

Industrial Style in Interior Design of Wild Grass Café Through Decorative Installations

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Abstract. Bandung is popular as a culinary city with a large number of cafes that keep emerging with attractive interior styles. Although there are many choices of styles, industrial style has been popular as it frequently appears in online articles about café design. With this trend, Wild Grass café stands out as a place that extremely exposes industrial style in its interior. In addition, many reviews mention that the design is also rustic, vintage, and high-end, all of which have been aided by the implementation of decorative installations that create a very sharp and unique atmosphere. Performing a qualitative method through direct observation at the studied object, this paper explores about how decorative installations are implemented into an interior space to create a design style in unity. The result will be an exposure to designers in the context of interior design method. In the end, it is found that the atmosphere of industrial style in Wild Grass café is inseparable to the existence of decorative installations found in the whole building.

Keywords: decorative installations, design method, café design, industrial style, contemporary interior design

1 Introduction

Bandung has been a leisure destination city where people usually come for culinary or food hunting. Not only for domestic tourists or weekend escapers from Jakarta, the local citizens of Bandung also often visit culinary places for hanging out, reunion, informal meeting or as an alternate working place to daily routines. Similar to what has been discussed by Montgomery [1], Clark [2], and Wang, et.al. [3] about café and lifestyle, this situation in Bandung has stimulated the emergence of cafés with varieties of interior styles. With the many choices of styles in this contemporary era, industrial style has been very popular as it frequently appears on online articles about café designs. Ironically, many of the cafés express themselves differently from each other although the articles mention that they have industrial styles.

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Wild Grass is one of the cafés that appears sharp in industrial look. Many reviews mention that the design is rustic, vintage, and high-end. Contrast from other cafés that commonly implement industrial styles through materials and colors, Wild Grass café has a very well-planned design theme related to mechanical and engineering utility. The design is executed mainly through assemblages of spare parts or industrial tools made of metal, such as bicycle chain, gear wheel, wrench, pulley, faucet, and oil drum. The assemblages thus create decorative installations in all over interior spaces of the café that make the atmosphere unique and artistic.

In the context of design method, there are endless ways to create a specific expression of interior space, other than merely implementing compositions of colours, shapes, and materials. Previous studies have discussed about using mathematical tessellation [4], virtual reality technology [5], graphic design [6], and also installation arts in interior design [7], which give a value in aesthetic aspect. Complementing more specifically about the implementation of installation arts in interior design, this paper studies how assemblage of decorative installations can create an expression of industrial style in interior space. The finding result will contribute as an exposure to broaden the knowledge of interior design methods.

2 Literature review

2.1 Characteristics of industrial style in interior

The background of industrial design is heavily linked to the industrial revolution [8] that occurred at the 18th century. As factories were built, work resources that had been relied on the labour of animals and humans were replaced by machine in order to gain more time efficiency in production. As time went by, the factories were abandoned and the buildings were converted to other functions, such as dwellings and public spaces. With the utility installations remaining in the buildings, the interior atmosphere became unique, and this had been the idea how industrial style was found.

Currently, industrial style is recognised not only through the utilisation of the old buildings – formerly used as production industries or factories, but also through the finishing look of interior spaces that apply utility features. Therefore, there are several characteristics that can represent industrial style in interior design, such as the application of raw materials with their natural colours, rustic materials, and exposed bricks on the wall, recycled materials, along with the combination of dark colours of concrete, stone, metal, and casting iron.

2.2 Installation art as interior decoration

Installation art takes its root from conceptual art, when the concept or idea becomes “the machine that makes art” [9]. Since the era of Marcel Duchamp, installation art has broadened its field from an artwork in the scope of art exhibition and museum display to the application in landscape, window installation, public space, and commercial space [7], with varied techniques from assemblage of objects to the use of 3D printing as a helping tool [10]. Installation art is site specific [11]. It is an art that cannot be separated from space, as it invites the audience to perceive the artwork together within a defined space. It means, an understanding of space is required to implement installation art in interior design.

In the previous study, Liu [12] has proposed that installation art has the great characteristic in comprehensive breakthrough of making materials, able to criticise

traditional materials and boldly use new raw materials and has an interdisciplinary integration. Meanwhile, Chen [7] has proposed that installation art is presented through juxtaposed collage, tampering substitution, and conversion recycling.

With the vast range of application and its inseparable character to space, an integration between installation art and interior design is beneficiary to add aesthetic value into space. Following its application in commercial and public spaces, installation art is commonly used as a point of interest, either with an integrated technical function or a mere decoration as it is called with the term “decorative installation”.

3 Method

The study is conducted in a qualitative method through direct observation at Wild Grass café. The data is collected through mapping the area of the café in order to spot the locations of the decorative installations. The results are then discussed with referring to previous studies on literature review. With the exploratory and analytic manner of discussions, the finding result will expose the characteristics of the decorative installations at the studied café that will enrich the field of design methodology.

4 Discussions and Results

4.1. Existence of Decorative Installations in Wild Grass Café

Located in a shady residential area in Ciumbuleuit, Wild Grass café seems hidden between the trees. The area itself is considered high class area for housing, therefore Wild Grass café looks like the typical house even though the mass of the building is big. The café appears as a massive building in sharp rectangle forms without any round or circular form. The walls are made of exposed concrete with a big door made of black iron and glass at the entrance. The ceiling is high as a proportion and is also made of concrete. The building’s interior has a spacious circulation and is able to accommodate many people.

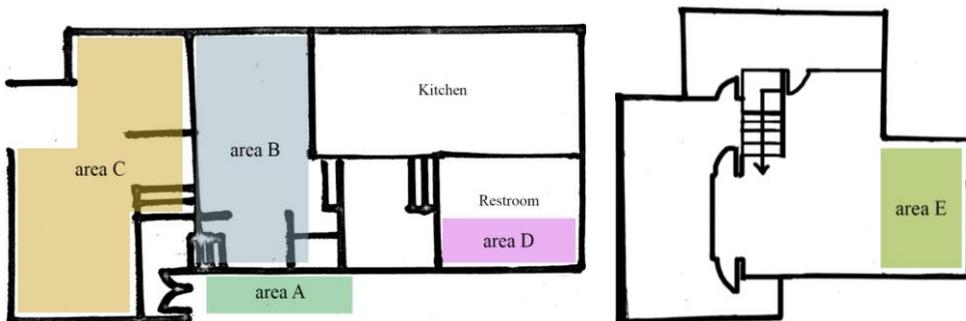


Fig. 1. First Floor Layout (Left), Second Floor Layout (Right).

The room layout with shaded areas in figure 1 are showing the locations where decorative installations are placed. Starting from area A, which is the entrance of the building, there are two spots of installation; one is a sculptural installation in a form of wooden deer and signage, and the other is the random arrangement of gear wheels on the exterior wall (figure 2). Area B has three decorative installations. As seen in figures 3-5 respectively, there are a set of lighting on the wall made of plumbing utility, an arrangement of photos, vines and a bicycle, and a set of lighting on the ceiling using

pulleys. Both sets of lighting with plumbing utility and pulleys build a strong impression of industrial style, integrated with technical function. Meanwhile, the bicycle is a pure decoration as a backdrop of the wall.



Fig. 2. Gear wheels and lighting with plumbing



Fig. 3. Bicycle Decoration and lighting with pulleys

Area C has four decorative installations as seen in figure 6-9 respectively, which are a unique hand railing with lighting on the wall using water faucet and plumbing utility, a big analogue clock with exposed gear, hanging lamps made of metal plates, and harmonica lamp hangers. The big analogue clock only functions as a decoration, but the size is dominant for the space.



Fig. 4. Lighting with water faucet and analogue clock



Fig. 5. Metal Plate Armature and Harmonica Hangers

Area D only has one decorative installation, as it is shown in figure 10. It is a hanger made out of a bended wrench. The last area is located at the second floor, shown as area E. This area only has a decorative installation in a form of big round mirrors with frames made out of gear wheels. The mirrors are arranged in random position and sizes, but its placement makes the interior look more spacious (figure 11).



Fig. 6. Bended Wrench Hangers and Mirror with gear frame

4.2. Integrating Decorative Installation into Interior Space

Based on previous discussion, the decorative installations in Wild Grass café can categorised based on how they are made and how they function.

4.2.1 Decorative installation based on how they are made

Referring to [x], decorative installations in Wild Grass café are mostly created in a manner of tampering substitute, by adjusting new materials as if they were recycled or resembled old materials. Such examples can be found on the metal plates, pulleys, water faucets, and water pipes. The explicit meaning of substitution is easily seen on the water faucets, as the light comes out of each of the faucet, instead of water. A juxtaposed manner is also found on the tremendous analogue clock that looks similar to Prague's astronomical clock. The size is gigantic beyond the normal scale compares to the room space. Furthermore, other decorative installations are integrated into interior spatial elements as soft furnishings, such as table lamp, corner decoration, etc.

4.2.2 Decorative installation based on how they function

The integration between decorative installation and interior design adds an aesthetic value to the space though the uniformity of both materials and colours that create the same interior styling. Some of the installations have an inseparable role to technical function, mostly lighting, stair handrailing, and hangers. In the contrary, the rest of the installations contribute only as decorations, such as back drop, ornament, and point of interest of the space. Nevertheless, the decorative installations take a huge part in the interior space of Wild Grass café. Had the installations not existed, the space would have had no style.

5 Conclusion

Creating industrial style in interior design can be performed through the application of materials that are commonly found in production industries or factories. Therefore, the style usually exposes raw materials of the building, such as exposed bricks, concrete, metal, iron, etc. Based on the study in Wild Grass café, those materials are found mostly in the decorative installations. The installation itself adds a meaningful amount of aesthetic value as well as contributes technical functions, such as lighting and stair-handrailing. Therefore,

it can be concluded that without the presence of the decorative installation in the interior space, Wild Grass café would appear dark and dull, since it is dominated with heavy colours of metal and a brutal expression of unpolished concrete walls. This is a proof that the style in this café relies on the role of the decorative installations.

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