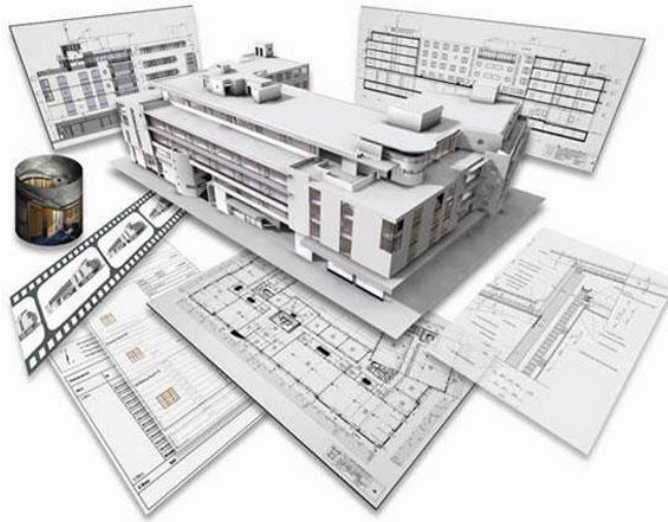


METODA PERANCANGAN ARSITEKTUR II

PERTEMUAN KESEMBILAN + DUKUNGAN MULTIMEDIA + DISKUSI



APLIKASI PEMOGRAMAN PADA PROYEK (WORKSHOP)

- RESTAURANT IDEAS AND RESTAURANT ARCHITECTURE (IDE TENTANG RESTORAN DAN ARSITEKTUR UNTUK PERANCANGAN RESTORAN)

Sebelum masuk ke substansi *workshop* pada pertemuan hari ini ada baiknya saudara berkunjung ke situs ini http://www.locusarchitecture.com/for_hire/programming.html yang mempertegas langkah-langkah yang harus ditempuh pada proses perancangan fasilitas.

Berikut adalah sebuah contoh “perancangan” berdasarkan hasil pemrograman. Ide restoran dan ide arsitektur. Proyek ini tidak hanya berlaku untuk restoran saja akan tetapi seluruh proyek bisnis yang bergantung kepada *SIGNS* untuk menarik perhatian para pelanggan.

Bentuk *marketing* tertua adalah dengan cara menyediakan *sign* untuk mengumumkan “siapa kita” dan “apa yang harus kita jual”. Demikian pula iklan di koran, radio, dan televisi semuanya baik untuk diterapkan, apabila dana yang tersedia cukup, akan tetapi semua bisnis yang menyediakan pelayanan kepada publik membutuhkan sebuah *sign*.

Kita boleh saja berfikir bahwa sebuah restoran yang memiliki nama dan logo katakanlah Mc Donalds hanya menerapkannya begitu saja dan para pelanggan akan datang dengan sendirinya. Ternyata di balik itu semua terdapat sebuah pengetahuan yang disebut sebagai “*science to a good sign*”.

Restoran dan retail yang sukses memiliki 2 elemen yang sama yaitu siluet dan warna yang dominan.

- *Silhouette* – Siluet, adalah pada saat suatu benda pada jarak tertentu mulai terlihat. Kondisi tersebut menimbulkan kesan bahwa kita dapat mengenali

bentukan luar (*outline*) sebelum detil-detil dapat terlihat. Siluet dapat disebut *secondary order*, sedangkan detil dapat disebut sebagai *primary order*.

- *Dominant Color* – Hal berikutnya yang akan dilihat pelanggan setelah *outline* adalah warna dominan. Starbucks dan Target keduanya memiliki bentuk yang sama, sebuah lingkaran sederhana, akan tetapi memiliki warna masing-masing Target merah dan Starbucks hijau.

RESTAURANT IDEAS

A. RESTAURANT IDEAS – 10 TIPS FOR A GREAT PLAN

Daftar ini ditujukan bagi panduan profesional bagi ide-ide restoran, rancangan dan arsitektur. Meskipun sasarannya arsitek dan para desainer, namun masyarakat pun dapat mempelajarinya. Ide-ide bagi rancangan restoran ini bersifat universal dan sebaiknya diterapkan pada seluruh restoran tidak bergantung kepada jenis restoran bersangkutan. Baik *fast food*, *a bare-bones restaurant*, *a plain sit down diner* or *a full-service restaurant*, dapat mengadopsi ke 10 ide ini. Daftar ini bukan daftar *trend* bagi desainer dan arsitek, karena menghindari selera dan hanya fokus kepada kebenaran yang tidak dapat dirubah pada desain dan arsitektur. Daftar ini ditujukan pula bagi *food service professionals*, *restaurant architects* and *restaurant designers*. DESAIN yang BAIK merupakan jenis PEMASARAN yang TERBAIK pula.

1. **HAVE GOOD QUEUE SPACE** – Queue space is floor area in your restaurant dedicated to having customers wait. In the design phase of developing your plan draw a line around the space where diners are expected to wait to be seated or give their order. Then confirm is this space big enough to hold your restaurants biggest surge of customers. Ask would a crowd of customers clog up the works, can the public still get in and easily get through to meet other diners? Now a little crowding can be a good thing it tells people 'business is good, this place must be successful, the cook must be talented' but don't let it become uncomfortable.
2. **HAVE A CLEARLY DEFINED RECEPTION** – When people come in your restaurant be clear where they will find service. A sit down restaurant will need to identify a hostess. A is fast food restaurant need to identify where to order. This can be a traditional stand, an order window or a shelf on the wall, but it must be clear to the customer. Ask yourself 'from the front door can I see it, is it recognizable?' A customers awkwardly wander around with no idea what to do is not what you want in your restaurant
3. **PROVIDE A GOOD TABLE MIX** – A while back I got a restaurant plan from a client that they did in house and the had a ton of seats is a small space. When I looked at it the only had round six tops. (Table that seat 6 customers). Now the seats per square foot was great but the reality is that when groups of less than 6 came in the would rapidly run out of tables for customers. 2 people at a big table feels awkward to diners. Mix the tables sizes. You will have to analyse the customer you are marketing to and provide the right blend of tables for your diners. Family restaurants need more 6 tops, date restaurants need more 2 tops.
4. **PROVIDE SPACE TO STORE HIGH-CHAIRS** – Many times I go into family restaurants and see boosters and high-chairs piled up in a corner. If you are going to have them put them in the design from the beginning. Don't wait until the restaurant is built and then find some place. I recommend you build a niche up front so customers can pick them up on the way in to the restaurant and not have to stand around waiting.
5. **PAY FOR A KITCHEN DESIGNER** – Now read that carefully if doesn't say have a kitchen designer is says PAY for one. There are a lot of restaurant equipment suppliers out there that will design your kitchen "for free". You pay for the design by buying there restaurant equipment. Don't do this. Instead hire a professional to design the kitchen you need. Otherwise a salesman will design your kitchen and steer you to equipment

that has the highest profits. Is a salesman ever going to tell you that you don't need that? Higher a Kitchen Designer who doesn't get a commission from the sales of equipment. The kitchen will be cheaper and better tailored to meet your needs. Like Warren Buffet says "don't ask the barber if you need a haircut".

6. SPREAD OUT THE POINT OF SALES LOCATIONS – When customers ask for the check they want it now. Don't make the server trek across the restaurant to get it. When a diner gives up their credit card they get nervous if its gone to long. So spread out the POS in a full service restaurant.
7. DON'T MAKE BLIND SPOTS – Sometimes you want to give tables a little privacy. Don't make tables that servers can't easily see. Many restaurants have tables that seem nice tucked back into a niche for customers. The reality is that servers can't scan a restaurant to see who might need something but instead have to make a special trip to check up on a table. When things get busy do you think those hidden tables get checked often enough? How do those customers feel?
8. THE THERMOSTATS GO IN THE MANAGERS OFFICE – A restaurant is never cool enough for the food service professionals and often too cool for the customers. Out in the dining area put sensors but the controls for the heating and cooling should be in the restaurant managers office under lock and key.
9. PEOPLE COMING WITH STUFF – Customers wear coats and diners carry umbrellas. This is an important idea everywhere especially in northern climates. Have coat racks or hooks as part of the design.
10. HAVE SMARTER STORAGE – Restaurants need to work on a First In First Out basis FIFO. This is a tough restaurant problem for the owner but accomplished in all successfully restaurants. Food and supplies come in to a restaurant to be used. Plan the flow of how things come in and are stored so they get used in the order in which they were received. The restaurant business is tough enough without food spoiling. It is all too tempting to think this will take care of itself, but it won't. Every food service professional in a commercial kitchen know the importance of rotating supplies but people will take the path of least resistance. So design the path of least resistance to be the right path.

Diharapkan ide-ide tentang restoran ini dapat membantu untuk merancang secara lebih cerdas, baik untuk restoran baru atau upaya *re-branding*. Hampir semua restoran yang sukses mengikuti ide ini, baik restoran *full-service sit down* sampai dengan *fast food*. Ide-ide desain di atas dapat dijadikan *check list* untuk meyakinkan para desainer restoran.

B. RESTAURANT IDEAS – 10 TIPS FOR INTERIOR FINISHES

1. HARDEN THE WALLS TASTEFULLY – Look into any successful restaurant and you will see that the walls take a lot of abuse from the restaurant customers. The walls of the waiting area get dirty the dining area gets dented from chairs, the hallways get scratched from mop buckets and service carts. Any wall exposed to traffic will take a beating, so they must be tough. It is the restaurant designers job to harden these walls and make it look good. Any wall in a restaurant that is just painted will get dented and scratched. The ways to harden wall are limited only by your creativity. Some ways I have used with success are; traffic coatings which are just heavy duty paints pricey but they leave a clean look, wainscoting a very traditional solution and alternate wall material like wood paneling or tile. Remember the food service professional who has to clean the restaurant, hardening the walls is not just about scratch and dent but is also about being easily cleanable.
2. EVERYTHING IN A RESTAURANT HAS TO BE CLEANED – Talented architects and designers always envision a restaurant as new and clean, but starting with the first customers the place starts to get dirty. During the time you are open to the restaurant public the tables will get wiped a little sweeping and that's it until the place closes down for the night and the public goes home. Cleaning a restaurant is tough, it requires a lot of

effort. As the architect don't be part of the problem. The design challenge is to make a restaurant free of places that are hard to clean. Avoid small nooks that can't be mopped. Avoid shelves that can't be dusted.

3. **DUST IS GRAY NOT BLACK** – This restaurant idea is a special case of the idea above. Not everything is going to get dusted everyday some place won't get dusted until the scheduled deep cleaning of your restaurant. If you have a place like this in your design plan for it to hide dust. Don't let the public see the build-up. You have a restaurant architecture with exposed structure, dust is going to accumulate on the ducts and structure. If these are painted black they will acquire a grey halo outlining them against the black deck. Next time you go into a restaurant with an black exposed structure look into the ceiling and check for the dust. Go through your design and identify these places where dust will collect and make sure the dust is camouflaged. Grey paint works well but don't limit your creativity.
4. **TILE LAST FOREVER DON'T BE TRENDY** – In the life of a restaurant ceramic tile will last a long time, so plan on living with it a long time. If you pick a fashionable tile it will go out of style before it wears out. Many restaurateurs start a restaurant in an old restaurant. The design work will be to do some re-branding of the space with fresh ideas to keep the owners costs down. Remember restaurants are a business. If the tile was the hot and trendy thing 5 years ago you will want to rip it out if today's restaurant. It is not wrong to follow the restaurant trends, the challenge for the talented design professional is to do it wisely with finishes that can be easily changed like paint and fabric.
5. **YOU DON'T HAVE TO DECORATE ALL AT ONCE** – First, let me clarify what I mean by restaurant decoration. Decoration is not the restaurant design and it is not picking the finishes and furniture. Decoration is all the stuff in your restaurant that goes on top of the finishes like artwork. I would make this statement even stronger and say you should not decorate your restaurant all at once. When you open a restaurant it becomes part of the community and that community your customers the restaurant public will want to see it become more a part of the community over time. Adding decoration over time that is relevant to the neighborhood is a great type of marketing that creates a bond with your customers. A lot of owners just jamb the walls with pictures the day the restaurant opens. Does having that Marilyn Monroe poster endear you to your customers? Why not wait and have a picture of local significance? Build your collection of decoration over time, let your regular restaurant customers know you are looking for decoration and bring the community to action. What better way to build loyal customers and make your place someone's favorite restaurant. This will be one of your best forms of marketing.
6. **USE WALK OFF MATS AND OTHER TYPES OF DIRT CONTROL IN YOUR RESTAURANT** – Hopefully you have a lot of foot traffic into your restaurant and feet bring dirt. Good dirt control is integrated into the design. Start at the front door before it gets in your restaurant have a mat outside that will help to strip dirt and water off of shoes. These walk off mats will need to be cleaned and changed so make them a manageable size. If your in a snowy climate the mats may need to be changed quickly during business hours to avoid a slippery situation. Where a door swings over a walk of mat as in a vestibule if the mat and door are not designed to go together the door will damage the mat. This is a tough restaurant problem and ignoring it won't make it go away, incorporate it in the restaurant architecture.
7. **HARD CEILINGS IN RESTAURANTS NEED ACCESS PANELS** – When it comes to restaurant ceilings you have 3 options, exposed structure, access ceilings and hard ceilings. Exposed structure is just what it sound like the buildings structure is exposed to view allowing you to see all the beams and ducts. This can be fun and fitting for some restaurants like bare-bones restaurant or a sports bar. Access ceilings are modular tiles they hide everything above them but allow access. This is common in family style restaurants. Hard ceilings are made of drywall and give a high end elegant look to a restaurant. The problem is that there is no access above them. A hard ceiling will need

panels located to allow access above them. Make sure these panels are located in unobtrusive places. A competent design professional and food service professional should locate the required panels of the design drawings and not leave it to chance during construction.

8. When designing start by selecting finishes with the least options to the most options – Restaurant design always starts from the given's and builds for there. Selecting finishes should proceed in the same fashion. Start by selecting the materials that offer the least variety first. If you do this backwards and pick a paint color first finding a wood and tile to match will be difficult. Tile ranges are limited to a few dozen and wood is similar but some paint manufactures have 1500 standard colors.
9. CHAIRS AND BOOTHS NEED CRUMB CONTROL – You probably want your customers to sit down even in fast food restaurant. If restaurant idea includes people eating on premises (a real restaurant) you will have crumbs. Examine the furniture your restaurant architect is showing you for clean ability. On a bench the gap between the cushions will collect crumbs. How easily can you clean them out? Smarter diners look at the cleanliness of a restaurant as an indicator of quality. Take specific action by selecting easily cleanable restaurant furniture. This does not mean you have to throughout your restaurant ideas and use institutional furnishings. An upholstered booth can have a space between the back and seat cushions that can be vacuumed and wiped, or the bottom can come up easily for a nightly wipe down.
10. FLOOR FINISHES SHOULD HIDE DIRT, NOT TRAP IT – At the start of the business day your restaurant is clean but as soon as the first customer walks in the place starts to get dirty. The floor takes most of the abuse. Look at these finishes with a tough eye. Pick something that won't look instantly dirty and will clean up easily. Hard patterned surfaces work great for this but can be loud. Carpet is unavoidable because it helps control noise. So be smarter with your restaurant ideas when selecting flooring and look beyond price and color to the wear and clean-ability data.

C. RESTAURANT IDEAS – 10 TIPS FOR GREAT LIGHTING

Uraian di bawah adalah tentang sistem pencahayaan pada restoran, dan bukan merupakan iklan dari produk-produk tertentu atau teori yang rumit.

1. PLAN ON LIGHT SPILLING OUT OF THE KITCHEN – The kitchen is by necessity a bright place, the dining room is probably less so. Let me paint the picture for you of what I am talking about. You are sitting having a nice dinner, when a server comes out of the kitchen and a slash of bright white light cuts across the dining room and leaves all the patrons blinking. This is a real mood killer. Place the kitchen door carefully thinking about when the door is open and the kitchen and dining rooms are connected. Ideally the door opens into server alley shielded from the dining room. If not then look to place wing walls to cut off light and noise. At least use the door swing to direct light away from dining.
2. WATCH THE LIGHT ANGLES – This applies mainly to track lights but any light fixture that exposes the lamp will have this problem. The example here is, you have some art work on the wall, you want to put a spot light on it from a track head. There is a booth on the wall below the aforementioned art. The track light needs to be close enough to the wall so a patron will not be likely to put their head between the art and track head. If the track light is too far back from the wall then the light beam will be more parallel to the ground and therefore more likely to shine directly into someone's eyes.
3. VARY THE LIGHT LEVELS FROM SPACE TO SPACE – A restaurant will have several different public space, reception, bar, dining, etc. Have a strategy of varying the light levels to change the mood and energy levels in a manner appropriate to the space. The reception area should probably be brighter than dining so people can easily identify the hosts and make a transition from the outdoor light.

4. **USE A MIX OF LIGHT FIXTURES** – Unless you are doing fast food don't just pick out one fixture. Provide different fixtures for general illumination, accent lights and feature lights. First decide if the light should be seen or unseen. What I mean by this is an unseen light fixture just provides light without being noticeable. General illumination lights are usually unseen, recessed down lights in a ceiling or plain black pendant lights in an exposed structure. Seen lights provide some visual interest in addition to providing light, examples of this are chandeliers and colored glass pendants. General illumination is how you achieve the base light level in a room, these lights can be either seen or unseen depending on your design intent. Accent lights are the lights that provide extra light where you need it, like for artwork. Accent lights are almost always of the unseen variety. Feature lights are by definition seen, these lights exist for the express purpose of providing visual interest to a room.
5. **MINIMIZE LAMP TYPES** – Now I just told you to vary your light fixtures and now I am telling you not to over do it. You can have as many different fixtures as is appropriate to the design, but keep the number of bulbs to a minimum. Try to limit the bulbs to 3. The owner will need to stock lights so don't require them to have a store room dedicated to a dozen different lights bulbs.
6. **PROVIDE HOUSE KEEPING LIGHTS** – For a few hours a day the restaurant will need to be bright so it can be cleaned and setup for the day. Provide some way either with dedicated lights or lighting control for the lights level to come up for off hours function.
7. **PROVIDE SUN CONTROL, DON'T LOOK CLOSED DURING THE DAY** – The biggest light you will have in your restaurant is the sun. This is great except when the sun beats directly in through the windows blinding customers. This is especially bad on west window during dinner or east windows during breakfast. The natural thing to do is provide blinds at the windows but this can leave you looking closed and not taking advantage of a great natural resource. Some of your options are window tints, translucent light filtering shade, awnings or light shelves. Ask yourself when I am controlling intense sun light do I look closed?
8. **USE DIMMERS** – What I am talking about is not a residential dimmer switch but a smart panel that has several programmable lighting scenes. A dimming panel will allow you to set light levels for breakfast, lunch, dinner and house keeping; move to each light level with the push of a button; and the lights will fade from level to level. Another advantage to a dimmer panel is that it will extend the lamp life of all the bulbs when they are not burning at 100% of their capacity.
9. **TASK LIGHTING FOR SERVERS** – Provide task lights at critical locations so servers can see what they are doing. A point of sale terminal may be internally illuminated but the cash and receipts are not. Also consider good task lighting where the drinks and flatware are stored so a quick inspection for cleanliness can be performed before the table is reset.
10. **EXTERIOR LIGHTS, BE CLEARLY OPEN** – In addition to your sign provide some exterior lights that make it known you are clearly open. Some options are goose neck lights, ground lights and landscape lights. Light up your facade to make the building pop at night and let people know you are there and ready to serve, it's just good manners.

BAD ROOF

Kasus studi di bawah menunjukkan bagaimana segala sesuatu akan menjadi salah, apabila spesifikasi tidak disusun dengan baik. Restoran ini berada dalam sebuah *strip mall* eksisting. Pemiliknya ingin mengganti atap, dan karena tidak ingin mengeluarkan biaya besar maka menyewa arsitek asal-asalan. Atap dibuat datar dengan biaya lelang yang sangat murah, dan apa yang terjadi adalah bencana besar, atap menjadi sangat buruk dan sebaiknya dibongkar dan diganti dengan yang baru.

1. Let me summarize the mistakes. His specification was way to open. I like to give owners and contractors choices of several different manufactures when selecting a product, but you need to have some standards to keep out the fly-by-night companies that may not be around tomorrow. What this landlord got was brand X roofing, that anybody can just go buy at a supply house.
2. He did not require a certified installer. As mentioned about he had roofing that anybody can go buy and install with no prior training. So the roofers in question were learning as they went.
3. He did not require the manufacture to inspect the final installation. I had to look out for my client, the tenant, we didn't want to open a new restaurant with a leaky roof so we notified the landlord about the debacle taking place above our heads.

Pesan moral dari kasus ini, pada saat berupaya untuk mendapatkan yang murah seringkali akan kehilangan banyak dari apa yang seharusnya diperoleh.

LIGHTS – WHAT YOU NEED TO KNOW

Desain sistem pencahayaan dapat membuat sebuah desain berhasil atau sebaliknya, sehingga memilih sumber cahaya yang tepat merupakan hal yang kritis. Apabila kita pemilik restoran tentunya menghendaki makanan yang kita jual terlihat bagus. Apabila kita desainer ritel maka kita ingin membuat *merchandise* terlihat bagus. Ada 4 properti yang harus diperhatikan untuk memberi dasar yang kuat pada saat memilih sistem pencahayaan.

- **WATTAGE** – This is the most common and straight forward measurement used, but it is also commonly misused. Wattage is simply a measurement of the amount of electricity used by a bulb, but it is often used as a proxy for the amount of light a bulb produces. This worked out fine back when all lights were incandescent, but now that we have new technology we need to be accurate about what wattage means. Electricity is purchased by kilowatt-hours (1000 watts per hour written 'Kwh') so you can simply take the bulb wattage times electric rate (Say 10 cents a Kwh) and get how much you would pay to run that bulb for 1000 hours. A 60 watt bulb cost \$6 to run for 1000 hours. ($60 \times \$0.1 = \6)
- **LUMENS** – The real measurement of light output is Lumens not Wattage and it is abbreviated 'lm'. For the record the technical definition is '*a unit of luminous flux, equal to the luminous flux emitted in a unit solid angle by a point source of one candle intensity.*' So what that means is a candle is 1 lumen. If you want to understand the efficiency of any given light divide the lumens by the wattage to get lumens per watt. A traditional 60 watt incandescent light produces about 500 lumens or 8.3 lumens per watt. While a 20 watt CFL produces about 960 lumens or 48 lumens per watt, much better.
- **COLOR TEMPERATURE** – This gets a little more complicated, but in design terms it is probably the most important. Color temperature is the measurement of the lights color stated in units of absolute temperature, kelvin (K). The color of the light has a great impact on the look and mood of a space. This is what you need to focus on in the examples above. (Does this light make my food look good?) Lower temperatures are more yellow and oddly referred to as warm light. While higher temperature are more blue and are called cool lights. The clash of design and science I suppose. Traditional incandescent lights are around 2,700K and are visibly yellow and the first generation fluorescent lights were 4,000K and blue-green in color. Here is a picture that sums it up nicely.
- **COLOR RENDERING INDEX (CRI)** – This is almost as important as Temperature, to design. The technical definition for the record is '*Effect of an illuminant on the color*

appearance of objects by conscious or subconscious comparison with their color appearance under a reference illuminant'. What this means is how well can you make out the color of something with any given light. Despite the definition the scale is nice and simple 100 is perfect and 0 is terrible. Anything above 80 is acceptable you can get this with most any modern fluorescent, halogen or high end ceramic metal halide light. If you are lighting up artwork 90 is a good starting place. Cheap regular Metal Halide lights can be in the 50 to 70 range which is fine in a warehouse but not a retail application. Although I can point out a lot of stores that do use Metal Halide lights and suffer for it.