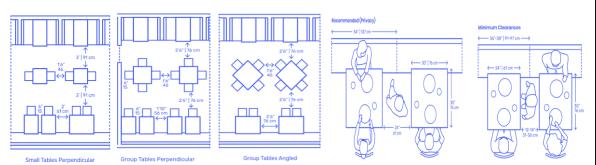
# ANTHROPOMETRY

- The study of human body and its movement with its measurements
- .Measurements also refer to as anthropometric data.
- It plays an important role in interior design, clothing design, architecture, industrial design.
- It should consider systematic measurements.

# **ERGONOMICS**

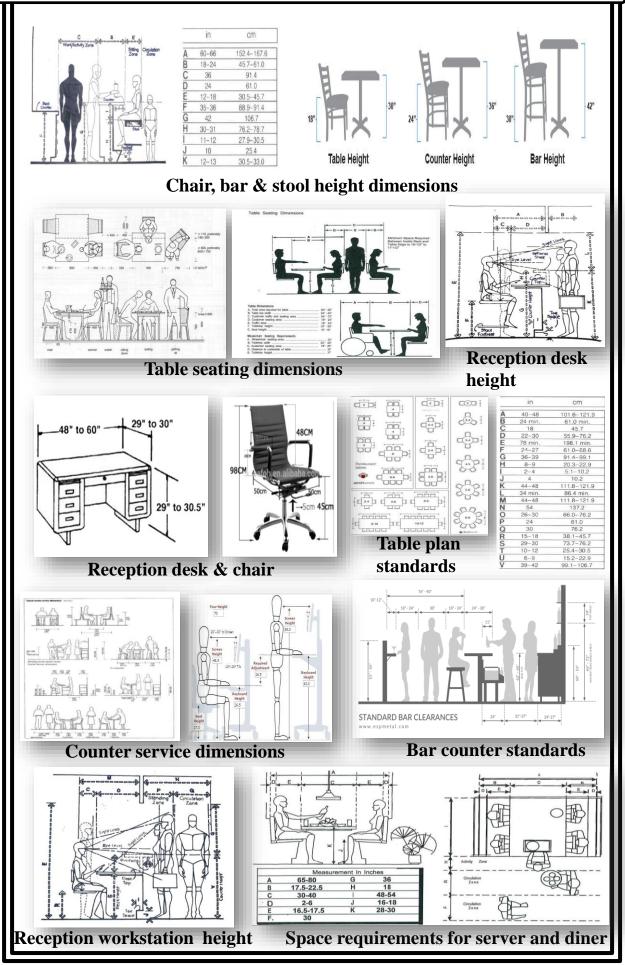
- The study of people and their relationship with the environment around them.
- The application of measurements to products in order to improve their human use is called ergonomics.
- Concerned with the fit between the user equipment and their environments

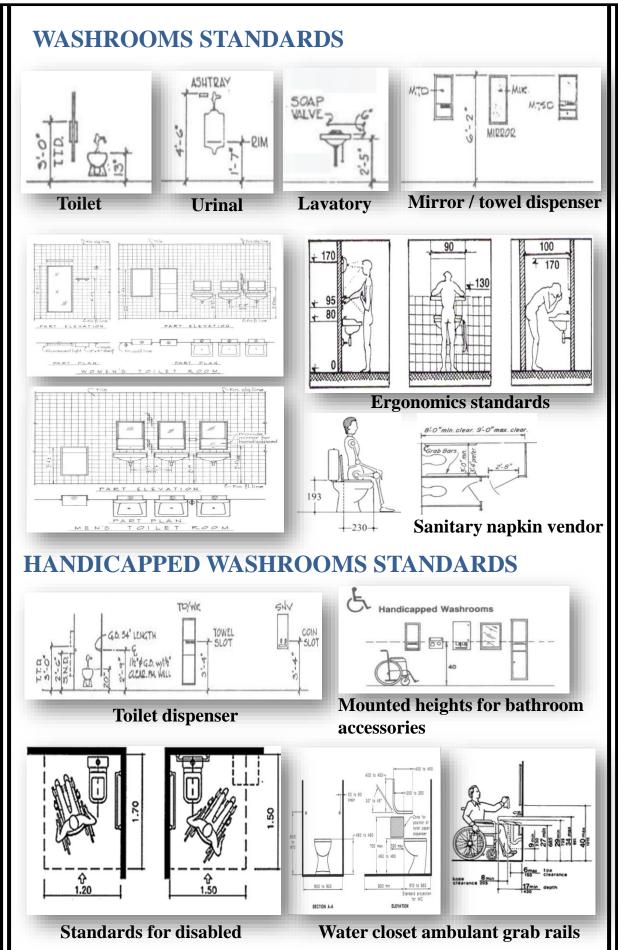
# SEATING ARRANGEMENTS



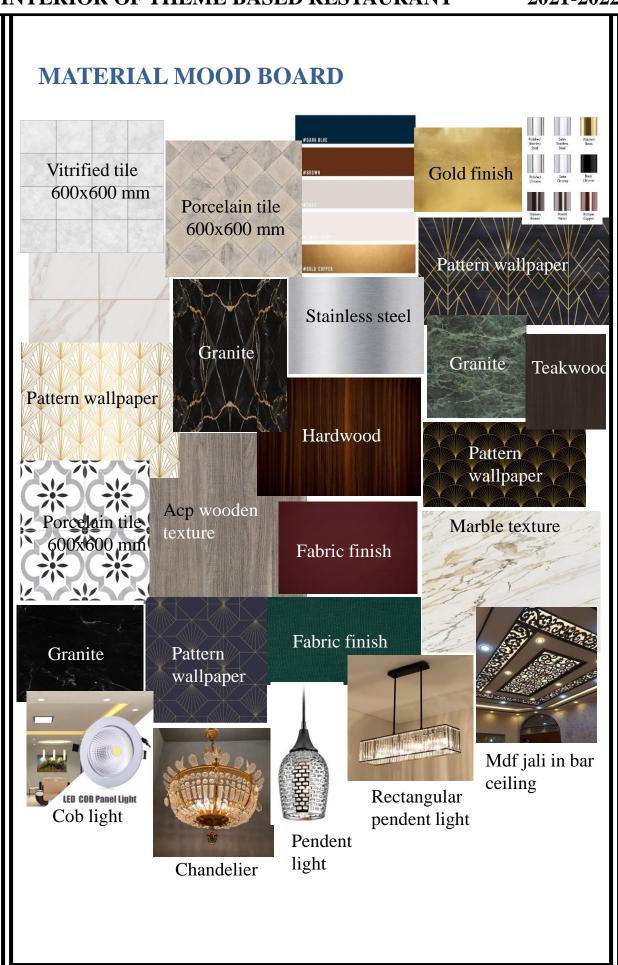
Restaurants have a few different options for their seating layouts to provide privacy to their guests while maintaining proper circulation in the restaurants. Tables can be angled or perpendicular. The layout of the seating can affect the overall atmosphere of the restaurant and should be taken into consideration by the interior designer.

Minimum banquette seating clearances space tables 12"-14" (31-36 cm) apart, which is the depth of an average human, and require an overall zone of 36"-38" (91-97 cm) per table. For better privacy, recommended clearances for banquette seating separate tables by 24" (61 cm) and require an overall area of 54" (137 cm) per table.





# MATERIAL SPECIFICATION



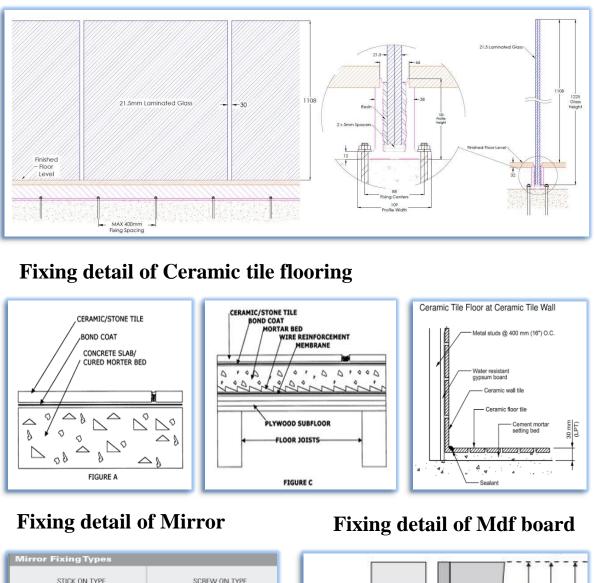
2021-2022

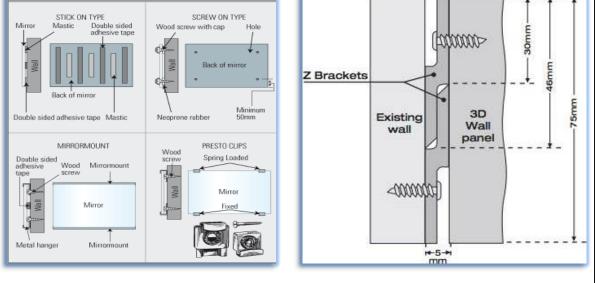
# **MATERIAL SPECIFICATION**

MATERIALS	SIZE	RATE	COMAPANY NAME
Tile	600 x 600 mm	50/ - piece	Kajaria tiles
Brass rods	Custom design	As per design	Nippon
Wall paint	-	200/ - lit.	Asian paint
Wooden panels	4-25 mm thick 8ft x 4ft	2000 – 6000/- piece	Greenply
Wallpaper	50 – 57 sq ft	1500 - 6000/- roll	Eurotex
Teakwood	6 to 7 ft for furniture	1450 cubic ft	-
Marble ( used in table top)	6 ft x 4ft	2200 sq ft	Namco
Рор	-	515 per bag	Birla putty
Metal polish finish	-	650 rate/ 250 g	Aaa metals
Mdf jali	13 ft x 2.5 ft	As per design	Jj enterprises
Mirrors	24 x 24 inches	As per design	Hosley
Granite	Custom design	145 sq ft	Namco
Mdf board	12 x 12 inch	60/ - piece	Woodcraft

#### **FIXING DETAILS**

#### Fixing detail of Glass railing





2021-2022

# **BIBLIOGRAPHY**

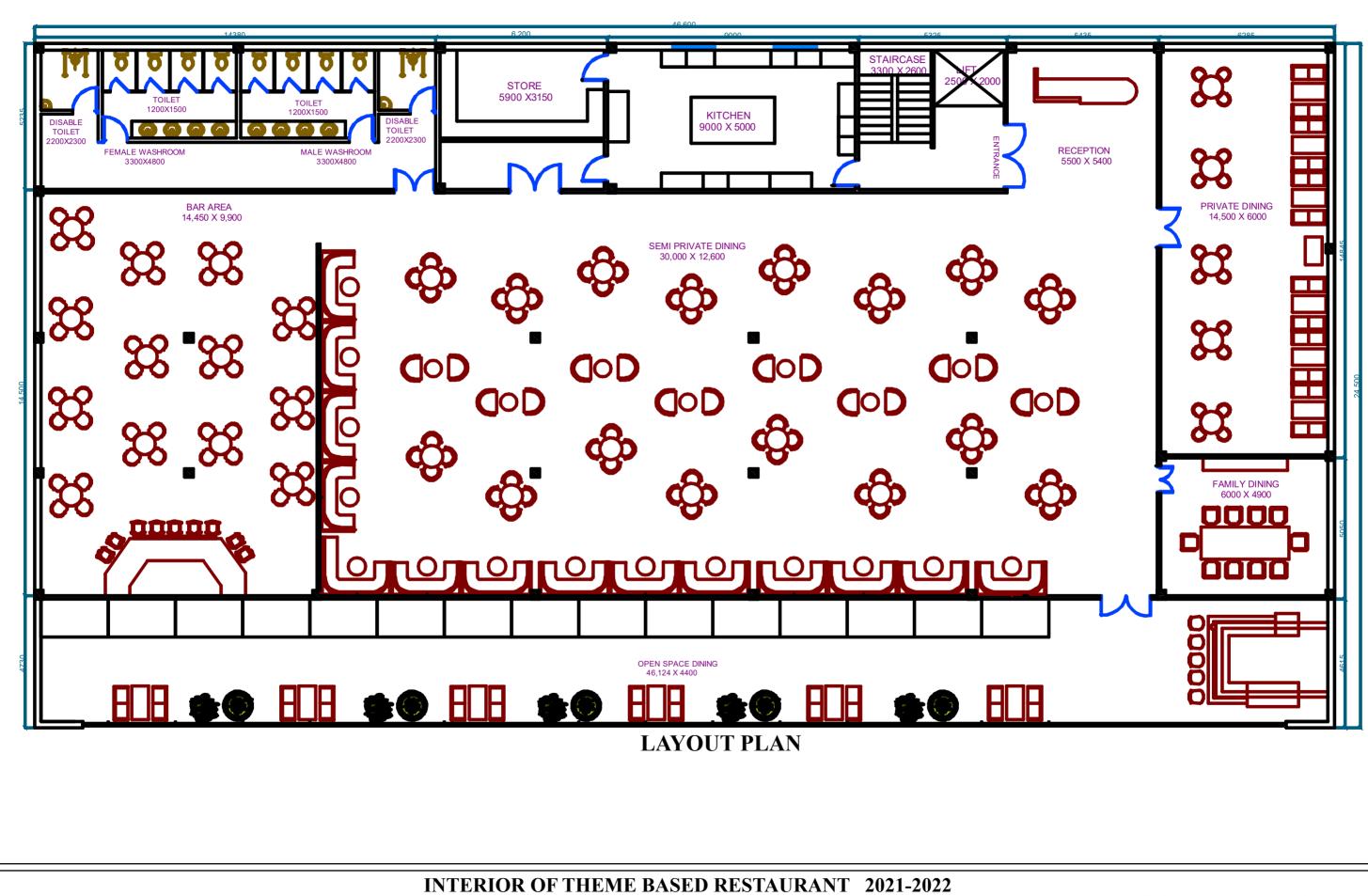
- <u>https://en.m.Wikipedia.org</u>
- <u>https://artcreative.me/5-key-elements-of-a-great-restaurant-interior-design/</u>
- <u>https://restaurant.indianretailer.com/amp/article/Market-Analysis-</u> <u>Restaurant.6041</u>
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- Neufert edition
- Time-Saver
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- https://www.archdaily.com/900326/habanera-proyecto-singular

2021-2022

# CONCLUSION

I hereby declare that the work done in this thesis project is my own work and I have collected the data from various sources, which I have duly acknowledged in my report.

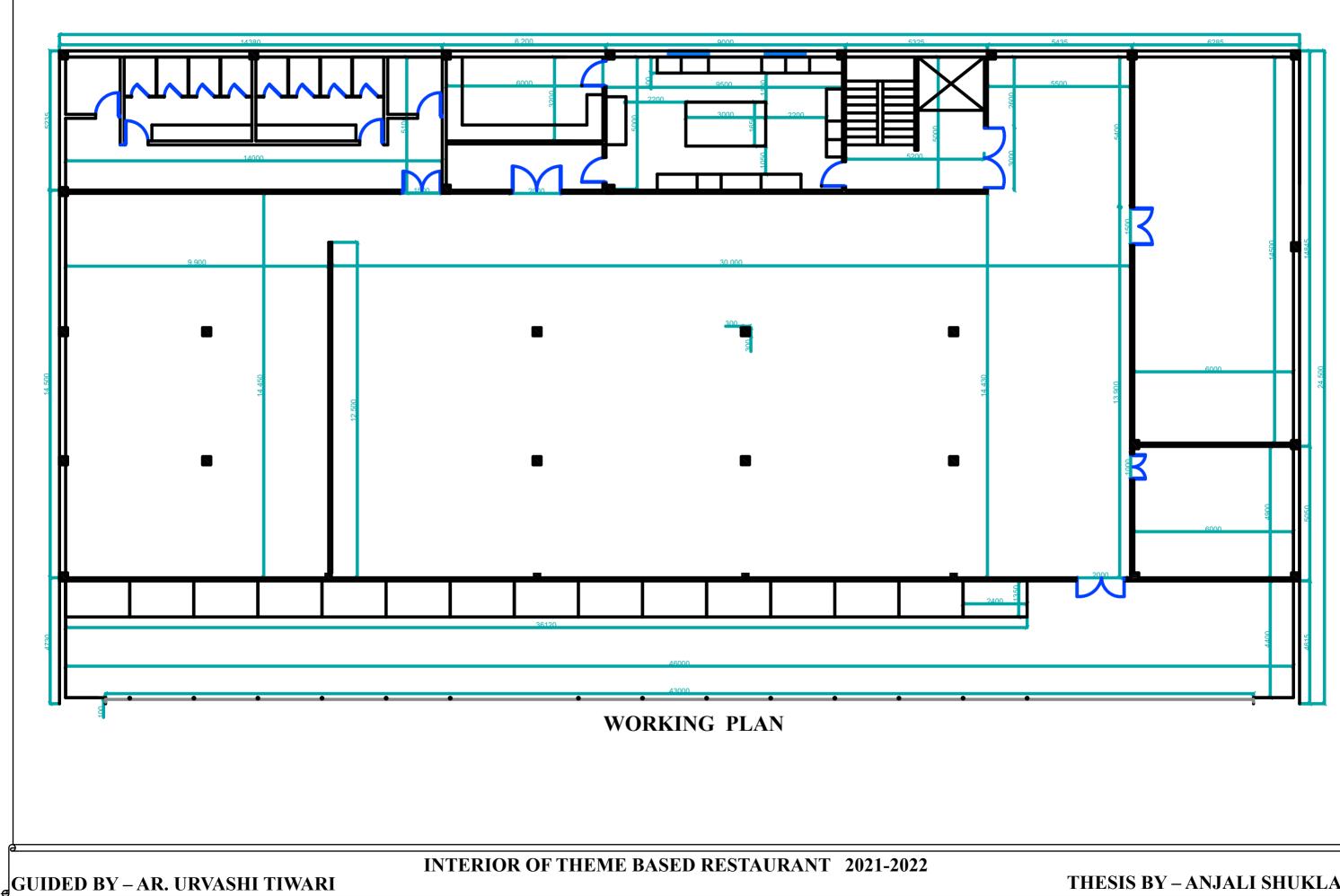
Date: Place: Lucknow Anjali Shukla B.I.D (Interior Designing) Final year (2021-22) Roll no. 1180107005 School of architecture BBDU Lucknow



**GUIDED BY – AR. URVASHI TIWARI** 

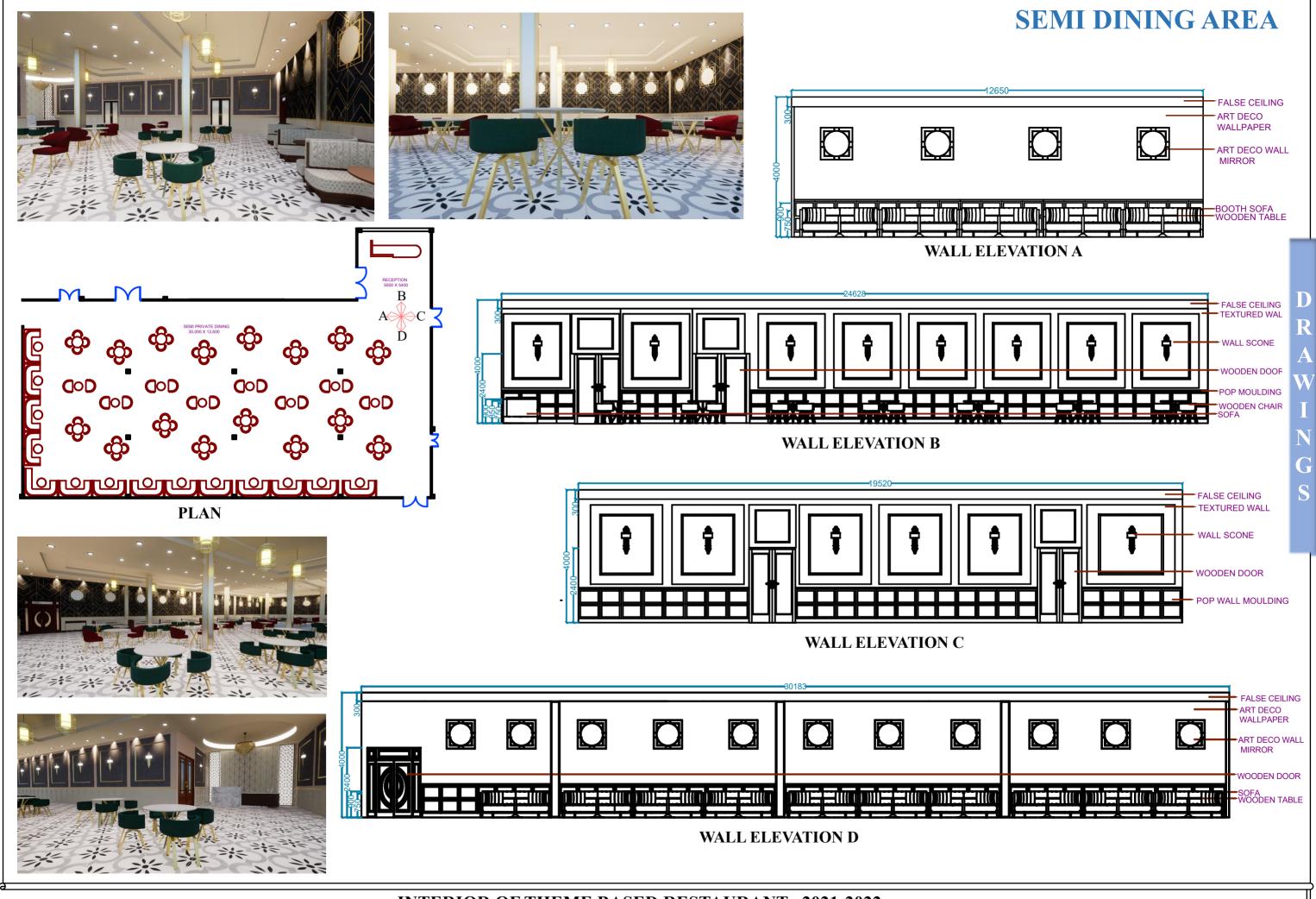
D R A W I S

THESIS BY – ANJALI SHUKLA



# THESIS BY – ANJALI SHUKLA

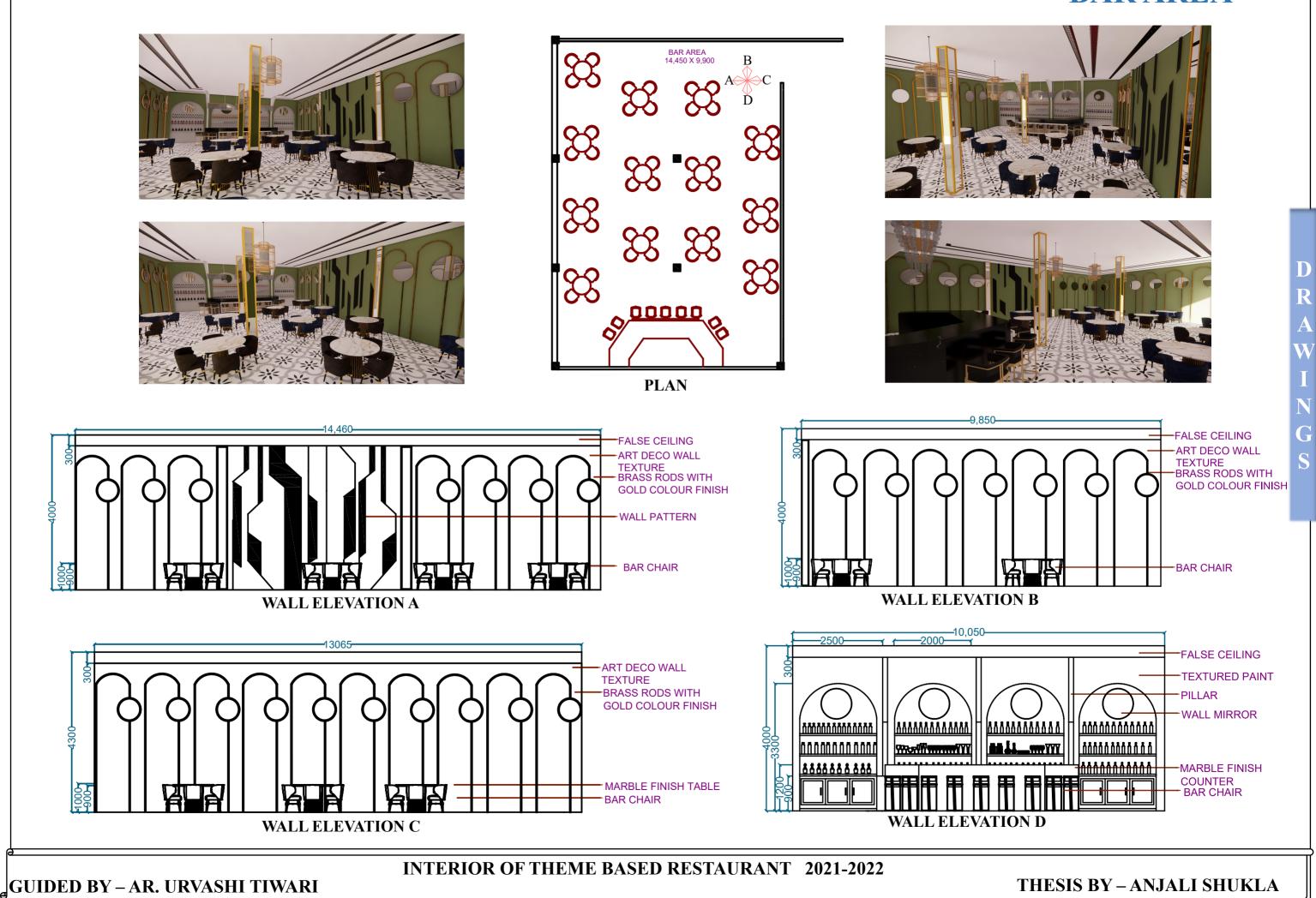
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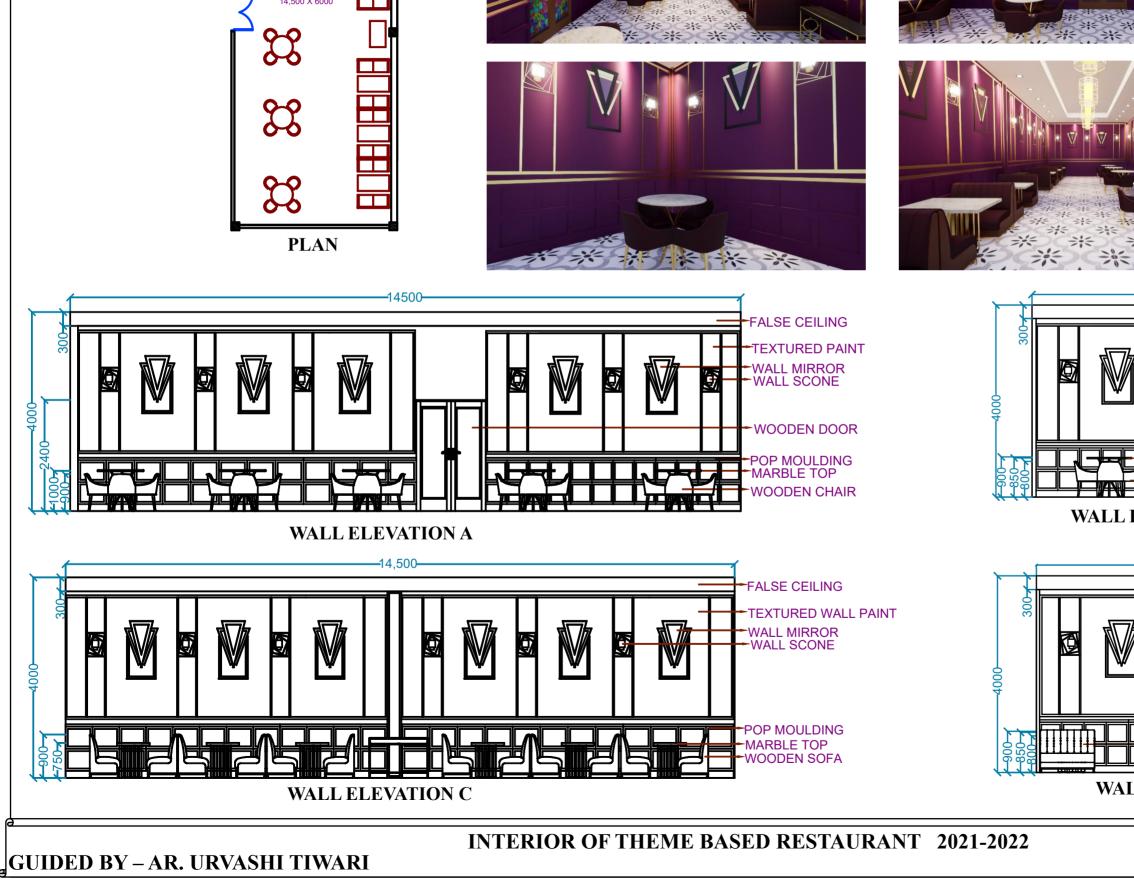
INTERIOR OF THEME BASED RESTAURANT 2021-2022

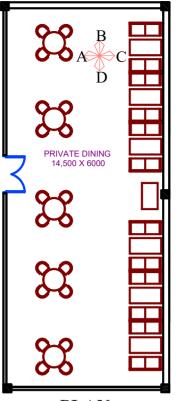
THESIS BY – ANJALI SHUKLA



# **BAR AREA**

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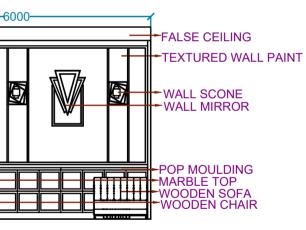




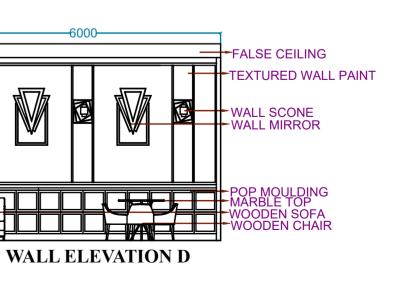




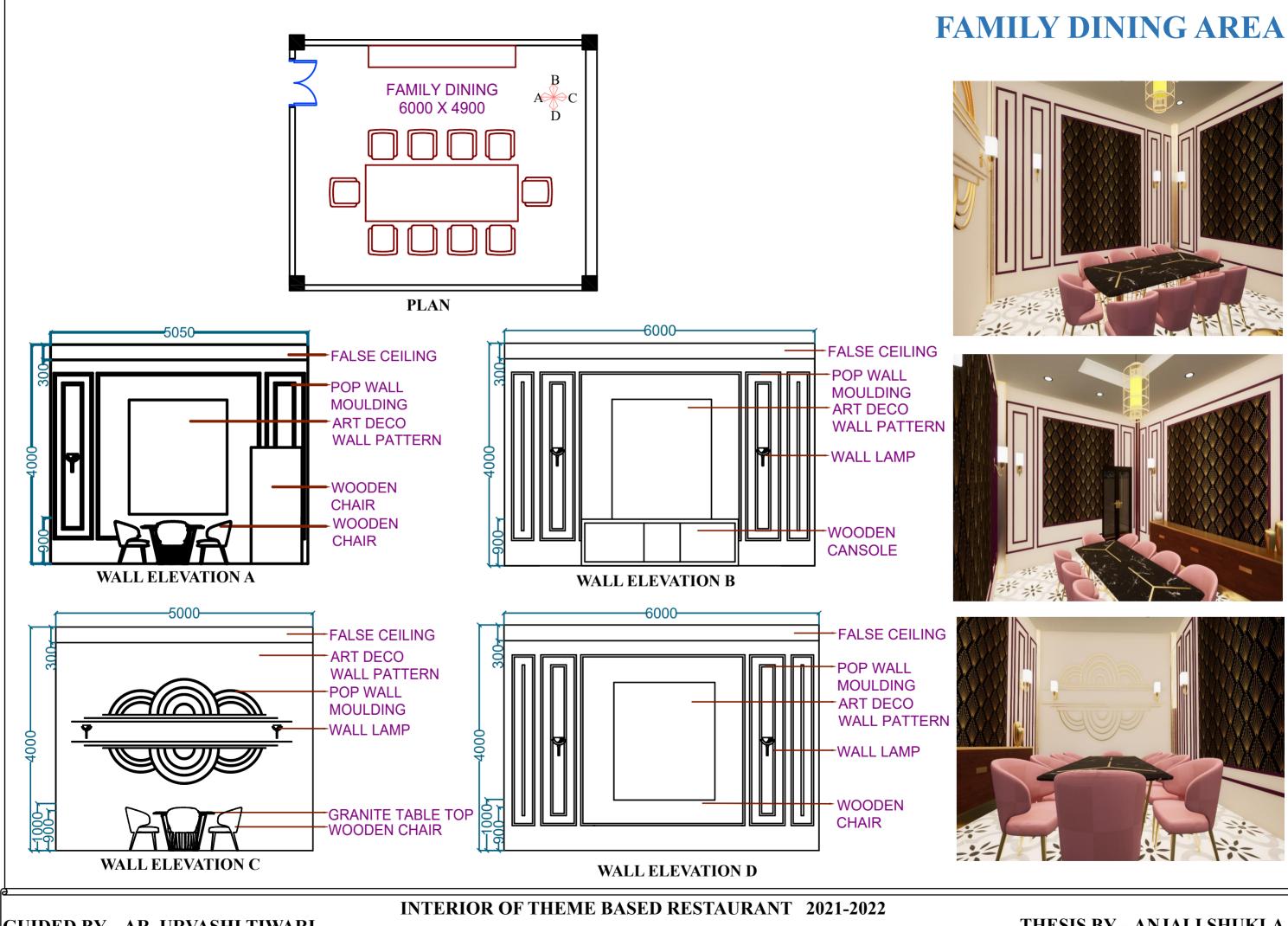
**PRIVATE DINING AREA** 



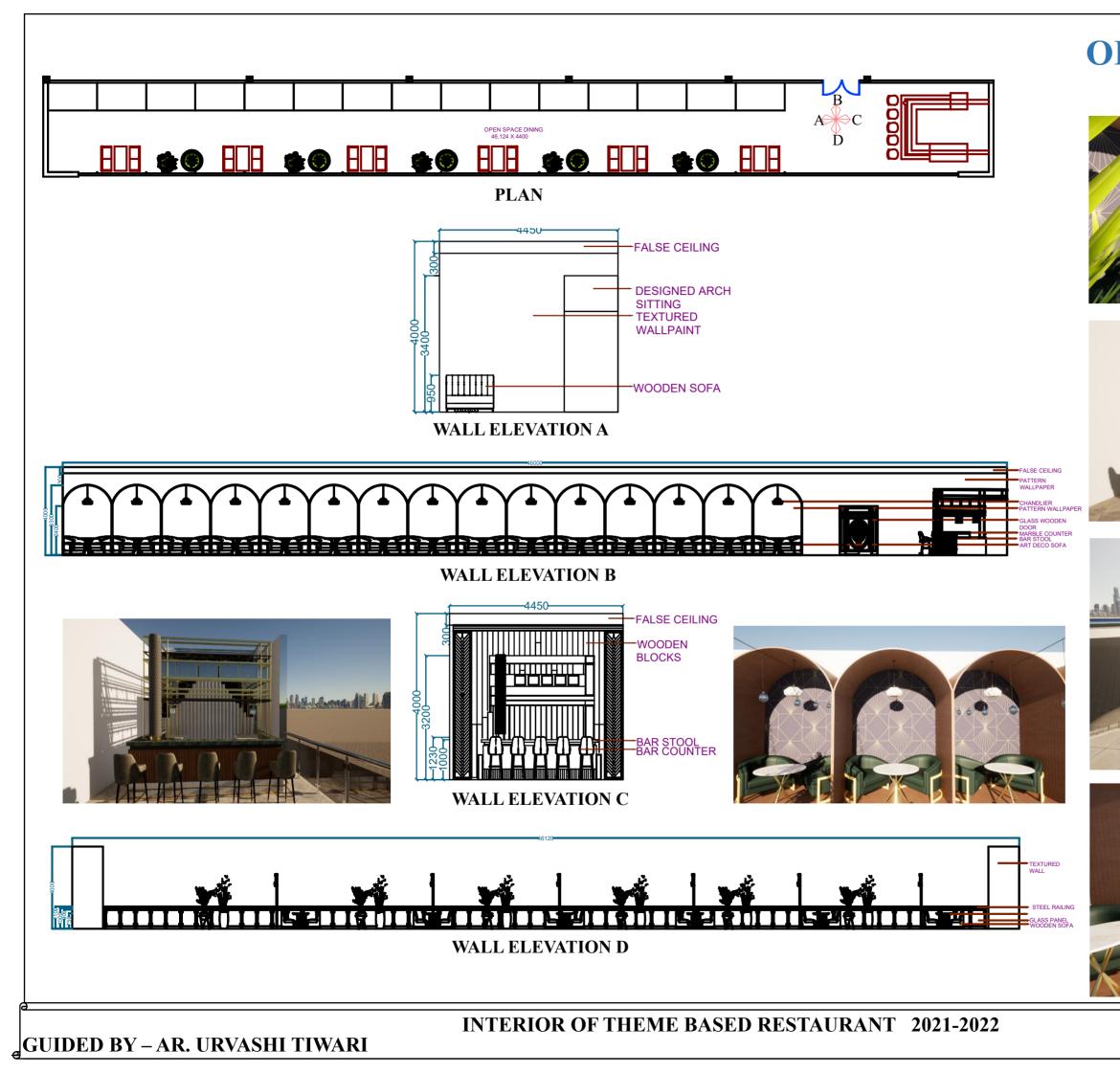
WALL ELEVATION B



THESIS BY - ANJALI SHUKLA

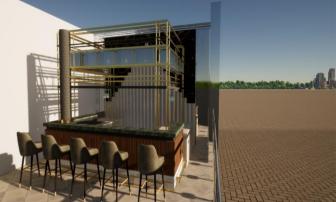


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## **OPEN DINING AREA**

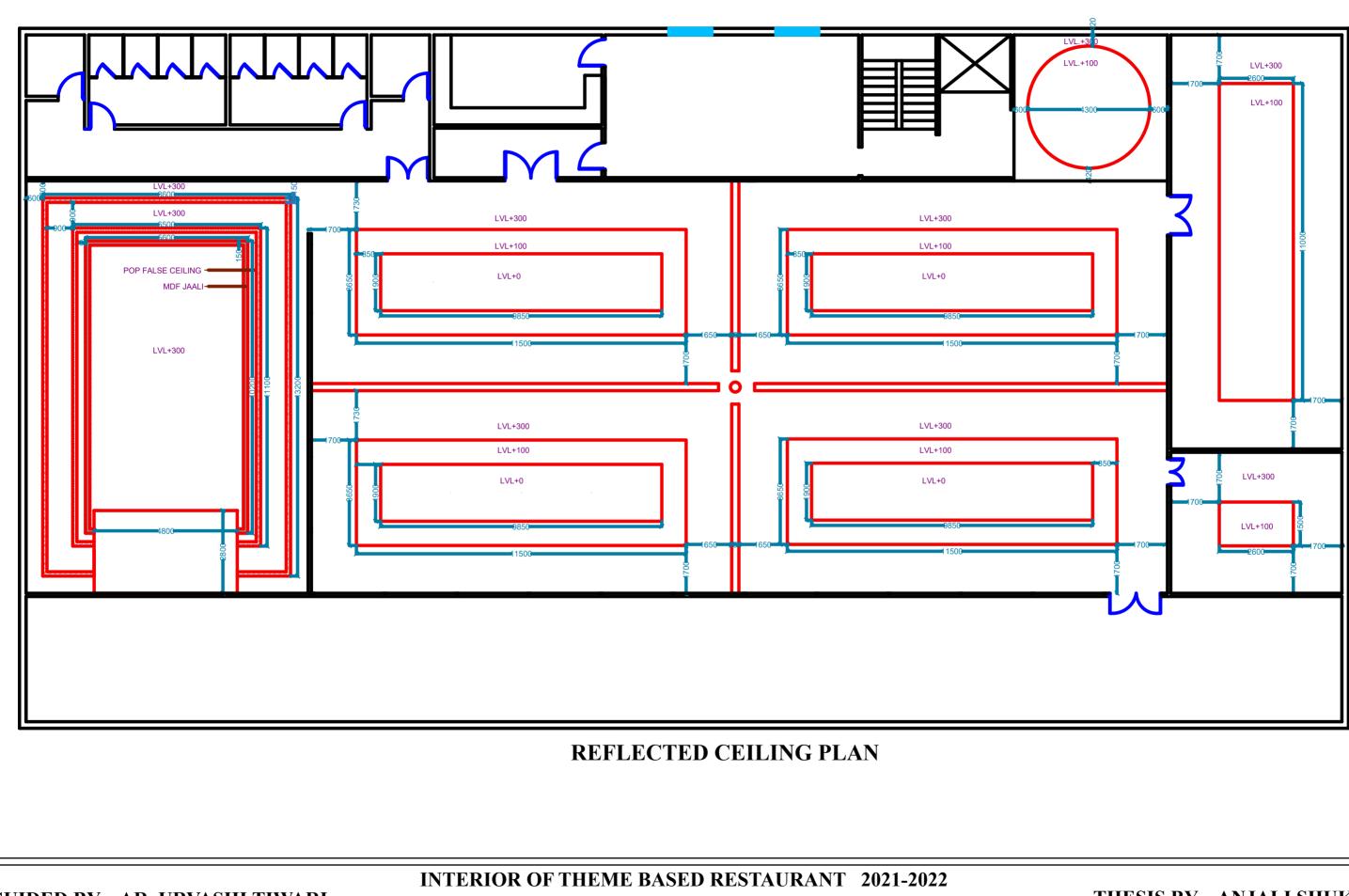


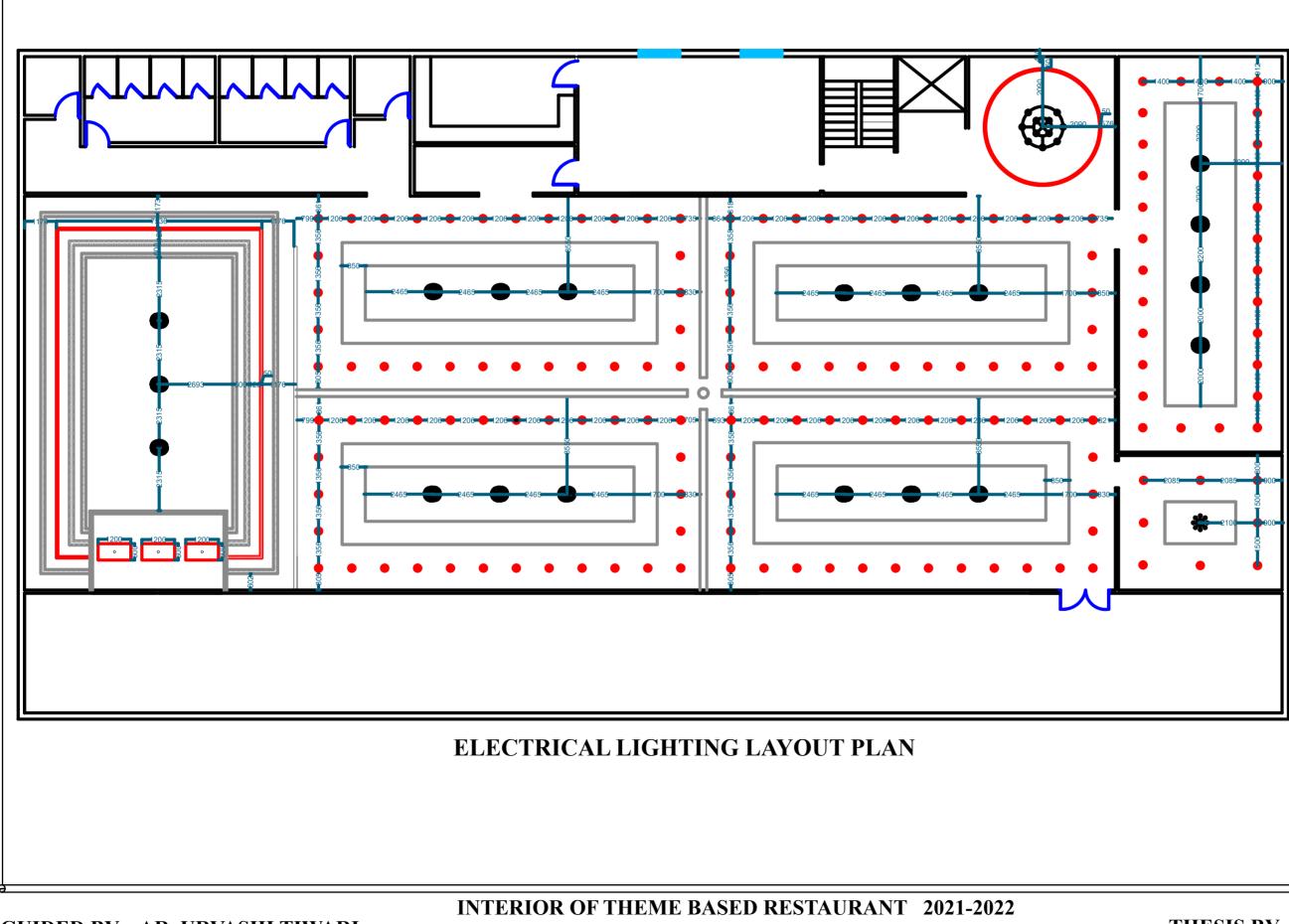






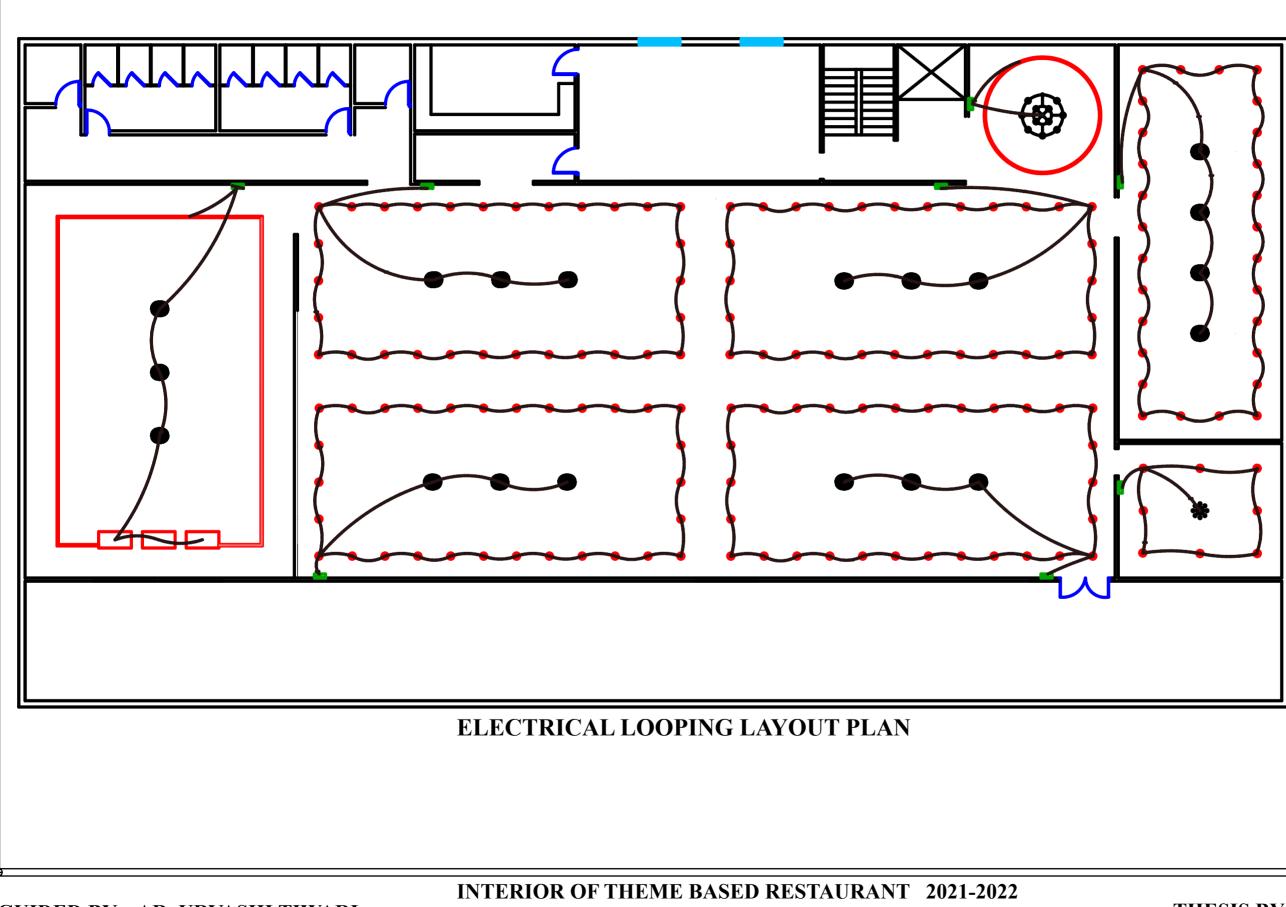
## D R A W I N G S





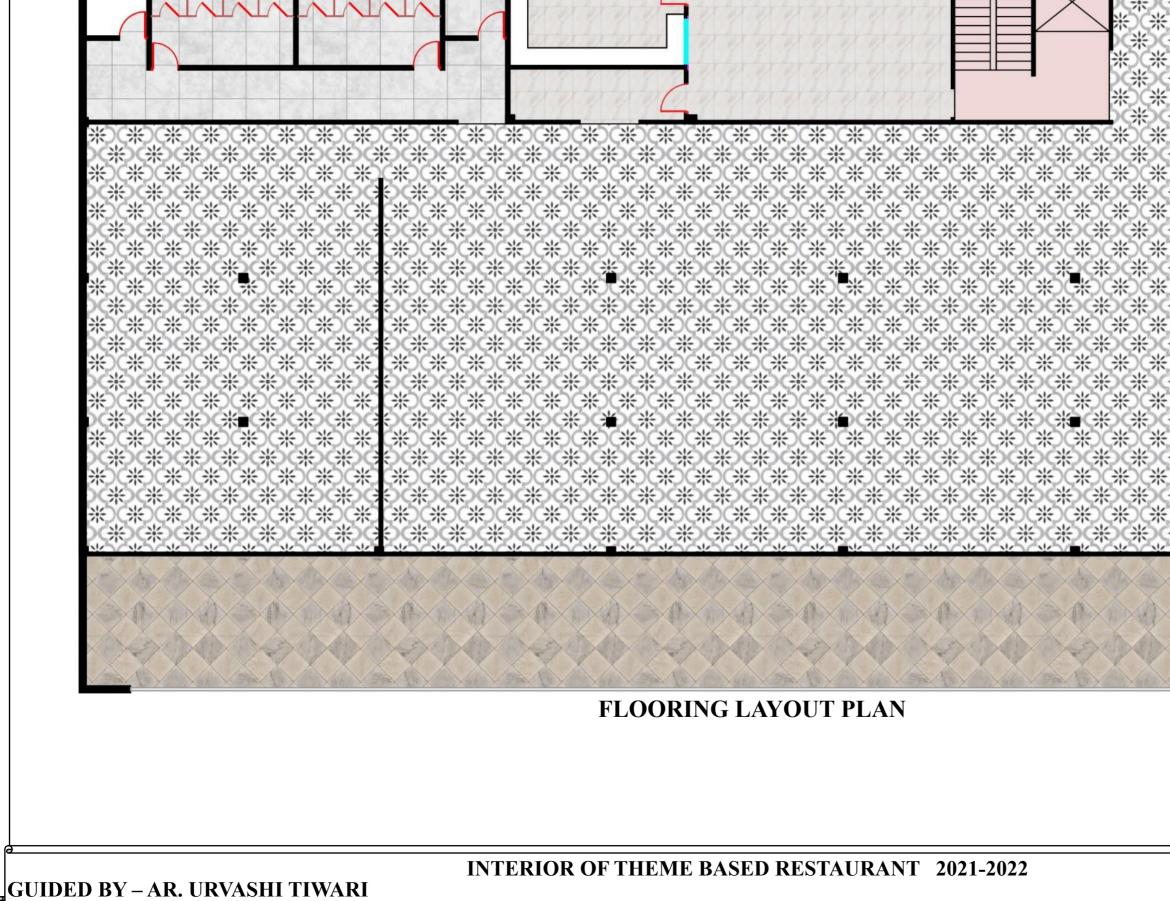


LEGEND			
SYMBOL	DETAIL		
•	Cab Light	Ceiling ht.	
٠	Pendent Light 1	Ceiling ht.	
	Pendent Light 2	Ceiling ht.	
•	Chandlier 1	Ceiling ht.	
*	Chandlier 2	Ceiling ht.	
	Cove Light		
-	Switch Board	4' 2'	



LEGEND		
SYMBOL	DETAIL	
•	Cab Light	Ceiling ht.
٠	Pendent Light 1	Ceiling ht.
	Pendent Light 2	Ceiling ht.
۲	Chandlier 1	Ceiling ht.
*	Chandlier 2	Ceiling ht.
	Cove Light	
-	Switch Board	4'2'

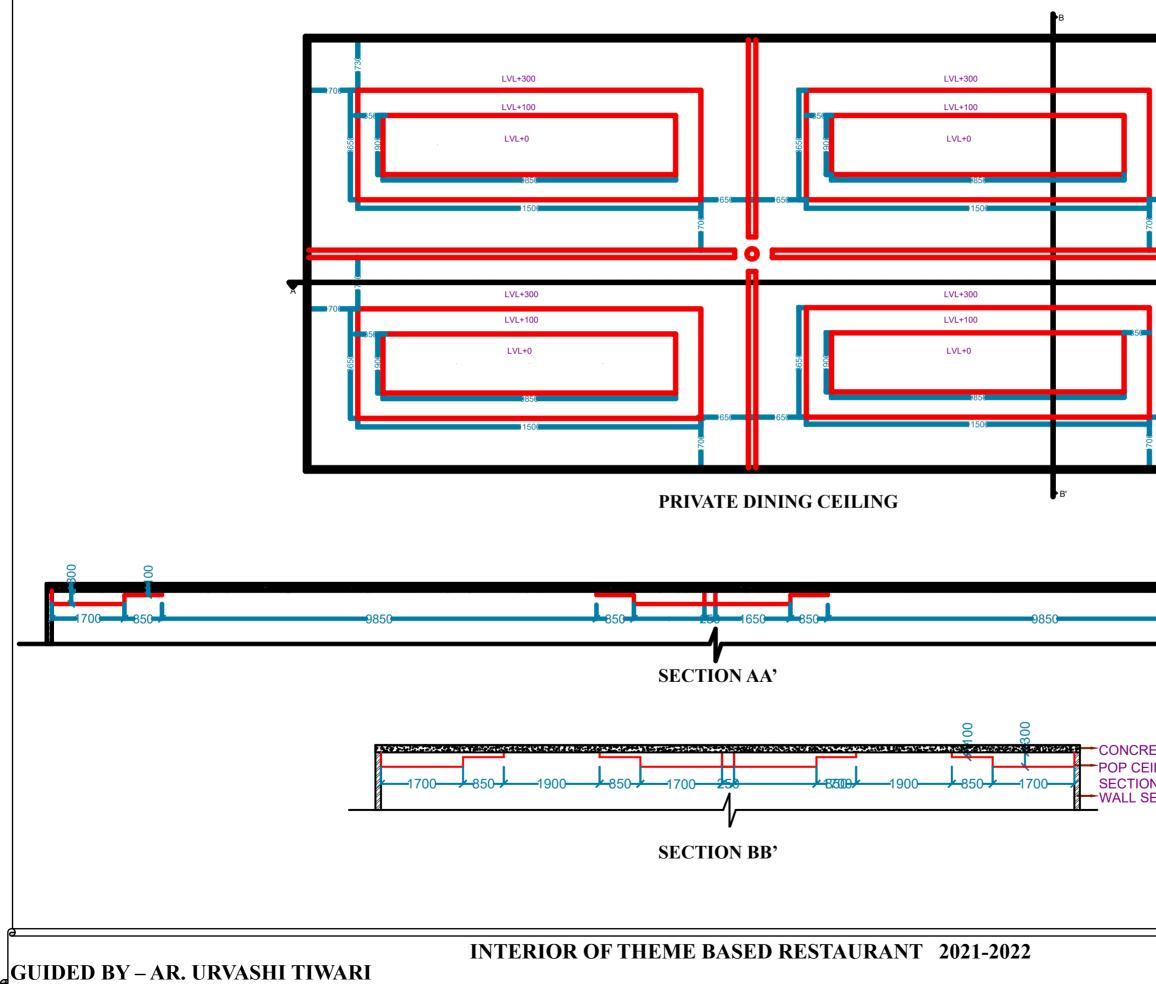
R A W I S

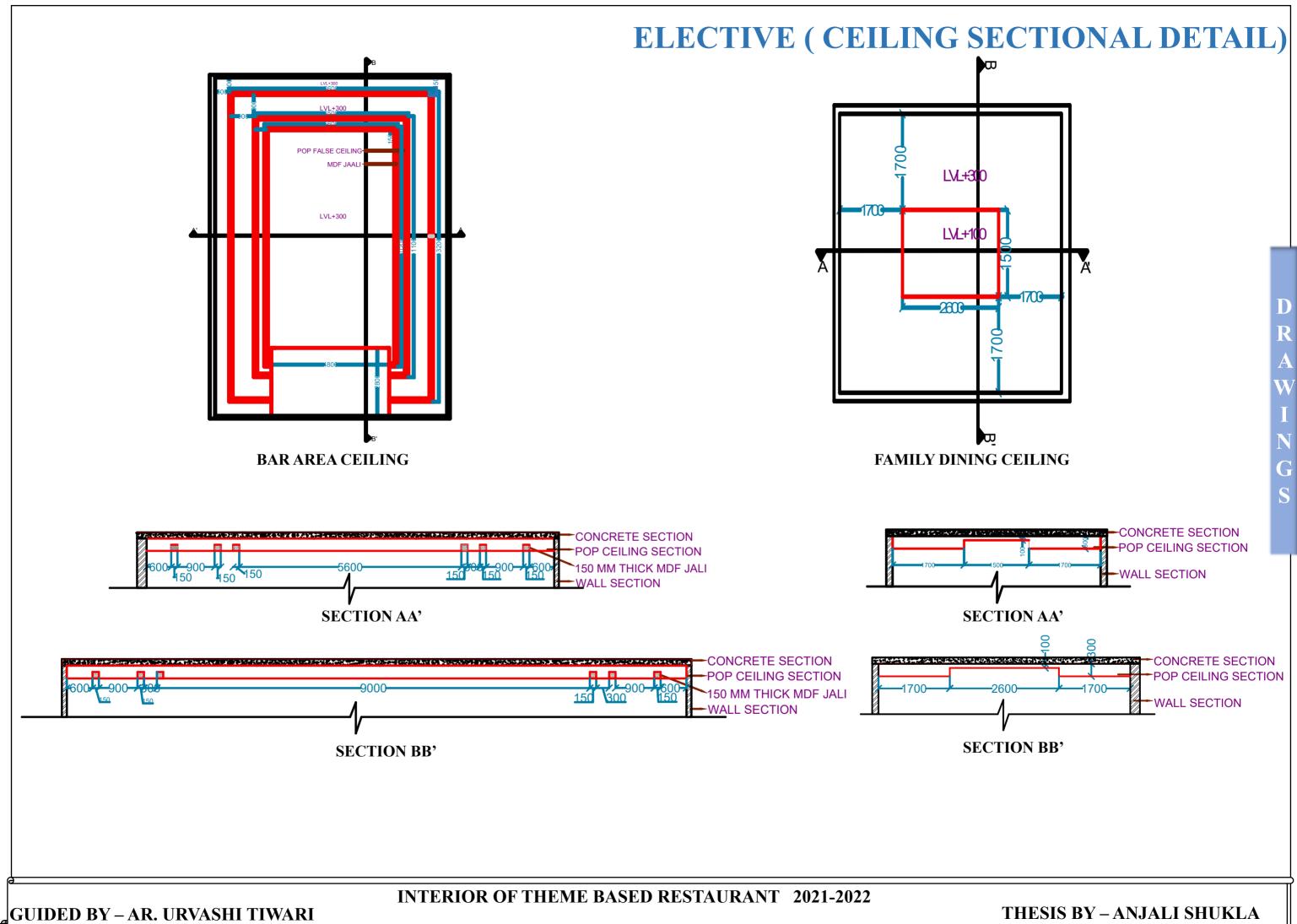


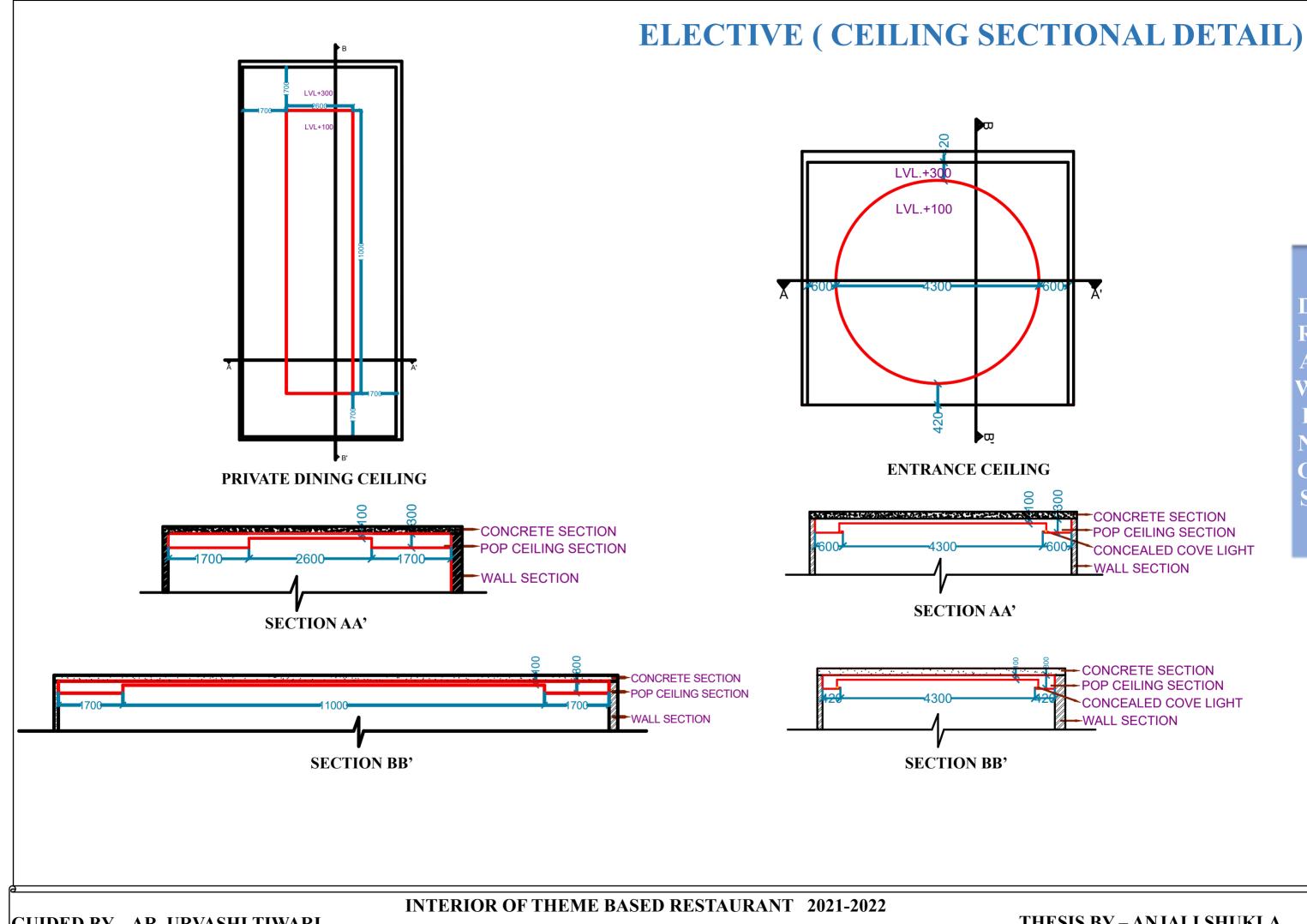
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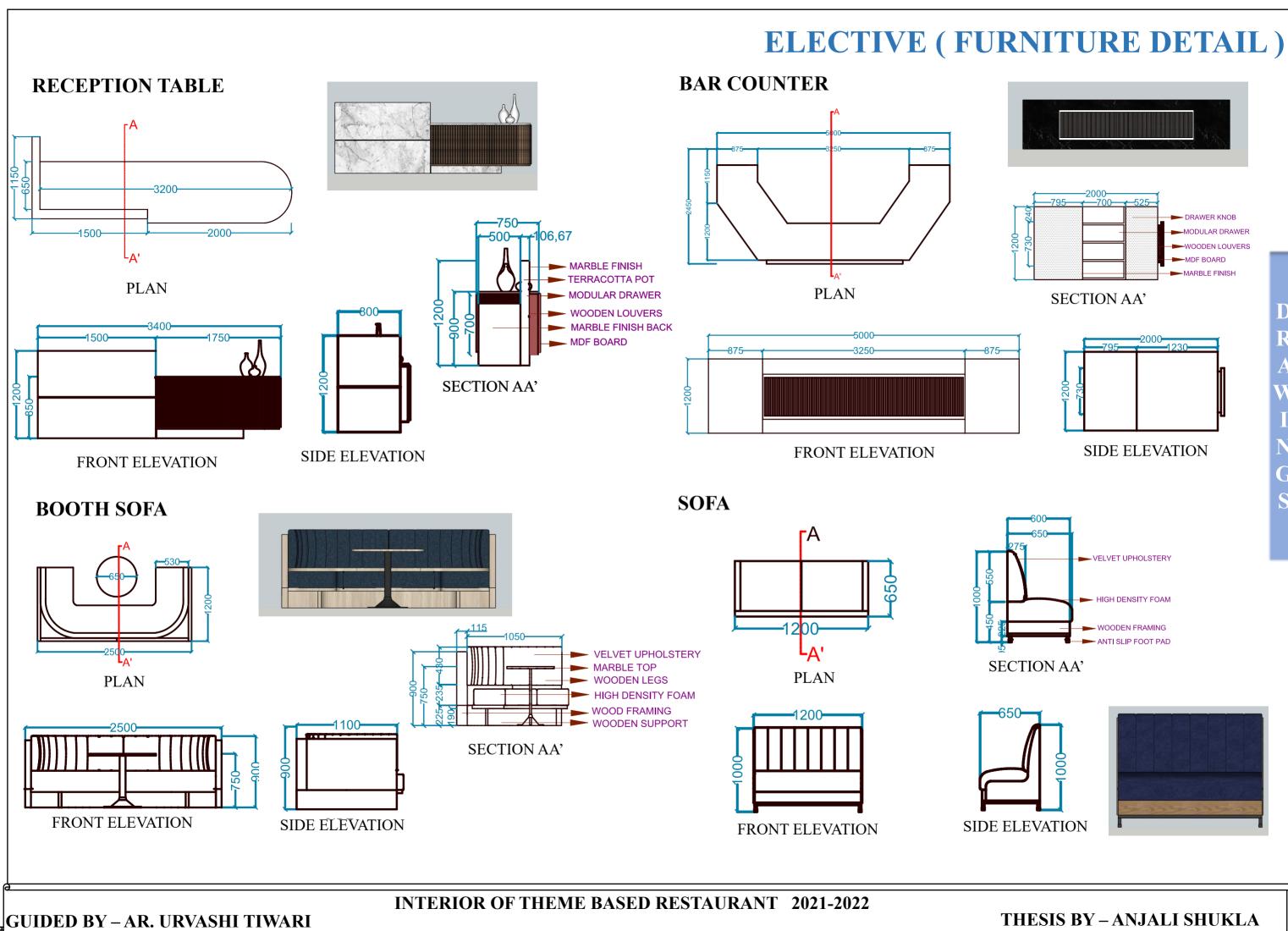
## D R A W I S

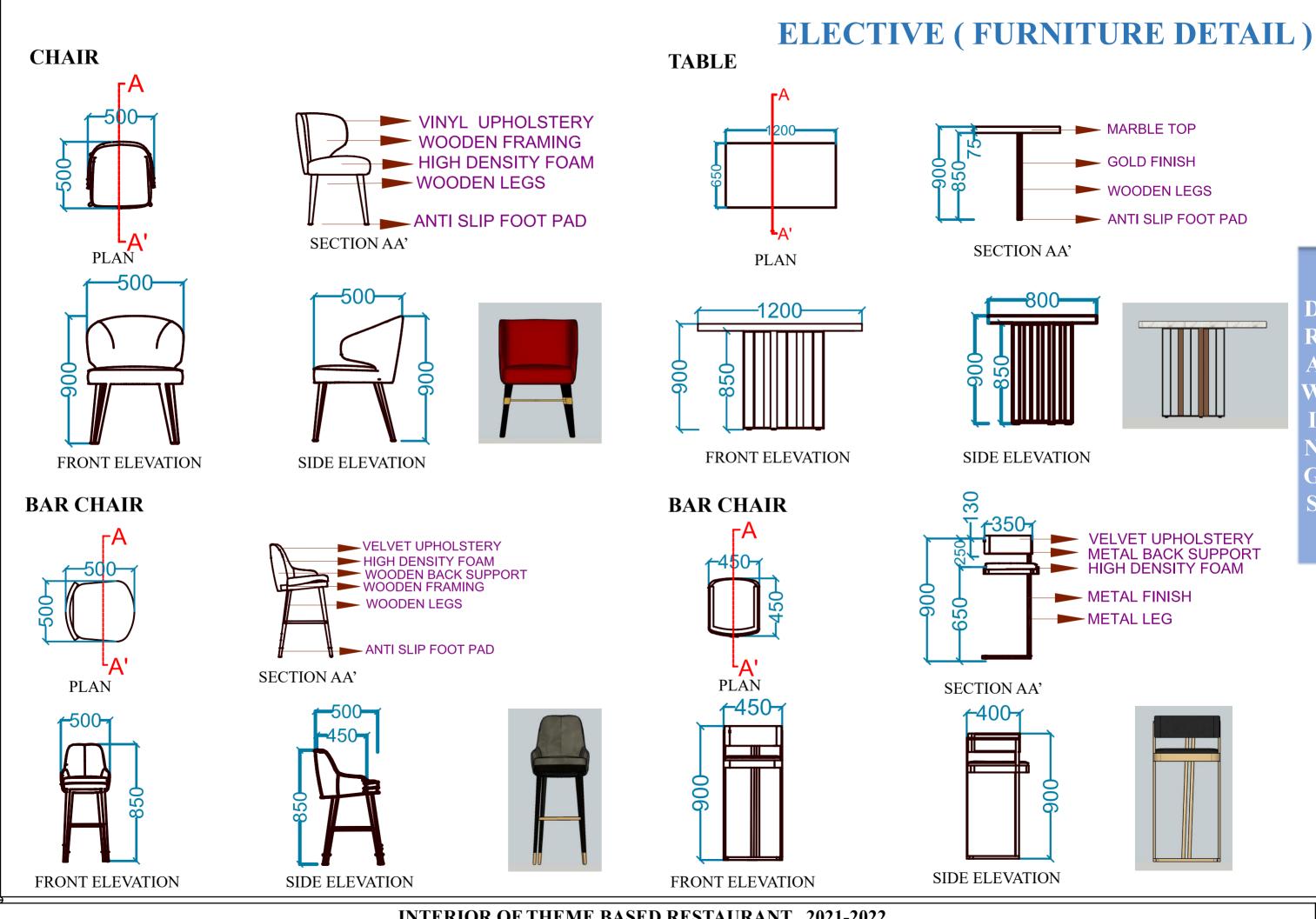
## **ELECTIVE ( CEILING SECTIONAL DETAIL)** LVL+300 LVL+100 LVL+0 LVL+300 LVL+100 LVL+0 G S 8 CONCRETE SECTION POP CEILING SECTION WALL SECTION CONCRETE SECTION POP CEILING SECTION WALL SECTION -1700 THESIS BY – ANJALI SHUKLA











**INTERIOR OF THEME BASED RESTAURANT** 2021-2022

