

Architecture

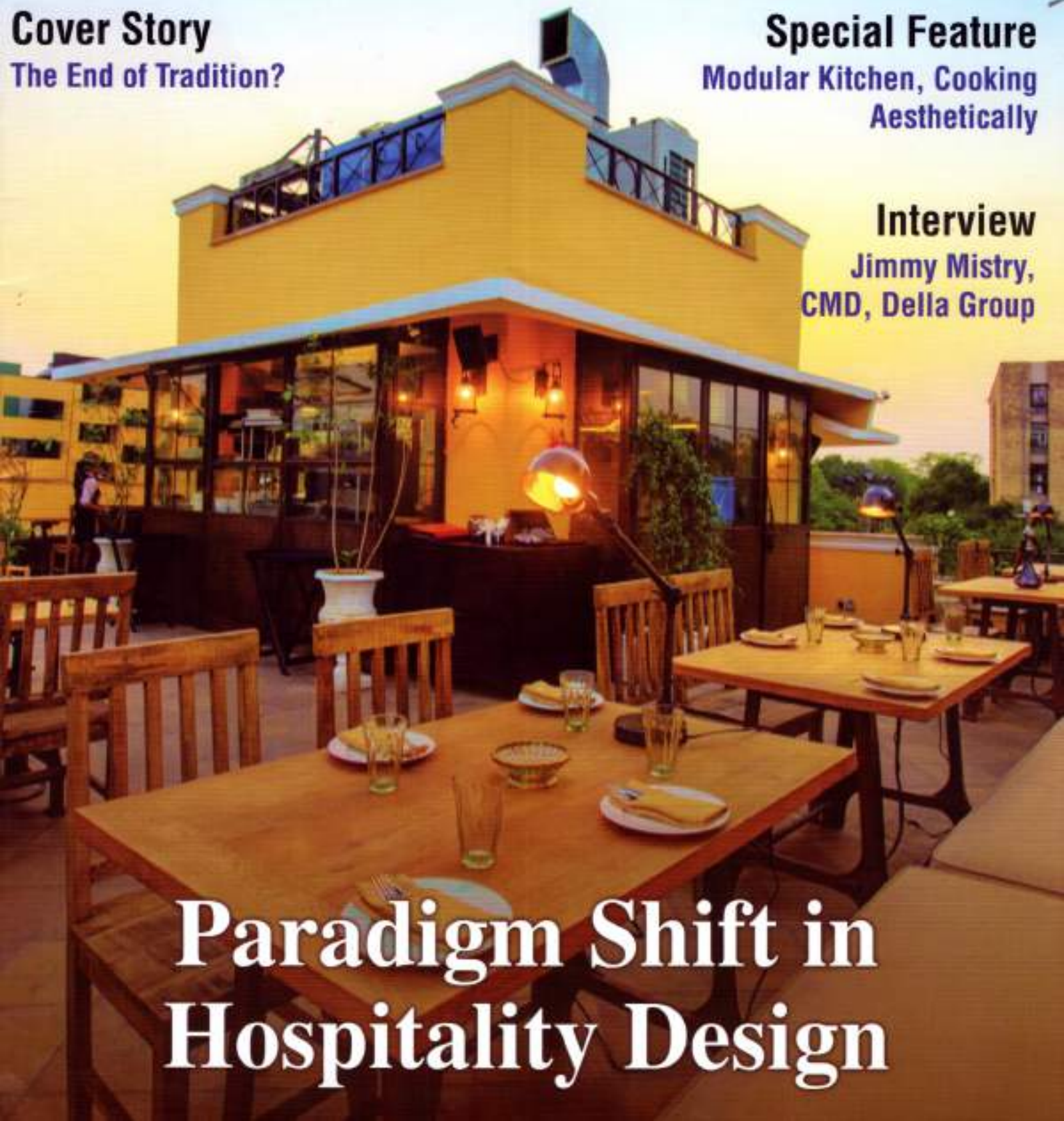
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**Paradigm Shift in
Hospitality Design**

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Opulent Setups

For Jimmy Mistry, MD & Chairman, Della Group, his love for rustic and a mixture of new age and colonial design cannot go unnoticed in the cafes and restaurants at Della Adventure Resort and Spa, Lonavala. In conversation with Tanveez Makrani, reveals that he fuses elements and to create unique design that reflect his personality.



What is the thought process involved while designing a hospitality space?

A designer firstly, has to begin with evaluating for whom is he designing, why he has to and what is going to be his contribution to it. A good design doesn't start with the clients brief. Things like, how many seaters restaurant it has to be and number of people to accommodate are base planning issues. More often the Indian designers, predominantly, commercial designers tend to get lost into space planning. According to me, the concept of creating a soul in a place has nothing to do with space planning. A good space planning can be done by a draftsman or an engineer who has a fair amount of technical expertise in F&B and not necessarily a designer. The designers primary responsibility is to give a soul to the space within the given set of norms by a simple and basic understanding of the space. He has to consider factors like the crowd profile visiting the place, their mood and expectations along with the trends in the world. The most important factor is to localise design so that people connect to it more. There is lot of science involved in terms of deep-rooted research, the process begins with collective research, brainstorming, emphasising and then delivering a prototype.

What are the factors to be considered while designing a restaurant or a cafe?

The mood, the lighting, the materials and utilisation of space, are very important factors. For proper space utilisation, the designer needs to put himself into the consumers shoes. Considering the guest visiting the place, his convenience, what will appeal to him and the sizing of the table are equally essential. Additionally, the acoustics are very critical. For an eating joint or a restaurant, no matter how good the food is, how great the ambiance is, if the place is too loud and noisy, by the virtue of the the materials selected which have hard surfaces, one cannot enjoy the space. It also depends on the cuisine that is being served.

What are the most preferred lighting style?

Lighting is completely subjective and depends on the mood that one wants to create within the given area. Also, what time of the day would the place be visited more often. For a place that serves morning breakfast, one can opt for a somber and refreshing ambiance, with white artificial lighting to a bear minimal whereas in an evening eating joint, the lighting has to be yellow with very little external lights coming in and indirect lighting across. In a fine dine restaurant, generally frequented in the later part of the evening, color lights like magenta or blue or a combination of both with loud music can be used to play along with lighting. In coffee shops, the lighting is diffused. Automation in lighting should be adopted in places where turning the lights on and off manually is not practically possible.

How has the hospitality design industry changed over the years?

Restaurant design per se, is undergoing a sea change not only in India but also globally. Restaurants have become much more livelier and homely. If one looked at it about 5 to 10 years back, the restaurants used to be structured and straight and the usage of materials was very restricted. Whereas, today the restaurant designs are very organic that allows ample scope for the chef to reflect his/her personality. Talking about hospitality space, the formats of a fine-dine restaurant or a coffee shop are quite different. Nowadays, one can see the use of basic materials like 'kota' stone or a rough 'shahabad' which was never a choice as a material to be used in hospitality design. For restaurants and cafe that follow a particular theme, one can see exposed ceilings, black painted ceilings and very



casual looking atmosphere being appreciated across. For e.g. the design and decor of social reflect the personality that the youth can instantly connect with, it reflects the personality of the founder and the people driving it

What are the current trends in the design of hospitality spaces in India?

Currently, the design industry is at an interesting turning point as far as the designing of hospitality spaces is concerned. With the advent of major global brands coming into India and using global designers has changed the scenario altogether. Having said that, there is a lot for the Indian designers to learn from these global designers. If one observes each of the properties of global brands like Oberoi, Hyatt, Marriott, etc. they have a local flavour of the area keeping the soul of the brand alive. In places like Punjab or Rajasthan, the local architecture in minute detailings can be seen. The trends, the construction materials and the interior materials all remain the same, but the local flavour added is very intelligently juxtaposed to these materials.

How are the trends in India different than those internationally?

The global brands have taken India as a different psyche, according to me, a European guest has a better understanding of design that

an Indian. An American guest is sensitive to design in a different way than a Chinese guest or vice-versa. Honestly, when it comes to India, these global chains have not entirely turned around to details in designing, as they have done world over and do not have the same quality, internationally. Abroad, the conceptualisation, the detailing, the interiors, the bathrooms fittings everything is peculiar whereas India is left far behind in terms of design. The consumers worldwide are much more design conscious than the typical Indian consumers. These global chains in India are therefore more concerned in the number of hotels that are coming. These is because designers in India tend to use hardwares like door knobs and latches readily available to them whereas internationally one gets to see custom designed handles and hardware. India needs to cover up a lot more, things are changing but there is along way to go. ▲

Jimmy Moty has been at the forefront of the design industry, at the onset of his career, with contracting jobs and executing projects. But the turning point of his life came while working with an Italian design firm as an importer, which gave him abundance of experience and real understanding of designing. He has taken on the role of Designer, Adventurer, Hotelier and Developer. This path has culminated in an expertise in User Experience and Product Development. He has recently designed Delle Villas in Lonavala, India.

