

APPLICATION OF THE CONTEMPORARY BIOPHILIC CONCEPT ON THE DISPLAY AREA OF BALETON FLOWERCHEF RETAIL STUDIO

Denise Aurelya Edward¹, Mariana² & Eddy Supriyatna Marizar³

¹Faculty of Art and Design, University Tarumanagara Jakarta
Email: denise.615190087@stu.untar.ac.id

²Faculty of Art and Design, University Tarumanagara Jakarta
Email: mariana@fsrd.untar.ac.id

³Faculty of Art and Design, University Tarumanagara Jakarta
Email: eddys@fsrd.untar.ac.id

Enter : 10-04-2023, revision: 11-05-2023, accepted for publication : 15-08-2023

ABSTRACT

Recently, due to its ever-increasing demand, the florist market has been growing exponentially. Flowers are used for various functions and occasions from simple gifts to big celebrations. However, people today have an increasing demand for recreational activities, therefore to meet this demand, one such florist has set up their facilities to meet the needs of the people. Baleton Flowerchef is a flower shop that not only sells flowers and bouquets but also provides floral workshops. The designer's task is to design the interior of Baleton Flowerchef with a Contemporary Biophilic concept that can cover all user needs and help improve the quality of activities and experiences for both customers and workers.

Keywords: *Baleton, contemporary biophilic, florist*

1. PREFACE

Since ancient times, many people have used flowers as a way to show their affection for others. People buy flowers to give to their loved ones, to decorate events, and even to mourn at funerals. However, as much as people loved flowers, it was quite the task for them to collect and arrange them themselves. Even though it appears as simple decorating and putting together plants, there is actually an art involved in the process of flower arranging. Not to mention the care these flowers need. This is why the services of a florist are needed.

The flower market has grown rapidly over the past few years. According to a BBC article written by Jez Fredenburgh, the scale of the global market for cut flowers is huge, and growing. In the UK alone, the market for cut flowers and ornamental plants was valued at £1.3 billion in 2018, according to government statistics. In 2015, the global flower trade was valued at around €15 billion (£10.6bn), with stems moving between continents at an astonishing speed.

With the floristry industry thriving, and with modern society being more progressive and inquisitive, people wanted to know how to create their own unique floral arrangements and floral ornaments. That's why Baleton Flowerchef makes sure to facilitate themselves with everything necessary as a business in the floristry industry so that they can fulfill all the needs of their customers, from ready-to-buy products, to holding flower arrangement classes.

Baleton Flowerchef is a florist founded in 2015 by Trisha Liawati and provides a variety of services ranging from flower arrangement to flower arrangement classes. Baleton Flowerchef is a florist with a determination to be an impactful and community-centric platform, especially in the florist industry. Their focus is to give customers the experience of having a larger community that offers a complete process in the industry with a professional touch.

Because Baleton Flowerchef is a quite unique institution, it is more appropriate to call it a retail studio because based on the notion of studio and retail, it can be concluded that a retail studio is a place where people can work and learn together about certain activities, led by an instructor, in where they can also take part in retail activities such as buying products or displaying and selling their products. These two words represent the essence of the Baleton Flowerchef, and thus its title as a retail studio.

Baleton focuses on three values, namely nature, dynamism and community. To fully realize these values, the concept of biophilia is applied. Therefore, the biophilic contemporary concept is the right tool to present natural qualities that cannot be found in most other contemporary spaces.

This research will focus on designing a retail studio (especially in the display area) with a contemporary biophilic concept that can meet all of Baleton's needs as a flower shop and as a learning place for new prospective florists.

Figure 1

Baleton Flowerchef Logo

BALETON

Figure 2

Baleton Flowerchef Existing Building



The purpose of this design is as follows:

- a) To design the interior and provide retail studio facilities that meet the needs of workers and visitors.
- b) To design a biophilic and contemporary shop to reflect the image of Baleton Flowerchef.
- c) To Design the store so as to improve the quality of activities within the retail studio.

2. RESEARCH METHOD

Literature Study Method

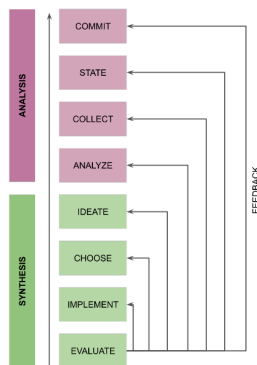
Literature study is a theoretical data collection method in the form of safe and reliable papers, journals, articles, and online websites.

Rosemary Kilmer Method

The design process used in this research journal is adapted from Rosemary Kilmer's book, "Designing Interiors 2nd Edition" which states that there are two parts to the design process, namely analysis and synthesis.

Figure 3

Based on the Kilmer Design Process



The first part (analysis) contains four steps, namely commit, state, collect and analyze. Here, designers identify problems and collect data for their projects.

- a) Commit: accept or commit to the problems found.
- b) State: defines the problem.
- c) Collect: collect data and information as part of problem analysis.
- d) Analyze: Analyze all the data and information found.
- e) The second part (synthesis) has four steps as well, namely idea, choose, implement, and evaluate. Designers use the information and data they have collected to solve problems and develop their design ideas.
- f) Ideate: After analyzing the problem and data, ideas and concepts will begin to form which will then be used to design.
- g) Choose: Choose the most optimal alternative from the ideas that have been formed.
- h) Implement: Implement the selected ideas and concepts in 2d or 3d form.
- i) Evaluate: Evaluate the resulting design and whether it has solved the problem.

The data used for this research journal was collected through a combination of online research and site visit processes as well as interviews with the owner of the institution.

3. RESULT AND DISCUSSION

The following results and discussion will be carried out using the Kilmer design process described earlier and will focus on the design of the display areas and studio workshops.

General Concept

The image that Baletton Flowerchef wants to raise is natural, dynamic and community and to reflect these three images the theme Community Garden is raised to show that Baletton Flowerchef as a retail studio is not just a space where people come and go, but a place where people can come together and build community with one another, all through a shared interest in floristry.

The style applied to this design is Contemporary Biophilia. (According to Wilson 1984, Kellert and Wilson 1993) Basically biophilic design means integrating nature into the built environment. In this case the built environment in question is the interior design of the Baletton Flowerchef.

Biophilic design is not just an interior design style but it is an integration of the environment that can affect the psychological and physical well-being of the people in it.

Below is a table illustrating selected biophilic patterns and design elements gathered from a number of sources, along with a diagram determining the proportions of these patterns.

Figure 4

Description of Selected Biophilic Patterns and Design Elements

Different Experiences with Nature	Biophilic Design Patterns and Elements	Brief descriptions refer to Browning et al. (2014) and Kellert (2018)
Direct experience with nature (i.e., nature in the space)	Visual connection to nature	Window views/landscapes; physically being in nature
	Non-visual connection to nature	Auditory, haptic, olfactory, or gustatory connection to nature
	Non-rhythmic sensory stimuli	Stochastic and ephemeral connections to nature with unanticipated stimuli
	Thermal and airflow variability	Weather (e.g., the wind), air temperature, airflow, and air quality can be felt
	Presence of water	Water elements are placed in interior/exterior areas
	Presence of plants	Plants are placed in interior/exterior areas
	Presence of animals	Birds, fish, etc. are placed in the environment
Indirect experience with nature (i.e., natural analogues)	Dynamic and diffuse light	Place connects to natural light and shadows or is affected by the changeability of seasons; includes windows in the workplace
	Biomorphic forms and patterns	Natural geometries, shapes, forms, and biomimicry styles
	Materials connected to nature	Use of colors, textures, and materials
Space and place (i.e., nature of the space)	Presence of nature images	Photos or painting of nature (e.g., water, waterfall, forest, mountain, etc.), especially in the workplace, schools, or hospitals
	Simulated natural light and air	Use of artificial lighting to mimic a sense of natural light
	Prospect and re-fuge	Seeking to satisfy an innate desire to have the opportunity (i.e., prospect) to review a space while feeling safe (i.e., refuge) (Appleton, 1975)
	Organized/complexity	Rich in detail and diversity with the organization; uniform and featureless without being boring (e.g., fractal geometries in nature, art, architecture)
	Mobility and transitional spaces	Moving from one place to another place (e.g., paths, walks); links the interior to the exterior; fosters emotional and aesthetic appeal
	Place	Identifying the place
	Integrating parts to create a whole	Connecting with natural systems and ecosystem; includes awareness of change, age, and the patina of time in the environment; coherence in the environment
	Risk/peril/mystery	Arouses attention and curiosity, refreshes memory, improves problem-solving skills

Figure 5

Proportions of Different Patterns in Biophilic Designs

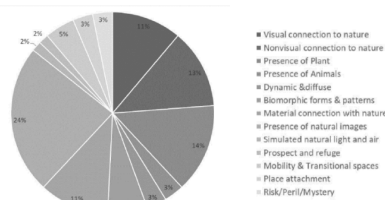


Figure 4 represents the elements included in biophilic design patterns, while figure 5 represents the proportion or frequency of use of these elements. Figure 5 shows that the most frequently used biophilic elements are a visual relationship with nature, a non-visual relationship with nature, the presence of plants, and the presence of images of nature. These elements can take the form of natural light, natural sounds, and natural textures.

Following up on the data collected above, it is wise to implement the elements mentioned above into the display area design. Below are the results of that implementation.

Figure 6

Display Area Concept

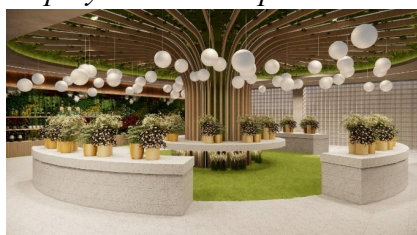
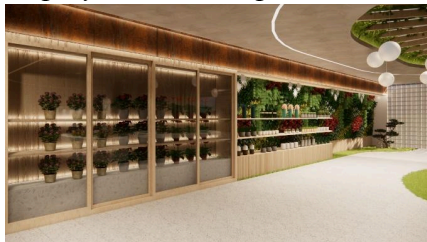


Figure 7
Display Area Concept



Figure 8
Display Area Concept



As can be seen from the detail and design of the following rooms, there are many unique focal points such as shapes, colors and materials to support the contemporary biophilic theme.

- Shape: The straight lines give a modern and contemporary feel while the curved accents give the design a dynamic feel.
- Colour: Dominated by neutral colors such as brown and beige, accompanied by color accents from flowers and plants, to emphasize the natural appearance of the interior.
- Material: Wood, stone (granite, marble, terrazzo, etc.), brick give a natural and biophilic design, while glass cement and aluminum give a contemporary feel.

Circulation

Figure 9
Radial Circulation and Structure

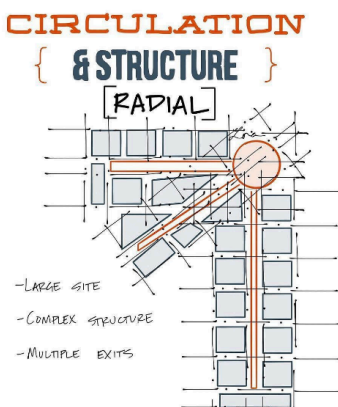
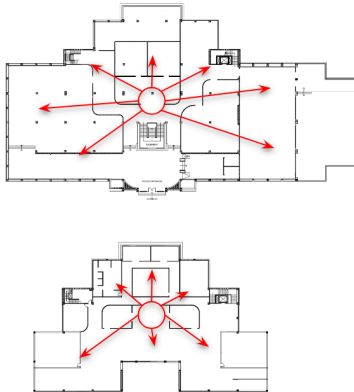


Figure 10
Implementation of Radial Circulation on Display Area



The layout of Baleton Flowerchef employs a radial circulation pattern. All retail studio areas are centered on the display area. On both floors of the building, the display area is positioned in the center for all visitors to browse their products, and from there be inspired to check out other areas of the building. Radial circulation also creates a more dynamic or free movement, so visitors don't feel disorganized by the interior layout.

Lighting and Ventilation

For the Flowerchef Ballet, natural light is very important to create a natural impression in the room. General lighting uses downlights and indirect lights and spotlights are used for accent lighting. Chandeliers are also used as decoration in the room. Minimum general lighting is 300 lux with a warm white color ($\pm 2700\text{k}$) to resemble natural light, while the flower storage area is a maximum of 100 lux to keep the flowers fresh.

For ventilation, central air conditioning ($20\text{--}27^\circ\text{C}$) throughout the building regulates the air condition for the entire office. Split AC ($20\text{--}27^\circ\text{C}$) are available in several individual rooms such as meeting rooms or executive rooms so that users can control the temperature better. Exhaust fans are used to remove unwanted odors in certain areas. They are placed in rooms that often have strong odors such as pantries and restrooms. To store live flowers/cut flowers, special facilities are needed, such as a refrigerator/walk-in Floral Cooler and floral cooler (each max. 8°C) which can condition the temperature and air to maintain the freshness and appearance of the flowers to keep them attractive.

4. CONCLUSIONS AND RECOMMENDATIONS

With the fast-growing floristry industry and increasing creativity and curiosity among people, an institution like Baleton Flowerchef is now urgently needed to satisfy people's curiosity and to build community with one another. Baleton has shown interest in bridging communities in the flower industry and plans to expand its business ventures in the future. With the right design, it will support current and future efforts and hopefully propel the company down a better path.

Acknowledgement

I would like to acknowledge and address my appreciation to God and to all other parties involved who have helped in the writing of this research journal. As the writing of this journal may be far from being perfect, constructive criticism and suggestions are welcomed in order to

further develop better writing in the future. Thank you once again to all who have contributed to this journal.

REFERENCE

- Barry, B. & Joel R. E., (2001). *Retail Management : A Strategic Approach Eighth Edition*. New Jersey : Prentice Hall.
- Dutta, S. (2021). *What does a Florist do?*. The Florist Guide. <https://thefloristguide.com>
- Fredenburgh, J. (2019). *Made on Earth: The 4,000 Mile Flower Delivery*. BBC. <https://www.bbc.com>
- Friel, M. (2010). *Still Life Painting Atelier: An Introduction to Oil Painting*. New York: Watson-Guption.
- Huss, E., Yosef, K. B., & Zaccai, M. (2018). *Humans' Relationship to Flowers as an Example of the Multiple Components of Embodied Aesthetics*. Switzerland: MDPI.
- Kellert, Stephen R., & Elizabeth F. Calabrese. (2015). *The Practice of Biophilic Design*. Kennedy's Flowers & Gifts. *History of the Tradition of Flower Giving*. Kennedy Floral <https://www.kennedyfloral.com>
- Kotler, Philip (2013). *Prinsip - Prinsip Pemasaran Manajemen*. Jakarta : Erlangga.
- Kuswana, w. (2014). *Ergonomi dan K3 Kesehatan Keselamatan Kerja*. Bandung: PT Remaja Rosdakarya Offset.
- Official Website of Baletton Flowerchef. <https://balettonflowerchef.com>
- Li, C. (2010). *A Facility Layout Design Methodology for Retail Environments*. Pittsburgh: University of Pittsburgh.
- Manic Botanic Flowers. (2019). *Why Do We Give Flowers as Gifts? Australia: Manic WA Pty Ltd*. Manic Botanic. <https://www.manicbotanic.com.au>
- SERC. (2018). *What is Studio Teaching?* Ottawa: Carleton University.
- Hung, S. H., & Chang, C. Y. (2021). Health Benefits of Evidence-based biophilic-designed Environments: A review. *Journal of People, Plants, and Environment*, 24(1), 1-16. <http://jppe.ppe.or.kr/journal/view.php?doi=10.11628/ksppe.2021.24.1.1>
- Sujana, A. S. (2012). *Manajemen Minimarket (Panduan Mendirikan dan Mengelola Ritel Modern Mandiri)*. Jakarta: Raih Asah Sukses (Penebar Swadaya Grup).
- The University of British Columbia. (2014). *Industry Overview: Florist Shop Business*. Vancouver : The University of British Columbia.
- Usman, H. (2010). *Manajemen Teori Praktek dan Riset Pendidikan Edisi 3*. Jakarta: Salemba Empat.
- Utami, C.W. (2006). *Manajemen Ritel (Strategi dan Implementasi Ritel Modern)*. Jakarta: Salemba Empat.
- Fivanda, F. (2017). Evaluasi terhadap Konsep Desain Interior Ramah Lingkungan pada Lobby Lounge Boutique Hotel Studi Kasus: Greenhost Boutique Hotel Yogyakarta. *Jurnal Visual*, 12(2). <https://journal.untar.ac.id/index.php/visual/article/view/2123>