


Subject: Interior Design  
Topic: Restaurant Interior  
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# Important Factors In Restaurant interior Designing



Starting a restaurant is in itself a mammoth task and there is so much more to think about rather than just planning an outstanding menu to make it a success. There are innumerable aspects that you have to consider such as the right ambiance, [interiors](#) that match your theme and entice customers to your restaurant, proper layout that optimizes available space and lends itself towards generating revenue for the restaurant among others.



# 1. Keep in mind your targeted audience while designing the interior

This is probably the easiest thing to take care of whilst designing your lounge area; however, it is undoubtedly the most fundamental aspect and should be meticulously planned. So, if you predominantly want to lure a young crowd, you can experiment with loud colors, outlandish furniture, groovy counters, etc, whereas, on the other hand, if you are focusing to woo [the corporate crowd, then your restaurant interior designs should be simple, neat, and uber.](#) Monochromatic hues, crisp furniture and smooth interiors will appeal to the corporate crowd, as they might even use your space for meetings and other work oriented affairs.



## 2. Lights

Lighting is a big functional area of a bar's design. One can't stress enough on how easily you can transform an area just by playing with the lighting features of the place. Proper lighting can spotlight your strengths, create illusionary effects and hide the flaws; in short, adequate and appropriate lighting can actually give your bar a big facelift or cast a gloomy shadow on your business. Again, choosing the exact type of lighting will solely depend on the customers you want to cater and can range from incandescent to funky neon.



### 3. Let the Colors Speak

According to research, different colors or even hues of the same shade can have a considerable impact on a person's brain and subsequently impact the decision-making process of your guests. To illustrate, shades in red make us feel hungry. Studies have shown that proper color appliqués can help your restaurant look spacious and wrong color choices can make your bar look congested and shriveled. Hence, it is extremely vital to pay close attention to the colors schemes that you want to add to your lounge area.



## 4. Innovative Seating Arrangement

Although, you'd probably have a target audience in mind, and will primarily design the bar so that they are serviced properly; good business sense states that you prepare yourselves to accommodate every type of customer that happens to stopover at your resto-bar. Therefore, rather than following a fixed pattern, you can blend the types of chairs or have different counter sizes or chair heights to adjust for different sizes. A perfect bar design should pay attention to the preferences, needs, demands, and privacy of each customer, and have flexible arrangements accordingly.

