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Belgrade, Serbia

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ŠESTI MEĐUNARODNI NAUČNO_STRUČNI SIMPOZIJUM

INSTALACIJE & ARHITEKTURA 2015

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SADRŽAJ

Danilo S. Furundžić[1]

SMALL RESTAURANT IN BELGRADE CENTRE: "BG BURGER BAR"

Summary

Interior design of a small restaurant "BG Burger Bar" located in Belgrade centre, Kolarčeva Street No. 5, is presented in this paper. Following a brief discourse on fast food restaurant, "BG Burger Bar" (BBB) design is considered. BBB, fast food restaurant having usable area of 78 m^2 and constructed in 2014, consists of a basement, ground floor and gallery. Adopted industrial style interior of BBB is realized using rough walls and metal elements. Construction of BBB is performed with quality, within budget, and on time. The presented interior architecture case of BBB shows that simple design can attract many visitors in a prestigious location of city centre.

Key words

Fast food restaurant, interior architecture, industrial style, Belgrade centre, case study

MALI RESTORAN U CENTRU BEOGRADA: "BG BURGER BAR"

Rezime

Ovaj rad prikazuje dizajn enterijera malog restorana "BG Burger Bar" lociranog u centru Beograda, Kolarčeva broj 5. Posle kratkog diskursa o restoranu brze hrane, razmatraju se "BG Burger Bar" (BBB) i njegov dizajn. BBB, restoran brze hrane sa korisnom površinom 78 m^2, izveden 2014, sastoji se od podruma, prizemlja i galerije. Usvojeni industrijski stil enterijera BBB je ostvaren korišćenjem grubih zidova i metalnih elemenata. Izvođenje BBB završeno je kvalitetno, po predračunu i na vreme. Prikazani primer unutrašnje arhitekture BBB pokazuje da jednostavan dizajn može privući mnogo posetioca na prestižnoj lokaciji centra grada.

Ključne reči

Restoran brze hrane, unutrašnja arhitektura, industrijski stil, centar Beograda, primer

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1. INTRODUCTION

A restaurant can be, in general sense, defined as an establishment where beverages and meals may be obtained. Then term *restaurant* not only encompasses various premises – for example: cafe [1, 2], hotel [3, 4], nightclub [5, 6], but also links these premises' interior characteristics – such as: space, light, materials [1-6].

Restaurant expenses planning, investment schedule, interior design and building management are not conventional jobs. Reconstruction of existing space and creation of a new one, appropriate to modern catering requirements, is not simple architectural task. Obstacles found in practice can be different, for example: elongated room with stairs [1, 2], small space enlarged with glass covered garden [3, 4], basement division and fire exit [5,6].

In this paper, following brief discourse on fast food restaurants context, interior design of "BG Burger Bar", small restaurant in Belgrade centre, is briefly presented. The design adopted and realized is laid out to jury selection and public judgment [7]. The writer of this paper is both coauthor of design and responsible architect of the project.

2. CONTEXT: FAST FOOD RESTAURANT

Investment in restaurant business, because of global social changes, is spreading throughout Europe. Design of restaurants, clubs and bars develops into competitive architectural job [8]. Considering the pros and cons of the owner and restaurateurs, the architect has to solve different interrelated tasks – operational, architectural, and decorative. Typical tasks are: business framework, planning, operations organization, market, menu, construction, interior design, equipment, furniture, service, and advertising.

Restaurant design plays a critical role in attracting and retaining customers. Design must fill requirements of the owner, staff, and customers and also facilitate food preparation and service [9]. The architect investigates food and drinks services concept, market, and menu, and then create a sustainable restaurant.

Each project is different and so should be studied, approached and designed by the architect. Restaurant general layout provides that no space is wasted. The understanding of measurements relating to human body is crucial [10]. Relationship between sizes of human limbs and what space a person requires in various postures and whilst moving is important, particularly for small restaurants. The way people feel space depends of form, light, colors, materials, and furniture.

Restaurants located around the world, thanks to refined combinations of colors and materials, constitute attractive places of modern social life [11]. The intense social interaction within restaurants provides entertainment, relaxation and friendships.

Response to the space beyond the door is a result of psychological reaction to stimuli (sight, sound, smell, touch) [12]. An architect has to create appropriate environment that matches site and functions. Space is formed using materials, texture, and light.

Hamburger is finely chopped beef made into a flat round shape, or flat round mass of minced meat or vegetables, which is fried or grilled and typically served in a bread roll.

Term "hamburger", adopted in USA in late 19th century by German immigrants, means: steak from port Hamburg [13].

Burger is abbreviation coined from hamburger. Suffix "*burger*" is used to promote main ingredient (e.g. beefburger, cheeseburger). *Burger bar* is a restaurant selling primarily hamburgers and similar dishes.

Fast food (FF) denotes a complete meal, usually consisting of hamburger (or hot dogs, or fried chicken), french fries and soft drink, or of pizza and milkshake. FF meal has not only high content of calories, protein, fat, salt, and highly saturated vegetable oil, but also has low content of vitamins, minerals, and fibers [14]. Frequent consequence of FF diet is fatness.

Fast food restaurant (FFR) has specific cuisine, limited menu and minimal table service. In restaurant of this kind, fast food is served as snack, or as a quick meal to be taken away. Typical names of FFR are: hamburger outlet, cheeseburger place, burger bar, snack joint, hot dog stand, snack bar, grill, grillroom, sandwich shop, pizzeria, and canteen. McDonald's and Kentucky Fried Chicken (KFC) are American fast food chains with restaurants across the globe.

Since creation of a small fast food restaurant in Belgrade centre is not conventional and common task in architect's practice, the "BG Burger Bar" case is presented hereafter.

3. DESIGN: "BG BURGER BAR"

Short *Kolarčeva Street* connects the *Terazije*, designated center of Belgrade, and the *Republic Square*, one of the busiest places in the city.

"*BG Burger Bar*" (BBB) (Figs.1-12), located in Kolarčeva Street No. 5 and opened in 2014, offers fast food menu – meals (Bg burger, Vegetarian burger, Classic chicken, Ham sandwich, Frenchfries, etc), and drinks (Coca Cola, Schweppes bitter, etc) [15].

Behind BBB window and entrance (Fig.1), which are interpolated into facade of the building, there are *3 levels* (Fig.2): *ground floor* (Figs.4-6), *gallery* (Figs.7-8) and *basement* (Figs.9-12).

BBB has 78m^2 usable area, where basement is 41m^2 (restaurant 30m^2, staff 11m^2), ground floor 23m^2, and gallery 14m^2.

Small space of BBB is carefully planned. Different restaurant functions (entrance, bar, dining space, kitchen, cold store, staff rooms, and toilet) are arranged after few trials.

Food production is visible on the ground floor, where filters remove smoke and smell, while food consumption is on gallery and in basement.

Tables and chairs disposition on gallery and in basement provides sufficient clearance between adjacent diners and enable comfortable eating.

Because in BBB fast food is produced and served, its interior is designed as old fashion industrial space. Such design is very rare for a location in the city centre.

Adopted *industrial style* interior of BBB is realized using rough walls and metal elements. On gallery and in basement ceiling beams, ventilation tubes and electric cables are visible. False window with light behind is constructed in the basement wall.

BBB interior design, accepted by the client, is with ordinary materials constructed with quality, within budget, and on time.

Fig 1. Kolarčeva Street, No.5

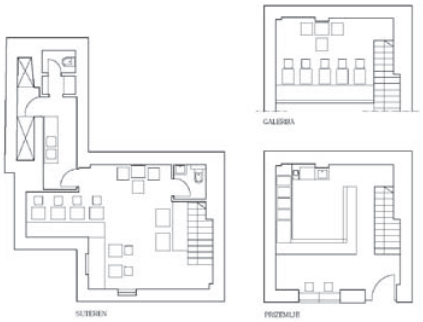

Fig 2. Bases

Fig 3. Emblem

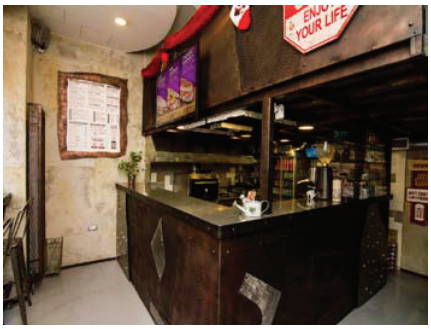

Fig 4. Ground floor (bar)

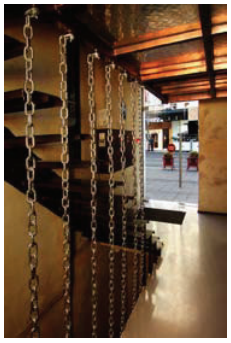

Fig 5. Ground floor (entrance)

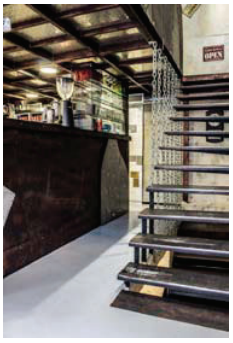

Fig 6. Stairs

Fig 7. Gallery

Fig 8. Gallery

Fig 9. Basement

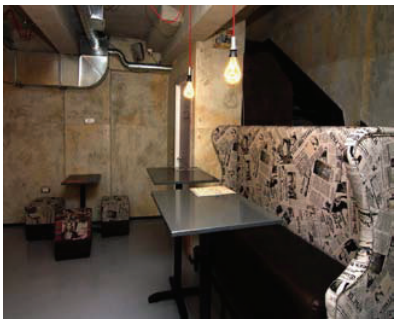

Fig 10. Basement

Fig 11. Basement detail

Fig 12. Toilet

4. CONCLUSIONS

Interior space design presents a complex architectural activity, because creation involves integration of artistic, rational and cultural aspects in sustainable solution.

The grillroom name (*Bg Burger Bar*) may be read: In "Belgrade center" (*BG*), "fast food" (*Burger*) is produced in a small "industrial hall" (*Bar*).

The idea of realized design solution is: *industry*. Corresponding *industrial interior* is created using *rough walls* (similar to concrete walls with formwork traces) and *metal elements* (sheet plates, meshes, ribbed floors, chains).

Adopted *industrial interior architecture*, distinguished by a simple layout and ordinary materials, much differs from glittering shops in Belgrade center. In spite of that, small "BG Burger Bar" is, perhaps because of its different appearance, visited very much.

If visitors number is accepted as a measure of architectural venture achievement, "BG Burger Bar" approves that simple interior design can be successful.

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