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THE BASIS OF THE DESIGN OF INTERIORS OF CAFES AND RESTAURANTS AND THE IMPORTANCE OF ZONING IN PUBLIC CATERING ESTABLISHMENTS.

Annotation: *This article discusses the main aspects of the design of cafes and restaurants, and the zoning of the interior of public buildings on the example of public catering establishments.*

Key words: *café, restaurant, style, interior, furniture, lighting features, zoning, public catering establishments*

Restaurants and cafes attract visitors not only by affordable prices and delicious dishes. In addition the atmosphere also plays a huge role, depending on many factors: the location and format of the establishment, the range of interests of clients and, of course, a beautiful and stylish interior.

The design process of the design of a cafe or restaurant begins with studying the corporate identity of the future institution so that the interior fully matches the national flavor of the cuisine offered to visitors or the chosen thematic direction [1,2].

Style in the design of cafes and restaurants

From a huge number of classic and modern styles for the interior, they choose the one that best suits the theme of the institution. In order to produce creative and unique designs, eclecticism (mixing of styles) is often resorted to. One style is taken as a basis, acting in the role of the main, and around it they form ideas borrowed from other stylistic directions [3,4,5]. The result is an interior that

suits customers with different preferences. Designers rarely use style in its pure form, but if they rely exclusively on it, then all interior details (furniture, decoration, colors, lighting fixtures, decor elements and accessories) clearly correspond to the chosen style.

Classic styles are used further in the interiors of restaurants, where the design is intended to emphasize the luxury of natural finishing materials, exclusive furniture manufactured of fine wood, designer chandeliers and sconces, and high-priced textiles.

Interiors in modern styles (modernism, minimalism, hi-tech) are more functional and more practical than the classic ones. Attention is paid to the play of light, eye-catching accessories and easy-care materials. Experts utilize these styles in the design of youth cafes. As for the color scheme, it is directly related to the chosen style, since each has its own range of colors.

Lighting features

Well-chosen lighting in a cafe or restaurant allows the interior a unique image, creates a cozy atmosphere for visitors [6]. When choosing luminaires and their locations, designers take natural light into account. The exception is the cafes located in the basement and basement rooms. If for small rooms enough light enters through the windows to all the tables, then in large rooms the tables located far from the windows can be in the shade. In such cases, artificial lighting is provided in the daytime with the help of sconces or chandeliers, which are switched on separately above each table. Large banquet rooms for weddings, corporate parties, birthdays and other events are well lit. In addition to ceiling chandeliers, built-in lamps or sconces are installed around the perimeter of the room. Restaurant booths are illuminated with wall lamps or table lamps, creating a special atmosphere of comfort. To create an intimate atmosphere, electric lighting is supplemented with candles. In order to create a comfortable and pleasant diffused light for perception, lamps with shades that hide light bulbs are used. If spotlights are used, then the rotary type, so that you can direct the flow of light to the ceiling or wall, illuminating the hall with reflected rays. A multi-color LED

strip with a controller that can be programmed for lighting effects is used to illuminate the bar counter in a cafe. The backlighting gives the bar a bright look and draws attention to the products, helping to increase sales.

Furnishing features

When designing the interiors of cafes and restaurants, the designers are guided by building codes and regulations, which applies to dining tables at public catering establishments. The document presents the sizes of tables for cafes, restaurants, cafeterias, snack bars and waiters' tables, as well as the sizes of the seats. But this does not at all limit designers in imagination[7].

In designing the interiors of cafes and restaurants, the following options are taken as the basis for the arrangement of furniture:

- diagonal;
- parallel-perpendicular;
- chess;
- along the walls (semi-cabinets separated by high backs of sofas or partitions).

These options for arranging furniture are only for informational purposes, and designers in their decision, as a rule, start from the shape and size of the hall. In the process of choosing furniture, the focus is not on the shape of the tables, which can be square, rectangular, round or oval, but on the comfortable seating. Often, the length of his stay in a given establishment and the desire to visit it again depend on how comfortable the client feels while sitting on a chair, in an armchair or on a sofa.

Zoning is a division of space into functional zones. It is used when several rooms need to be combined in one room. Thus, the room is made comfortable for life and work, without losing the feeling of lightness and spaciousness.

Zoning and planning the interior of public buildings

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Zoning rules

To make the interior look harmonious and enjoyable for a person, these rules are followed when zoning:

- Choose a style and color scheme.
- Leave room for movement. Ideally, the aisles between the furniture should be at least 70 cm. If the cabinets have hinged doors, take into account their width.
- Storage is organized in each zone: shelves above the work table, bedside tables, racks should have everything at hand.
- In each zone, the visual center is distinguished and decorated. The visual center is the place where the person most often looks. For example, in the classroom in the central area, an interactive whiteboard is fixed.
- Take into account the shape of the room. A long room is not divided into zones along; otherwise it will look like a carriage. In rooms with low ceilings, a second level is rarely made or the ceiling is lowered. And in rooms with several windows, zones are located, focusing on them.

Public institutions are constantly competing with each other and trying to stand out. They differ in the design of public interiors, but they all have the same goal - to gain a good reputation and attract more visitors. But this competition must be healthy and not harm human health and life. In relation to infrastructure facilities, certain rules are put forward[8,9].

A public interior is an interior that is selected for public institutions, should inspire not only customers, but also employees. Through interesting creative solutions and the search for designs, colors and materials, every need of visitors will be taken into account. Public buildings and structures available for operation by all groups of the population are premises that must be comfortable, functional and have a unique image. The profit of the enterprise directly depends on the

design of public premises, because whoever manages to attract more customers will be in the black. That is why special attention must be paid to the interior arrangement of the premises. When choosing a design for public interiors, it is imperative to consider: Specificity. When setting up a store, it is important to consider the places for installing display cases and shelving. It is necessary for buyers to be able to take the goods without hindrance.

Target audience. Each establishment, be it an expensive restaurant or a boutique, has its own target audience. Initial conditions. To select a design, it is important to take into account the footage of the room, the microclimate and what material it is built from.

Basic style solutions. Depending on the purpose of the premises, the design of public interiors is selected:

Canteens, restaurants and cafes should be agreeable so that visitors are happy to be indoors. This is a fairly new direction, so it is important to emphasize all the details of the interior and connect them with each other, however to recreate the interior in such a way that the situation does not put pressure on the person and contributes to a normal meal held in a relaxed atmosphere. Compliance with sanitary rules for public catering enterprises plays an important role. The main feature of the design of public interiors is compliance with the requirements of the fire and sanitary services.

First of all, you need to consider: safety; selection of building materials and materials for finishing the premises; location of engineering communications. All work must be done perfectly, but do not forget about the attractiveness. To achieve such results will require the help of architects, engineers and designers[9-11]. Only they will be able to design the interior design of public buildings at the proper level.

Space optimization. In order for the design of a public interior to look harmonious and interesting, it is necessary to study every corner of the room. The cost of purchasing furniture and other decorative elements depends on the size of the building. Each room requires an individual approach, for example, hotel rooms

must be different from each other. With the help of modern technologies, specialists will be able to make 3D visualization, and this will allow them to see the room and optimize it as much as possible. Well thought out public interior design will change the atmosphere, fill the room with coziness and good mood. The revenue and success of a public enterprise depends on this.

Features of customer hall zoning

The main hall, called the client's or dining hall, is a room in a cafe or restaurant, the design of which forms the first impression on the visitor, especially if no one has shared with visitor the high taste of this or that dish of the cuisine of this institution. One of the design techniques for attracting customers is the correct zoning of the dining room in the restaurant, as well as the active and quiet area in the cafe. Large rectangular rooms, and even with high ceilings, look uncomfortable and are more suitable for banquets. This problem is easily solved by arranging partitions and portable screens. Partitions can be sliding, mobile or stationary, all-glass or in a wooden, steel or plastic frame. With the help of tinting, photo printing, engraving or painting on glass, you can successfully emphasize the theme of the institution. High backs of sofas are another good way of zoning a hall, especially in cases where partitions can block the access of daylight. An equally interesting way is to use flowers in tall pots or containers that can revive the most austere interior.

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