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A COMPETENT RESTAURANT DESIGN – THE KEY TO BUSINESS SUCCESS

In today's world, appearance plays an important role, especially in the hotel and catering business, because the better the design a public institution will have, the more people will want to visit it.

An interesting design, atmosphere, original menu and excellent service - these are the components by which the restaurant business should be supported. A beautiful interior is a must for any institution, because it is - its main food we eat with our eyes.

One of the most popular styles in modern design of restaurants is minimalism: small tables and chairs in different colors, a small but spacious hall. There are no redundant interior parts, everything is simple and comfortable, which cannot help flatter the eye. This style gained its popularity in Europe long ago, but it is also rapidly being developed in Ukraine, because people are tired of excessive luxury interior, massive leather sofas, very long tables and paintings everywhere. The atmosphere and comfort - this is what is needed.[1]

Also restaurants that have a focus on a specific country (Georgia, Italy, France, and Germany) are in great demand in Ukraine. This concerns not only food, but also the design of the institution: flag, national symbols, traditional colors, peculiarities of culture - all these things are very important, because such details in the design of the institution help us to feel the atmosphere of the country.

Quite an interesting solution in the restaurant business is a focus on organics. These are not only organic products from farms, but also the same theme in the interior. Many plants in interesting and diverse pots, fresh flowers, yellow and green walls, stylish and practical tables and chairs, wooden floors and windows, and the most important thing is that everything is organically clean and safe. Therefore, going to such a restaurant, people can not only enjoy delicious and healthy food, but also feel themselves as a single whole with nature.[2]

It is essential the menu to be in harmony with the theme of the interior. If it is aimed only at desserts with chocolate - the decor must match: walls in light brown colors, paintings depicting sweet pastries and coffee, interesting details (chocolate figurines, candy watch). It is this approach to the interior that can impress.

It should be noted that in recent years the attendance of restaurants and cafes has increased considerably. According to this, the competition between them is growing, so all forces the personnel of catering business direct at increasing the level of their institution. The key to success, of course, is the interior, that's why everyone is trying to come up with something new and interesting. Terraces on the roof, graffiti on the walls, open kitchen, even pets become a successful course for interior decoration. There are plenty of options, the main thing in this case is - the ability to think creatively and consider the wishes and interests of visitors.

REFERENCES

1. Online resource: <http://pklider.com.ua/uk/dizayn/dizayn-zavedeniy>
2. Online resource: <http://www.stationline.org.ua/iskystvo/97/16714-principi-formuvannya-dizajnu-inter-yeru-dlya-pidpriyemstv-gromadskogo-xarchuvannya.html>