

Restaurant Design in 2000's: A Philosophical, Artistic and Socio-Cultural Analysis

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Article History

Received: 02.12.2020

Accepted: 13.03.2021

Keywords

Art
Design
Modernism
Postmodernism
Restaurant design.

Abstract

Art is defined as a set of phenomena in which individuals reflect their thoughts and attitudes. The fact that the individual is a social being proves that he is dependent of the developments in the society. Design which is a product of art, is affected to philosophical, cultural and sociological structure of the society. The study's aim is examining the restaurant design styles in 2000's and explaining which philosophical and socio-cultural factors have affected to it. The study is theoretical. In the study firstly philosophical and socio-cultural structure of society and art movements in 2000's were described and restaurant designs trends were tried to explained with these factors. As a result, it is seen that modernization, postmodernization, globalization and technological developments are some factors that have affected to art and design understanding in 2000's. Minimalism, Maximalism, Retro, Vintage, Neo-Platism, Eclecticism, Pop Art, Neoclassism, Archigram and Deconstructivism are related to these developments. On the other hand, in restaurant's design context, cuisine movements and nutrition trends as other socio-cultural factors are effective. It can be said that Minimalist, Industrial, Futurist, Neoclassical, Rustic, Retro, Maximalist and Eclectic restaurants are related to these factors.

Article Type

Review Article

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INTRODUCTION

Individual is a social entity and his thoughts and attitudes are affected to the developments in society (Cohen, 1998). Art is way of expressing thoughts and attitudes also (Galanter, 2003). With modernization at the late 18th century, art have had opportunity for mass applying at the urban and focused on interior spaces. Since this date, the developments in society have reflected to interior design (Jarvis, 1980). On the other hand, living in urban and working exterior which emerged with modernization, brought the phenomenon of eating out. It caused the proliferation of the restaurants additionally (Gazillo, 1981). In literature, although many studies about restaurant design which examined it related to the target audience of the restaurant, the number of potential customers, the type of service, and ergonomic factors (Ramseook-Munhurrun, 2012; Gentzler and Smither, 2012; Kim and Kim, 2004), there are limited study about philosophical and socio-cultural developments in society and its impact to it (Baraban & Durocher, 2010). The aim of the study is examining the philosophical and socio-cultural developments in the 2000's and explaining art and restaurant designs with context of these developments. The study is theoretical. In the study first philosophical and socio-cultural developments in society have affected to art are described in 2000's then restaurant designs trends were tried to explained with these factors. With the study, it is aimed to contribute to restaurant literature as interdisciplinary study and food and beverage sector as restaurant practice.

Philosophy, Art and Design in 2000s

The philosophy of modernism, which emerged at the end of the 18th century, used the nature, intellect and science in order to reach the right and beautiful. However, the idea achieving the ideal can be created by universal laws and rules has been the main problem of modernism (Larrain, 2013). The continuous evolution of the basic pyramid of philosophy, science and art destroyed modernism's science and art understanding. The economic and political consequences of World War II, the reactions to the governments and alternative solutions searching have caused to emerge postmodern philosophy and art. With postmodernism; art has ceased to be a social class phenomenon requiring forms and conditions and has become a timeless. Art has been an unconditional communication tool also (Eagleton, 1985).

The effects of postmodern understanding in art and design have continued to be seen in the 2000's (Gude, 2004). In contemporary architecture, Minimal, Neo-Plastic and Purist designs can be related to Modernism, as well as Eclectic, Pop Art and Neoclassical designs Postmodernism. Developing technology has highlighted to geometric and intertwined three-dimensional designs while Retro and Vintage trends in art, fashion and interior design have been longing for the past (VanEeenoo, 2011; Obendorf, 2009; Barron, Bernstein, Fort, Dear, Rodriguez & Fox, 2000). As a result, it can be said that, the reason of this timeless design approach is related to the identity problem. Today's conditions have brought not only the modernism's functional design understanding but also the needs of identity and image based on postmodernism (Smith, 1992; Featherstone, 1995).

Socio-Cultural Structure, Art and Design in 2000's

The modernism philosophy at the end of the 18th century brought many socio-cultural developments in to the society. The most important of these developments are modernization and urbanization which have been affective today (Bernstein, 1971). Modernization and urbanization have created many socio-cultural changes in society. Society has broken from nature, lived more indoors and communicated more less (Wan Dijk, 1993). Art has begun

to be concentrated indoors for the public. Additionally, with the information revolution in 20. Century, visual media products such as photograph, poster, banner have been seen as art. As a result, Pop-art designs and interiors have spreaded. (Walker, 2019; Lees-Maffei, 2008).

Globalization as a result of the information revolution has been other factor impacted art and and desing in 2000's In terms of reflecting a pluralistic culture of globalization, different materials, surfaces and techniques have begun to be used together in art and design. Eclecticism, Deconstructivism, Maximalism have manifested itself (Armstrong, 2009).

Last one technological developments have provided functionality and flexibility in interior spaces and Futurism and Archigram styles has used in interiors in 2000's (Sadler, 2005).

Restaurant Design in 2000's

Globalization and competitive environment in 2000's has encouraged restaurants to create an identity (Diefenbach, 1987). Postmodernism is dominant philosophical development in 2000's has supported this phenomenon also. Because of identity is perceived as a whole, interior design is an important element for restaurants. Interior design supports the menu and contribute to identity in restaurants (Timur Ögüt, 2008).

Restaurants have frequently used Rustic, Retro, Neoclassical, Industrial, Minimalist, Futurist, Maximalist and Eclectic styles in their design in 2000's (Finkelstein, 2013; Berghaus, 2001). It is possible to relate these styles to restaurants want creating an identity. Socio-cultural factors are cuisine movements and nutritional trends in society have effected to restaurant's identities and designs.

It has generally seemed that fast food rastaurants have Industrial design as well as restaurants served natural and traditional food have Rustic, Retro and Neoclassic design (Laudan, 2001) Restaurants served natural and traditional foods has used natural materials such as stone, wood and retro or vintage accessories in their design for support their identities (Ryder, 2005). Additionally, because of increasing obesity and diabetes that emerged with fast eating, restaurants have served less and healthy food and have used Minimalizm in their design.

Fusion cuisine movement as a result of globalization (Hall and Mitchell, 2000) and molecular cuisine movement as a result of developing technology (This, 2011) also have affected to restaurants designs. Generally restaurants served molecular food have Futurist design while restaurants served fusion food have Eclectic and Maximalist designs.

Kento, signed by the famous interior designer Masquespacio in Valencia have reflected to minimalism with its menu and interior design. The sushi restaurant has served healthy and raw food with small portion. Kento has contributed to its identity with simple and functional design also.



Image 1. Kento, Valencia (Kento, 2020).

As an other sample Fawiken Magasinet is located in Sweden. It has Michelin star. The Rustic restaurant has served food with their raw and natural form by natural service equipments. The restaurant used generally wood suitable with its ambiance.



Image 2. Fawiken Magasinet, Jarpen (Foursquare, 2020).

The Eklektik which is a popular restaurant in United States has successfully adapted to the pluralistic culture of globalization. The restaurant has served fusion food and has Eclectic style with its colors, furniture, service equipments, pictures and other decorative elements.



Image 3. The Eklektik, Downtown Lake City (Foursquare 2020)

Another popular and Michelin starred restaurant in Paris Le Grand Vefour has harmonized its menu and interior design. The restaurant has served special traditional food and reflected Neoclassical design with its golden reliefs, patterned ceiling, artistic paintings and service equipments.



Image 4. Le Grand Vefour, Paris (Le Grand Vefour, 2020)

As example of molecular restaurants Moonflower Sagaya is in Japan. The restaurant has served food prepared with molecular cuisine technique and entegred the techonology also to its service and interior design successfully.

In the restaurant the customers have eaten their food in multi-sensoried dining room. The restaurant has used visual and olfactory effects in dining room and created the unique experince for customers.

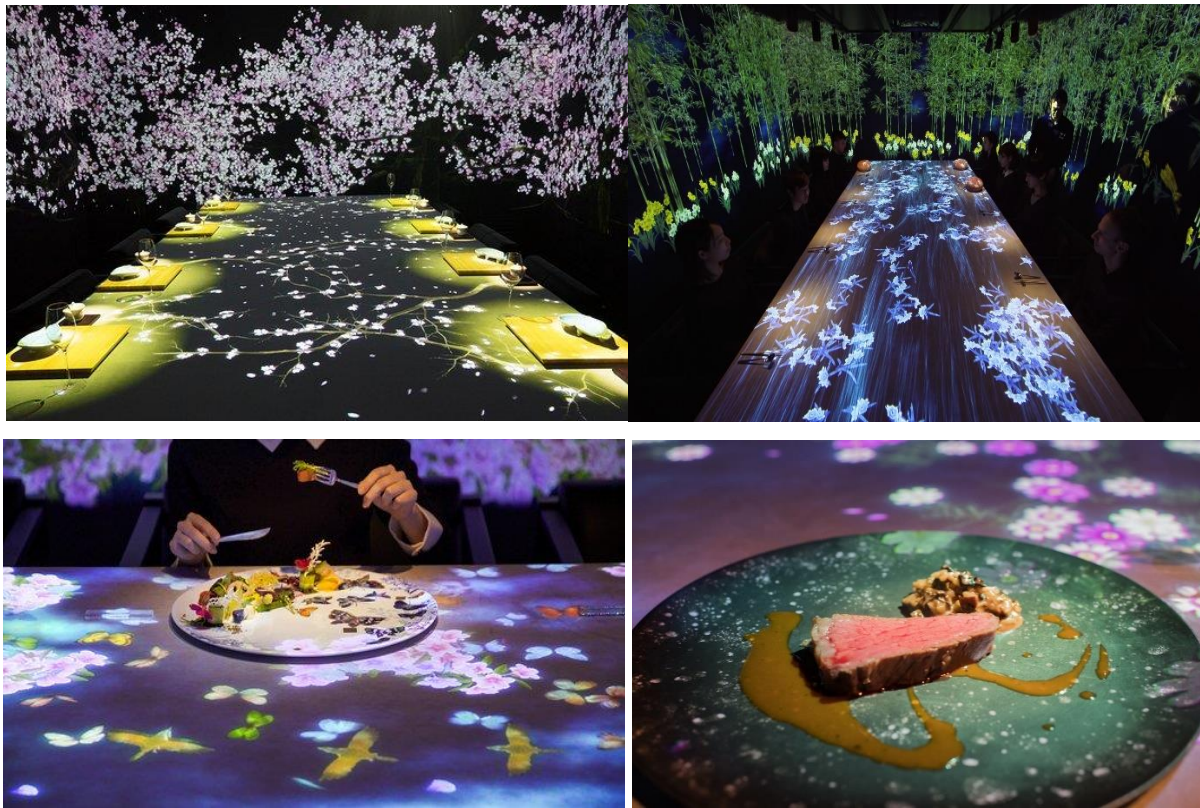


Image 5. Moonflower Sagaya, Ginza (Tripadvisor, 2020).

Conclusion

Individuals are social and they are affected to philosophical and socio-cultural developments in society. Art and design as products of individuals are affected these developments also. Interior design is seen as an important elements for restaurants to create an identity and competitive environment and postmodernism in 2000's has encouraged to restaurants creating an identity. In this context, in the study, restaurant designs in 2000's were examined with philosophical, socio-cultural and artistic developments in society.

As a result, it can be said that different and timeless designs have emerged with modernism and postmodernism. Modernization, globalization and technological developments has directed to art and design also. Minimalism, Eclecticism, Maximalism, Retro, Vintage, Neo-Platism, Eclecticism, Pop Art, Neoclassism, Archigram, and, Decostructivism have been seen generally in the art. On the other hand, restaurants designs are influenced from nutrition trends and cuisine movements because of cuisine is other socio-cultural phenomenon. In this context; industrial designs have come to forefront in fast food restaurants, minimalist designs have come to forefront in restaurants served less and healthy food, rustic, retro and neoclassical designs have come to forefront in restaurants served natural and traditional food, futurist designs have come to forefront in restaurants served molecular food and eclectic and Maximalist designs have come to forefront in restaurants served fusion food.

When the literature is examined, the studies of restaurant design are limited according to the restaurant practices. Interdisciplinary studies related to restaurant design are very limited additionally. If the suggestions are given to the

literature, restaurant designs should be examined with different research techniques and restaurant practices should be searched with different aspects.

Finally, the study has some limitation. In the study restaurant designs in last years examined, secondary sources are used and philosophical and socio-cultural developments related to restaurant design are discussed.

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