

Interior Design of Organic Restaurant From Farm to Table in Pandaan

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Abstract

The development and competition of the food industry are currently skyrocketing in tandem with the progress of the times and the growth of the world population. To swiftly expand the food supply, a variety of physical and chemical techniques are created and put to use. Indirectly or directly, this lowers the value of healthy food, which has detrimental effects including the widespread availability of processed fast food, which encourages unhealthy eating habits and lifestyles. One of the reasons consumers choose fast food is lifestyle change, which makes quick food that has a savory flavor and small servings a suitable choice. Unfortunately, ready-to-eat food does not provide enough nutrition and nutrients needed. Thus, a common attempt to ensure that the body gets all the nutrients it requires is to lead a healthy lifestyle and consume organic food.

Pandaan's organic restaurants' design still falls short of raising people's understanding of the value of eating healthfully. Given this, the field of interior design must play a part in interior design, which includes educating the public about the significance of maintaining consumption that enters the body through restaurant design. This restaurant design plan aims to sell food and beverages, provide comfort, arrange, shop, receive, and process commodities, and entice customers to visit. It is believed that this farm-to-table organic restaurant's design would address the issues faced by the restaurant.

Keywords: *Interior, Restaurant, Food, Farm to Table*

INTRODUCTION

The development and competition of the food industry is currently soaring rapidly along with the progress of the times and the growth of the world's population. In accordance with the theory of Malthus (1798), it states that population growth will increase according to the measuring series (e.g. from 2 to 4, from 4 to 8, from 8 to 16 and so on), while food growth will increase according to the counting series (e.g. from 1 to 2, 3, 4, etc.). It is feared that this will lead to an imbalance between population growth and food availability.

Therefore, various physical and chemical means were developed and used to rapidly increase food supply. Directly or indirectly, this shifts the value of healthy food, bringing negative consequences in the form of the massive availability of fast processed foods such as fast food, which affects unhealthy diets and lifestyles. The reason is because fast food with artificial preservatives and chemicals that are difficult for the body to digest can increase the risk of health problems due to the loss of nutrients in food. Health problems that occur will affect the quality of life of humans who consume it.

One of the reasons consumers choose fast food is the change in practical and fast-paced lifestyles so that instant food with a short serving is a good option. A more savory taste from chemicals also adds to the taste of fast food. Unfortunately, fast food does not fulfill the nutrition and nutrients needed by the body. Thus, public awareness about the concept of the importance of overall health

needs to be improved. Health awareness is a concern and attention to be better and motivated in improving, maintaining, maintaining health and quality of life by implementing a healthy lifestyle (Michaelidou and Hassan, 2008). Efforts are often made to implement a healthy lifestyle, one of which is by consuming healthy food through organic food.

Healthy food is food that is minimally processed so as to allow food nutrients to be absorbed by the body optimally. Healthy food can be found in organic food. The word organic describes food where most of the growing process utilizes natural fertilizers and does not use pesticides as well as emphasizing crop rotation, and ensuring that soil life is maintained. Meanwhile, according to Mckeith (2009) organic food is food that is free from chemicals. Chang (2009) says that, organic food is all agricultural products that are free from chemical fertilizers, chemicals, or additives from the beginning of seed planting. On the other hand, many consumers believe that organically grown food is safer and provides greater health benefits than conventional food alternatives (Shaharudin et al., 2010).

The distribution methods of consumption by the food industry are very diverse, one of which is through restaurants. In the 16th century, restaurants originally referred to serving soup with broth. The term comes from the French, *restaurer* or *reshop* which means restoration of energy. Now restaurants are developing with the basic concept of a shop that serves the process of buying and selling food. So design planning is very influential in a restaurant, including the organization, storage, receiving, and processing of goods, the sale of food and beverages, providing comfort, and convincing consumers to come ("*Hotels, Motels, Restaurants, and Bars*", 1945).

Residence Chef of Pistachio Restaurant Ubud, Agus Ari Saputra (2023) said that organic food is increasingly in demand by tourists, not only domestic but also foreign tourists. For example, salads and vegetarian food have used organic ingredients from local farmers. Therefore, the concept of from farm to table is starting to be widely considered to be applied to restaurants. From farm to table itself is a food system that includes everything that comes from local or regional agriculture to consumers. This system includes integrated food production, processing, distribution and consumption to improve environmental, economic, social and nutritional health in a particular place. With this application, it will maintain the quality of food served to consumers while empowering local values around the restaurant. With the guaranteed quality of the food produced, it can indirectly become a means of dietary support, namely a balanced nutritious diet to achieve many different goals, depending on each individual (laboratoriumbudisehat.com, 2019) for restaurant consumers.

The stigma of healthy food circulating in society is food that requires a long serving process. Meanwhile, people are now more concerned with the speed offered by fast food. Seeing this, the role of the interior design field is needed to contribute to the interior design of the education of the importance of maintaining the consumption that enters the body by displaying the production process of healthy food.

In this final project research, the restaurant was chosen as a means of providing organic food as well as a means of educating the public about healthy food. Organic restaurants with the concept of from farm to table are designed with the hope of providing healthy dining options that provide interactive experiences through the design displayed, service, presentation, atmosphere, and the value of the food itself.

METHOD

The design of this final project uses the application of design methods based on references by David

K. Ballast (Ballast, K., David, 1992) in Mulyadi (2019) with the following stages:

1. **Programming:** is the development of a general concept of organic restaurant design based on design objectives and user space needs. After the design objectives are set, data collection steps are taken. First through a survey conducted on objects related to the needs of project planning and design and knowing the importance of organic restaurant projects with the application of the from farm to table system. In this case, the survey was conducted at Warung Bumi Langit and Dari Kebun by IP Farm. Second through interviews, conducted with restaurant managers who apply the from farm to table concept to find out space requirements and support user activities in the designed building. Third through observation or observation is carried out to obtain field data, space needs, and problems that must be resolved using recording tools, sound and image recording aids. Lastly through documentation, it is done by taking photos and videos in the field which aims to find out the existing problems and as a design reference.
2. **Data Analysis:** The data obtained is then analyzed into a schematic concept arrangement. First is zoning, which is the division of space based on public areas (areas that can be accessed by the general public), semi-public (areas that can only be accessed by some people for special purposes) and private areas (areas that can only be accessed by administrators). The second is grouping, which is the determination of the room according to the needs of project planning and design. The main rooms in this design consist of reception and gallery corner, office & staff room, public dining room and mini bar, private/VIP dining room, kitchen, food storage, workshop space, garden registration area, and organic shop. The third is the amount of space that is adjusted to the calculation of the number of users, the size of the furniture used as well as the circulation area. Fourth is the organization of space, using a radial organization type application, namely the main dominant space at the center with a secondary room that surrounds and develops according to the direction of the radius. The arrangement is adjusted to the needs and functions of each room. Fifth is the circulation flow, applying radial circulation, which develops from a common center that has straight roads. The sixth is the pattern of relationships between spaces that are tailored to the needs of users and the function of space in order to maximize activities in the space.
3. **Idea Development:** The idea applied in this research is to develop the idea of an integrated agricultural system in a restaurant where the food served comes from private gardens and private farms, as well as local farmers by transforming the form of educational and informative space needs and then applying it to a design with a contemporary natural style. The concept of the style used is natural contemporary which is applied by utilizing natural materials, using neutral colors, and using many openings. This design style is very representative of today's design that is not tied to a period of time, and represents contemporary styles such as environmentally friendly architecture. Form transformation is also carried out based on space requirements to support the function and comfort of restaurant consumers. Thus, the concept of contemporary natural style will be applied to the layout, floor plan, ceiling plan, lighting, and form of furniture.

RESULT AND DISCUSSION

Idea Development The idea applied in this research is to use an integrated agricultural system in a restaurant where the food served comes from private gardens and private farms, as well as local farmers by transforming the form of educational and informative space needs and then applied to designs with a contemporary natural style. The concept of the style used is natural contemporary which is applied by utilizing natural materials, using neutral colors, and using many openings. This design style is very representative of today's design that is not tied to a period of time, and represents contemporary styles such as environmentally friendly architecture. Form transformation is also carried out based on space requirements to support the function and comfort of restaurant consumers. Thus, the concept of contemporary natural style will be applied to the layout, floor plan, ceiling plan, lighting, and form of furniture.

The basic idea used in the design of From Farm to Table Organic Restaurant is the lack of education in the community on the importance of eating healthy organic food amid the proliferation of fast food that tends to be unhealthy. In addition, there is also a lack of places to eat that provide healthy food menus as well as educational experience facilities for visitors. In this design, the From Farm to Table concept is used whose application considers aspects that are adjusted to the design needs.

From Farm to Table is a food system that covers everything from local or regional farms to consumers. It includes integrated food production, processing, distribution and consumption to improve the environmental, economic, social and nutritional health of a particular place. It reflects a prescriptive approach to building food economic, environmental and social sustainability systems as a long-term goal. The four important aspects of From Farm to Table are (1) food security, (2) proximity, (3) self-reliance and (4) sustainability.

The application of From Farm to Table here carries local values around for example in the selection of culinary menus that use local culinary specialties, by involving local communities to help visitors in carrying out activities in restaurants, especially in workshop activities.

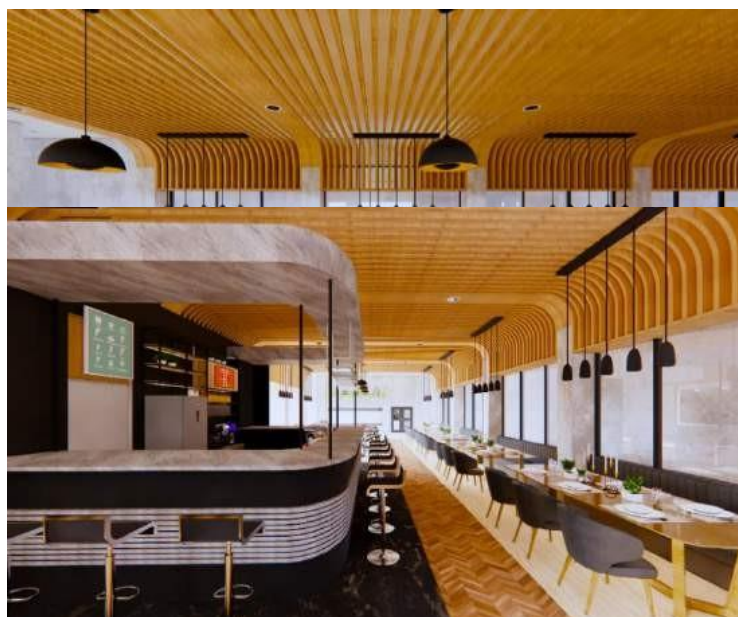


Figure 1. Dining Area and Mini Bar
Source: Aurellia Citra Waldanata, 2024

This organic restaurant from farm to table carries a contemporary natural design theme that emphasizes freedom and flexibility and does not refer to certain rules. One of its characteristics is the application of geometrics applied to lighting elements, ceiling and furniture in one of the rooms in this building, namely the dining area and mini bar (Figure 1).



Figure 2. Receptionist
Source: Aurellia Citra Waldanata, 2024



Figure 3. VIP Dining Area Source:
Aurellia Citra Waldanata, 2024



Figure 4. Organic Shop
Source: Aurellia Citra Waldanata, 2024

The application of a combination with natural concepts using natural materials, openings and plant elements in the design application is also raised in the design of the reception, VIP dining room and Organic Shop (Figure 2, 3, 4).

The form applied carries on the concept of from farm to table and contemporary natural style. This can be seen from the gallery corner about information from farm to table near the entrance, then the application of neutral materials as a representation of a contemporary style that is not bound by rules but still pays attention to safety. As well as the application of many openings and geometric element shapes that are adjusted to the function.

The color scheme of the building is adapted from natural colors and contemporary tones that are more neutral (Figure 5).



Figure 5. Color Scheme
Source: Aurellia Citra Waldanata, 2024

The materials used in the project are an application of the natural concept which has many openings that can provide a lot of natural lighting, as well as wood and natural rock materials (Figure 6).



Figure 6. Materials and Materials Scheme
Source: Aurellia Citra Waldanata, 2024

The characteristics of the space in this design are symmetrical, applying geometric elements that have repetition and tend to use neutral colors and natural materials. This is developed in many aspects such as furniture design, room decoration and patterns of space-forming elements.

The spatial arrangement is based on zoning grouping which is divided into three parts, namely public, semi-public, private, and service (Figure 7).

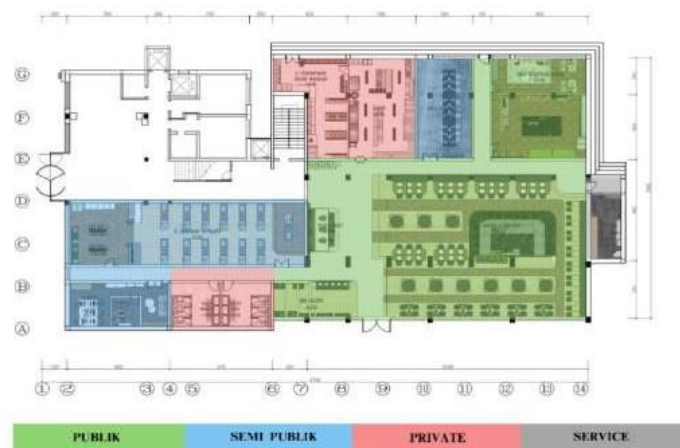


Figure 7. Aspects of Spatial Planning
Source: Aurellia Citra Waldanata, 2024

The circulation type used is radial. The center of the building is in the dining area and mini bar, then spreads to various spaces around the dining area and mini bar. Visitors have the freedom to choose to enter the room they want. Some areas require reservations to participate in the activities inside, such as the workshop area and garden registration (Figure 8).

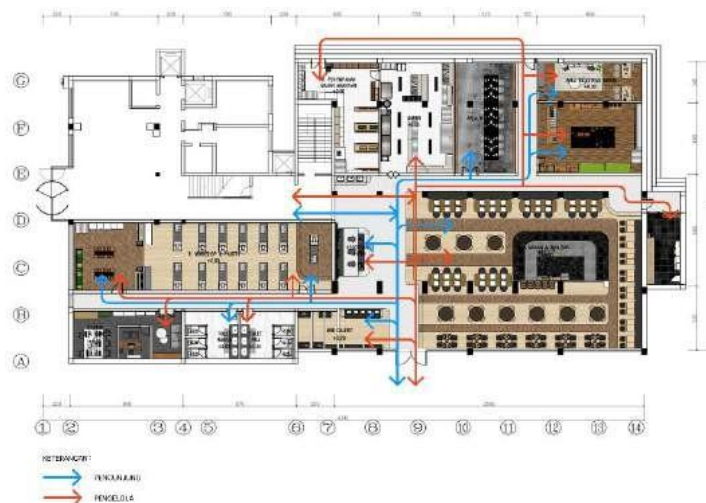


Figure 8. Circulation Type Source: Aurellia Citra Waldanata, 2024

The floor of this building uses floors dominated by white, gray, beige and brown colors. The materials used are mostly marble and parquet. While other supporting materials are ceramics and carpets. The walls of this building use concrete materials with finishing, gray, brown, and broken white paint, as well as several wall panels. Applying conventional ceilings, suspended ceilings, downceiling, and wood panels. As well as applying furniture shapes that tend to be like shelves and geometric shapes such as circles and squares. The materials used in the furniture are dominated by wood, hpl, foam, and iron.

The interior systems applied to this building include natural and artificial lighting and ventilation systems. Natural lighting is through openings and glass windows, while artificial is through downlights, spotlights, LED strips, and hanging lamps. Then the natural ventilation system is obtained from openings such as windows, doors, and roster holes. While artificial ventilation is obtained from ac cassette and ac split duct. Security systems used include CCTV in various corners of the room, smoke detector and fire extinguisher, sprinkle and fire extinguisher. As well as acoustic systems in several rooms using wall panels and ceiling wood panels. Carpets are also applied to the floor, for example in the VIP dining room, so that the sound inside is muffled and can increase privacy. There is speaker and projector technology as a supporting device for room functions.

CONCLUSION

From Farm to Table Restaurant interior design is a design that aims to design a restaurant interior that facilitates visitors with healthy food choices and presents education and recreation interactively with values that educate about healthy food so as to provide new experiences for restaurant visitors. The application of From Farm to Table here carries local values around, for example in the selection of menus that use local culinary specialties, by involving the local community to help visitors in carrying out activities in the restaurant, especially in workshop activities. While the interior style of this Organic Restaurant applies a contemporary natural concept that emphasizes freedom and flexibility so that it does not refer to certain standards. Characterized by the use of ornaments that have repetitions and the use of natural materials in the furniture.

The reason for choosing Organic Restaurant as the design target is motivated by the rise of fast food which is not good for the body, the lack of public awareness of healthy food, especially organic food, and the lack of organic restaurants that provide culinary, education as well as tourism to the wisdom of local potential in Pandaan.

The design of From Farm to Table Organic Restaurant is not only to fulfill the function in the aspect of healthy culinary but also in the aspect of education and tourism. The educational aspect is shown in the dining area and mini bar, which displays the process of making healthy drinks directly, then the gallery corner room whose installation can be played interactively by visitors and contains information about healthy food and an explanation of the "from farm to table" concept that is carried. The application of the next educational aspect is located in the cooking workshop room whose interior is designed to support the learning process of making local culinary specialties with garden produce. The recreational aspect is applied to the organic shop space where visitors can easily shop for garden and livestock products.

This application is expected to be a solution in designing the interior design of organic restaurants, namely by providing facilities that are feasible and suitable to become a place to eat that has more value because it is accompanied by educating the public about the importance of healthy food in a new perspective.

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