

## **“MODERN ELEGANT” CONCEPT TOWARDS INTERIOR DESIGN OF LOUNGE AREA MAISON BLEU CENTRE OF CULINARY ART JAKARTA**

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### **ABSTRACT**

*The post-pandemic situation creates new challenges that change the lifestyle of people, including Indonesia. Lifestyle changes that can be seen include more frequent cooking your own food. This causes the culinary sector to decline in demand for products, a shortage of human resources with cooking skills and the uncertain development of the culinary business. Based on a lifestyle change study by Nielsen, 49% of respondents in Asia admitted to cooking more often than before the pandemic. Therefore, this new lifestyle has created a new challenge towards the culinary industry to be creative in making unique food which can then be applied to the culinary business. Culinary schools need to be designed according to the requirements to accommodate the activities and also implement a modern atmosphere. A lounge room is needed to serve unique food at a developing culinary school in Jakarta. Maison Bleu School, which was founded by Chef Hendry Ramala Hutama, located in Kelapa Gading, North Jakarta, is a place for people to learn, namely creating and improving businesses in the culinary sector. Through the application of modern elegant interior design, it can create a place for people who have expertise in the culinary field to learn. The method used is a qualitative method equipped with field observation data and literature studies to support the author in providing relevant datas. In the process of implementing this interior concept, it is hoped that it can produce a design that is comfortable and can meet the user's needs optimally.*

**Keywords:** *Culinary, interior, lounge, modern, school*

### **1. PREFACE**

The Covid-19 pandemic did not just badly affect public health, but also damaged the local, national and even global economic stability. Various sectors of industries experienced all kinds of disruption, like material supply, product demand, labor shortage, and unclear business continuity. According to Sihalohho (2020), the greatest negative impact could be seen from the industry sector in Indonesia. As of 7 April 2020, the Ministry of Manpower of the Republic of Indonesia recorded more than 1,4 million of employees throughout Indonesia were directly affected by the pandemic. Based on the data obtained, the number of employees significantly impacted all business sectors in Indonesia. The result above shows that a lot of businesses, especially the culinary sector, went bankrupt which caused the business to shut down. The culinary industry became the most affected industry where the impact received was so huge because there were pros and cons related to the level of the spread of virus. The virus can contaminate various types of food products and can even be infectious for up to 4 weeks. Therefore, the existence of culinary school creates a challenge to be able to produce food that can guarantee the level of cleanliness in order to provide food products that can attract and be trusted by the public.

Indonesia is an archipelagic country that has diverse natural products and cultures which has a positive impact on the culinary sector. Therefore, this diversity makes Indonesia more dominant in producing spices and innovating food in the culinary field (Rahman, 2016). With the

abundance of wealth, especially for the culinary needs, professionals in this field are needed to produce creative food to be served, whether it comes from Indonesia or combined with foreign food (Kartawijaya, 2003). The art of cooking is the art of preparing food, from appetizers to desserts that will be prepared to be served. The history of the art of cooking began at the end of the 18th century. In 1879, the Boston Cooking School, now known as Simmons College, was founded specifically for young women who had an interest in the art of cooking. Culinary school became an alternative for those interested in that area to be professionals in the culinary field (Sudiara. B.P, 2020). Maison Bleu Centre of Culinary Art Indonesia is a culinary school located in Kelapa Gading, Jakarta Utara. Maison Bleu opens a culinary school in Jakarta with a curriculum based on Le Cordon Bleu.

The focus of the research object is on interior design and application of interior concepts in the Maison Bleu Culinary Art lounge area in Jakarta. The lounge area at this culinary school is a restaurant managed by the same owner and management of the Maison Bleu Center of Culinary Jakarta with the aim of producing or serving a variety of dishes originating from Indonesia and the West. The culinary industry is one of 17 creative industry subsectors selected by the Indonesian government. Its contribution to national income from the tourism sector and the creative economy is quite large. The culinary industry contributes 30% to national income (Wakhedir, 2022). These figures show that the culinary industry in Indonesia has a very significant role in improving the society's welfare, especially those operating in this industry. Based on a study regarding the changes of lifestyle released by Nielsen, 49% of respondents in the Asian region admitted to cooking more often than before the outbreak.

In the midst of the Covid-19 pandemic situation, culinary schools have also been affected by concerns from visitors regarding the health, safety and cleanliness of each class, and more precisely the lounge area provided by the owner of a cooking school. Therefore, the implementation of the interior of the cooking school and lounge area must follow the government's health protocol about activities in the general interior environment as stated in the Minister of Health's decision. According to the results of a field survey related to research on student enrollment at the Maison Bleu Center of Culinary Arts, before the pandemic and the present, Maison Bleu experienced an unstable percentage of students when Covid-19 first appeared. The percentage achieved before the Covid-19 outbreak in 2019 was going very well and normally, even Maison Bleu continued to accept students to study in the culinary field. At the beginning of the pandemic, this culinary school and several other similar schools in Jakarta had to close the school until the situation returned to normal. However, at the beginning of 2021, where cooking schools began to open, the percentage of students decreased greatly as a result of the pandemic. In 2022 until now, Maison Bleu has accepted students and the school is also running smoothly by implementing various regulations from the Minister of Health by implementing various health protocols (Bleu, 2016).

As time goes by, developments from the beginning of the culinary world until now have experienced many changes, such as the designs made to provide visuals or attraction to increase enthusiasm for learning culinary arts. However, changes from time to time create an attraction for local people to try to be as creative as possible with their talents through a place or the existence of this cooking school facility (Karolina, 2018). In the increasingly modern era, a lot of things have evolved to become more advanced in the culinary world, making the serving process easier. Therefore, in this design the designer will apply an elegant modern style to match the image of the Maison Bleu Center of Culinary Art to make it appear more professional with the

aim of enhancing dignity and a sense of professionalism when using and enjoying Maison Bleu's facilities, especially in the lounge area.

This research aims to find out about the application of the modern elegant interior concept found in the Maison Bleu Center of Culinary Art Indonesia Lounge in Jakarta. Maintaining the image and corporate identity of the Maison Bleu Center of Culinary Art by implementing elegant modern design.

## 2. RESEARCH METHOD

The method that is used in this research is qualitative analysis-descriptive method where the author uses the data and carries out the analysis to synthesis process.

**Table 1**

*Design Process Rosemary Kilmer*

Analysis	Description
Commit	The stage of accepting and committing to a project. At this stage the designer applies for a survey permit.
State	The stage of defining the problem. At this stage the designer creates a design background.
Collect	At this stage the designer does a site survey to collect physician information needed to make the design data stronger.
Analyze	Analyze problems and data that have been collected. In this stage the designer makes concept maps or schemes to formulate problems.
Ideate	The stage of expressing ideas in the form of schemes and concepts. In this stage the designer makes alternative designs.

Apart from that, to strengthen the results of the analysis and data, the author also collected literature data, site surveys and visual identification to be able to identify buildings and interiors based on images from the Maison Bleu Center of Culinary Art Indonesia. Therefore, the results of the data collection will be analyzed and identified more deeply to be able to produce details of each interior element that is adapted to the image of Maison Bleu.

The method used to collect data is by using the following method: (a) Design method (Kilmer, 2014), the design method used by the author is by using Rosemary Kilmer design mindset to produce a design basis or analysis stage in accordance with the design stages so that the output produced can be in accordance with the analysis stage in design; (b) Literature study, the author observes theoretical data that can be used as a theoretical basis for designing objects, such as literature data about culinary schools, obtained from supporting books about culinary schools, mass media, and design work reports about culinary schools; (c) Documentation method, data collection techniques to obtain data sources through photos/ pictures. This can be obtained via the internet such as documentation photos related to the hotel; (d) Comparative study, a study carried out by studying and getting to know more about the interior design of the Maison Bleu Center of Culinary Art Jakarta to get an overview of the interior and its function. These are taken into consideration in the design planning related to the Maison Bleu Center of Culinary Art project with a contemporary modern approach; (e) In the data processing method, data obtained from comparative studies and literature are collected. After that, data that is related to design is selected, such as space forming elements, interior systems, structures and existing data. The data that has been selected or chosen is then analyzed to be used as programming data for concept creation and concept application in interior design.

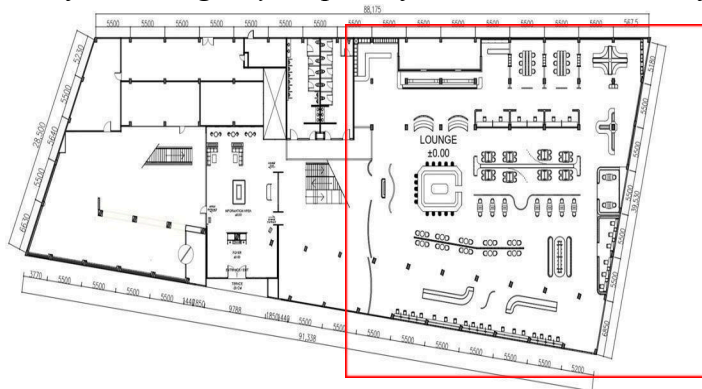
### 3. RESULT AND DISCUSSION

The elegant modern concept gives the impression of a space that is simple, comfortable, clean, and formal so that it continues to adapt to the development of the times and remains professional. The theme, "rhythm of creativity to be professional", describes the creativity that is possessed to be able to adapt to the culinary world and to be a stepping stone in the culinary field. The concept of a fun and comfortable school image is essential to increase students' learning interest (Aprilia et al., 2020).

The layout concept is open plan which is applied to create a spacious impression of the space and also support the modern concept adopted (Satwiko, 2009). With the concept of open plan this can make a space functional. It can be briefly explained that a large space may include some smaller spaces within it (Aprilia et al., 2020).

**Figure 1**

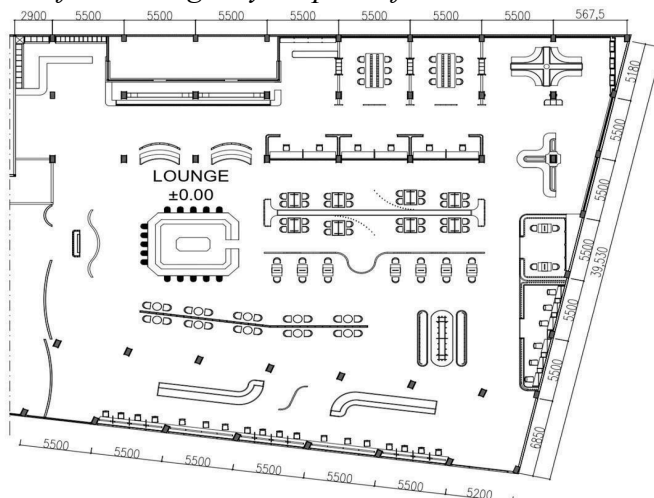
*First floor lounge layout plan of Maison Bleu Centre of Culinary Art, North Jakarta*



Below, figure 2 shows the overall layout of Maison Bleu Lounge Area, which is a semi-formal area for the public and also students of Maison Bleu to visit. This lounge area is provided for students attending Maison Bleu to relax or as a place to sit while waiting.

**Figure 2**

*First floor lounge layout plan of Maison Bleu Centre of Culinary Art, North Jakarta*



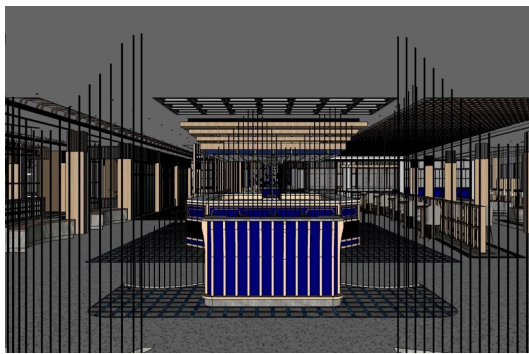
The lounge at the Maison Bleu Center of Culinary Art, Jakarta consists of several rooms which have openings to be used as areas that require more privacy or what can be called an open plan

concept. The layout of this lounge area also stretches to the side with a tilted back wall. Apart from that, there is an information area at the front which is a reception area for guests who want to go to the lounge. Apart from that, in the lower area there are window openings so that natural light in the morning or afternoon can enter directly, which aims to support natural light entering the interior. In the window area, a multifunctional elongated table has been created so that users who want to eat or do work can use this area. In this lounge there is a mini bar in the center area of the room to become a focal point that will be designed as best as possible so that it can be an attraction for visitors.

A lounge is a place in a public area that is used as a place to drink while relaxing in a more elegant style. Lounges usually have a fairly busy visitor capacity so the lounge room is quite enclosed and the visitors are usually served by a bartender and several waiters. The interior of the lounge also functions as a dining area which is managed by the owner and management of the Maison Bleu Culinary School. Thus, the lounge also became a business in the food and beverage sector owned by the Maison Bleu owner.

### Figure 3

*Information area lounge of Maison Bleu Centre of Culinary Art, North Jakarta*



This information area is positioned at the front and is equipped with a counter desk which will function to provide information for visitors who are seeking information to access the lounge which will then be guided by Maison Bleu staff.

### Figure 4

*Mini bar lounge of Maison Bleu Centre of Culinary Art, North Jakarta*

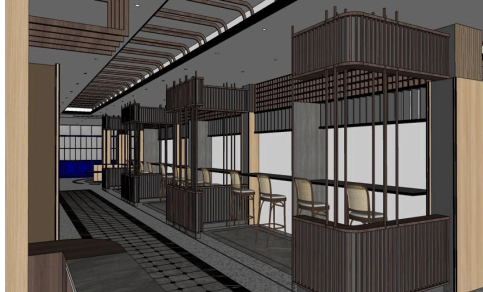


The mini bar owned by Maison Bleu which is positioned in the center area of the lounge is used as an area that can attract the attention of visitors who are interested in visiting the lounge. The interior elements in the mini bar are designed in such a way as to incorporate the image of the Maison Bleu Center of Culinary Art Jakarta which is then adapted to a modern elegant concept.

Therefore, the use of wood material which gives the impression of a natural element in this design is still used in order to produce a simpler and more elegant space impression.

**Figure 5**

*Computer station lounge of Maison Bleu Centre of Culinary Art, North Jakarta*



The computer area and internet surfing facilities at Maison Bleu are also provided in the lounge area therefore, the impression of this lounge is not completely formal and not to be used as a place to relax and eat. However, this area is to provide the facility and space for students or the public where they can work which makes this lounge functional. The design of this area was made into 3 open spaces with partitions made of wood to create a strong privacy between individuals. Wi-fi is also available and general visitors may come with their own laptops to work here.

**Figure 6**

*Leisure station lounge of Maison Bleu Centre of Culinary Art, North Jakarta*



The implementation of the lounge design at this culinary school is semi-formal. There is an area that can be used for any activity which does not limit users from having to use it specifically towards a particular use. This area is designed as a waiting and relaxing area. This relaxing area is designed with an informal approach so that users of this area can be more relaxed.



**Figure 7**

*Dining area lounge of Maison Bleu Centre of Culinary Art, North Jakarta*



**Figure 8**

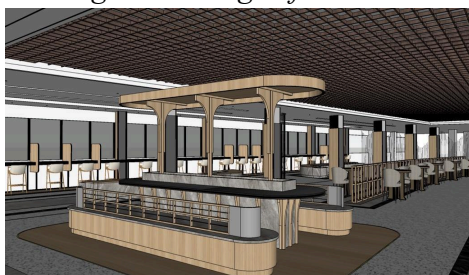
*Dining area lounge of Maison Bleu Centre of Culinary Art, North Jakarta*



The dining area at the lounge of Maison Bleu Culinary Art is designed to suit the image and concept adopted, namely modern elegance. The design and layout of the furniture for dining activities is arranged in a formal form so that the atmosphere during dining feels more elegant.

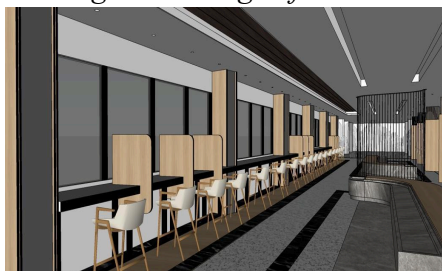
**Figure 9**

*Working area lounge of Maison Bleu Centre of Culinary Art, North Jakarta*



**Figure 10**

*Working area lounge of Maison Bleu Centre of Culinary Art, North Jakarta*



The design of this work area is not solely used for work, however, this area can be used for eating while enjoying music and also for relaxing. The application of modern elegant concept towards the lounge interior is as follows: (a) The modern and elegant concept can be seen from the use of prominent materials which are visually attractive. Therefore, the colors used in the elegant modern style design are natural colors, brown wood, brick red, black, white and gold; (b) The material used for the floor is usually marble. Materials such as brick, woven rattan, roster bricks, or wood in this design are usually exposed so that the natural impression is more prominent; (c) Using plain board and panels finished in duco or laminate which have colors, textures and patterns that represent the style adapted; (d) The furniture and panels in the design used natural wood with a curved shape so that the impression is not stiff.

The material used as the flooring of the lounge area are gray, black and blue marble tiles in addition with a dominant application of terrazzo flooring that gives off a modern and elegant impression. Apart from that, the use of marble is combined with a black and white mosaic floor with a list which perimeters each flooring pattern and functions as a boundary between different materials used as the flooring. The colors picked for the floor material is based on the theme raised.

**Figure 11**

*Lounge floor of Maison Bleu Centre of Culinary Art, North Jakarta*



**Figure 12**

*Lounge floor of Maison Bleu Centre of Culinary Art, North Jakarta*



The walls at Maison Bleu predominantly use panels that are designed into a wall that has a unique and attractive shape so that the space does not look stiff. These panellings are applied to most parts of the walls to provide a modern and elegant touch. Roster bricks which are customly made are also used on the wall of the lounge area. Mainly, the walls are finished with wood patterned laminate combined with the use of other colors such as blue, reflecting the identity of Maison Bleu and the use of cream colour to strengthen its identity.



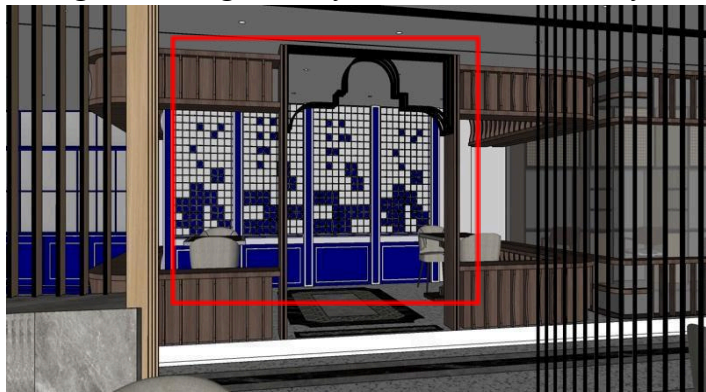
**Figure 13**

*Dining area lounge wall of Maison Bleu Centre of Culinary Art, North Jakarta*



**Figure 14**

*Dining area lounge wall of Maison Bleu Centre of Culinary Art, North Jakarta*



**Figure 15**

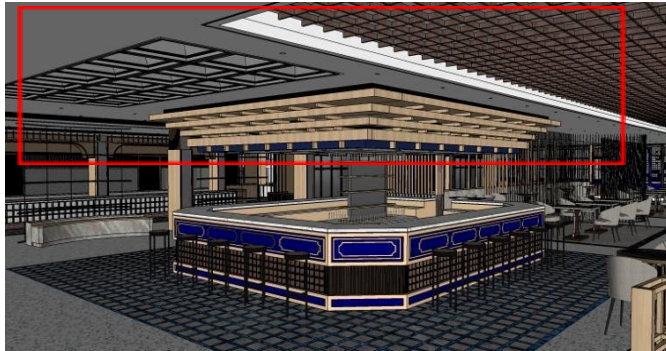
*Lounge wall of Maison Bleu Centre of Culinary Art, North Jakarta*



The material used as the ceiling is gypsum with classic European touch finished with brown, gray and black wall paint. There are also down-ceiling with wood panels on other parts of the area. Apart from that, the design of the ceiling is flat and simple with addition of lists so it does not seem too plain. The color combination of the ceiling creates a natural and elegant ambience.

**Figure 16**

*Lounge ceiling of Maison Bleu Centre of Culinary Art, North Jakarta*



**Figure 17**

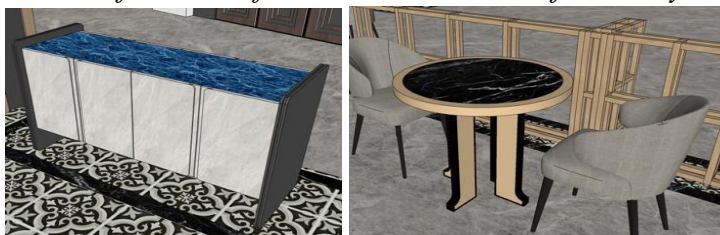
*Lounge ceiling of Maison Bleu Centre of Culinary Art, North Jakarta*



The furnitures are customly made with an elegant look which are dominantly made out of wood with rattan accents.

**Figure 18**

*Custome furniture of Maison Bleu Centre of Culinary Art, North Jakarta*



The table and chairs of the lounge are dominantly shaped with rounded edges and give a luxurious and classic look with a combination of cream and black color. Wood and marble are also applied along with gold colored material on several parts of the furniture to convey a luxurious feel. Rattan is also used on the chairs to display Indonesian culture and a natural look.

#### 4. CONCLUSIONS AND RECOMMENDATIONS

In conclusion, the Maison Bleu Center of Culinary Art Jakarta Lounge has implemented an elegant modern impression. With the application of modern and elegant concepts, this can provide an appeal to the public as a user. The implementation of decorative elements and furniture supported by interior elements that form space on the floors, walls and ceilings can also

provide information about the cooking class programs offered. The lounge is an iconic area of Maison Bleu Culinary Art School in Jakarta, apart from being able to taste the food, you can feel a comfortable atmosphere and make visitors curious about joining the culinary school.

### Acknowledgement

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