

## Research Article

### USE OF COLOR IN FOOD AND BEVERAGE SPACES

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#### ABSTRACT

Space is architectural structures that define the boundaries of human beings, create a space for movement within themselves and strengthen people's perception of space with their different functions. Spaces are the most important vital expressions of cultures. Because as space increase, living spaces increase and villages, towns, cities and even countries are formed with increasing living spaces. Spaces are one of the indispensable cornerstones of cultural structure and social identity. As there are different spaces according to each culture and different functions assigned to these spaces, the common functions are the same for each society and generally meet the basic needs. The most important of these are eating and drinking spaces. In this article, a research and compilation has been made on the spatial analysis of food and beverage spaces and which color tones should be used in these spaces.

**Keywords:** Food and Beverage, Space, Color, Psychology.

#### INTRODUCTION

The act of eating is a form of action that has been going on since human existence. In order to exist, a person must eat and drink fluids. People have basic needs such as their needs, nutrition, shelter and protection from the first moment (Tümer, 1979). While human consumption has been consuming food and liquid to live since its existence, today it is seen that the consumption of eating and drinking takes place in common spaces together with an act of meeting psycho-social needs. Thus, these environments provide compatibility with both the colors used and the functional variations that have changed and developed for centuries, both in terms of design and in terms of suitability to its function. The most common feature of today's people is that many people who are developing economically and who do not have time to find time in their working life both socialize and provide food consumption with fast food. In daily life where food and beverage culture has an important spaces and its psycho-social effects are too much to be underestimated, designs should be made according to the physical, social and psycho-social needs of the users. Especially with the globalizing world, food and beverage culture, which is under constant influence, should be in a position to be innovative, meet the needs of users and respond to these expectations, and adapt to today's conditions. The effect of consumers' expectations and the extent to which these expectations are met, how much they strengthen the cultural structure, at the same time, the choice of eating and drinking spaces under the influence of globalization is too much to underestimate. Spaces are formations that have boundaries and therefore enable people to perceive. The boundaries perceived through the sense organs create spaces and have different meanings for every society. This difference on the concept of space is due to the different cultural structures of societies (Aslan et al., 2015). Along with cultural influences, spaces differ from others with their own lifestyle, understanding of space and way of use. The absolute word of space has enabled the creation of different spaces (Güç, 2013). Spaces can contain various areas and various functions. For this reason, spaces can be single-functional, and many different functions can be positioned in the same space and they can be in close relationship with each other. Especially, spaces with

economic concerns should contain basic needs functions together with a few functions such as production, presentation and sales. The different needs and different psycho-social effects of each of the different spaces formed in the space are on the human. It is possible to physically separate the boundaries of the space or to differentiate the space with different methods. Design elements that affect visual perception should be color, texture, material, light, and form. Human perceives spaces not only visually, but also dimensional, auditory and sensory (Aslan et al., 2015). It is seen that the spatial perception changes and a different space perception is formed on the human being with the changes to be made in the same space, both in materials and colors. In this article, together with the analysis of spatial spaces, the use of color in food and beverage space is researched and exemplified.

#### Space Distribution In Food And Beverage Spaces

Food and Beverage spaces are places where the main function meets the eating and drinking functions and socialization needs of the customers. In addition, with the supporting side functions, the perception of the space is provided as a part of the whole space and also with its differentiating functions, both in its texture and with the color tones used. Many different functional spaces starting from the outer space, including the entrance area, the waiting area - the cloakroom, the bar area, the kitchen area, the warehouse and the rear entrance, constitute the food and beverage space together. The outer space is the whole of places with car parking spaces, which draws the perception of the buildings from the front of the road, draws the attention of passers-by, visually conveys what kind of space it is in the interior. Outdoor spaces need to create a first impression and arouse interest by attracting the attention of the customer. It is important in terms of design that the design phase provides impressions about the interior. The location of the entrance to the space should be clearly indicated with both visuals and design elements, both color and material. Although the designed space differs from other spaces around it with its external appearance, it continues to harmonize with the environment (Göçer et al., 2018). Entrance spaces are spaces where customers take their first step into the main space and the last they see when they escape. In this space, sub-functions such as both directions and cloakroom can be found. Thus, the customer is prepared and guided before proceeding

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to the main food and beverage space. In addition, the entrance areas are used as entree, foyers, waiting areas and transition areas. Transition areas are spaces that connect lower spaces and provide circulation. In order to choose food and beverage spaces in the best way, it is important to have wide doors that can relax entrance and exit and to provide the right lighting elements (Ryu and Jawn, 2007). Entrance spaces should be inviting for the customer in terms of design and excite the customer for the food and beverage space, which is the main place. In this way, a favorable environment will be provided for the economic factors that the business needs, such as customer satisfaction and creating potential for new customers. The food and beverage space, which is the main venue, must have been designed in line with the demands of the enterprise and contain elements according to the customer portfolio. Food and beverage spaces vary according to the service sector. The spaces that we call fast-food consist of a single main-space and although they are not an entrance area, they are designed on the customer's going to take their food or eating and leaving the space quickly. Ala carte food and beverage spaces include comfortable environments where customers can spend longer time and socialize. Accordingly, food and beverage spaces should be arranged according to the customer portfolio. There are some factors that should be considered while arranging these spaces; determining the capacity, analyzing different activities in the space, determining the area required for each of the activities, making the layout plan after examining the relation between the acts and not neglecting the satisfaction of the employees in the settlement plan. The service network should be set up properly in food and beverage spaces and the relationship between the bar and the customer should be properly designed. The roaming and service areas of the service personnel must be comfortable and designed in a way that does not disturb the customers. Movable design elements such as furniture to be selected should be comfortable, and should be preferred in a comfortable and comfortable way, not in a cramped way in the space. On the contrary, in food and beverage places such as fast-food, an uncomfortable and tight seating arrangement is designed to allow the customer to escape as soon as possible. The criteria for determining the material locations in the residential place and being suitable for the food space are determined according to the capacity of the customer (Gültekin et al, 2016). In the kitchen, i.e. preparation, cooking and service areas, it is necessary to make a layout in line with the demands of the kitchen staff. Especially the most active and productive lower space of the food and beverage spaces are the kitchen spaces, therefore, functionality must be at the highest level in this multi-functional space and both settlement and circulation are very important. Steel - industrial equipment should be used in kitchens and epoxy, antibacterial and hygienic materials should be used. The connection between the kitchen space and the main space to food and beverage is very important. This point, which has a service connection, is very important that the prepared food is delivered and presented in a way that does not disturb the customer. In addition, another important sub-space for kitchen space is the warehouse. The storage areas at the back of the food and beverage areas and the points connected with the road should be preferred. Thus, even if there is a customer in the food and beverage area, the missing material is transported to the kitchen without seeing the customer, and the large materials are transferred to the warehouse with the help of a vehicle. The toilet spaces, which are called wet floor spaces, are designed close to the entrance area. Antibacterial materials should be preferred in these spaces where cleaning and hygiene are important. Wet floor spaces of many spaces with their extraordinary designs bring attention and customer satisfaction together. Food and beverage spaces, which are the main spaces, are formed by combining with various sub-spaces. These spaces will create a unity in the use of color depending on both the design and

design, and will strengthen the perception of the space and create a unique identity for the space.

## Use Of Color In Food And Beverage Spaces

The use of color in spaces is very important. It is a known fact that colors have psychological effects on people. For this reason, the colors to be used in the space should vary according to their functions and should be applied accordingly. The first perception that starts in the eyes, visual perception occurs when the light source reflected from the object is transferred to the visual center in the brain. Therefore, at the subconscious level, light gathers together, and with the perception of color, visual perception takes place. In the spaces where lighting is important, color brightness and color perception on surfaces gain importance. In case of light reduction; there is no change in the type or saturation of the color of the light, but there may be a change in the amount of light (Gezer, 2012).

## Psychological Effects Of Color Types

Red; Red, which is the color of passion, has effects of an attention-enhancing, engaging, mobility, brain-training, exciting, health, vitality, love, sense of victory, energy, generosity, sacrifice, bestowal, pity, courage, power, full of life and warming. If it is exaggerated, it may express harshness and violence, danger, disturbance, cruelty, and sin. Pale pink; It is a color that inculcates a sense of kindness, softness, sweetness, timidity, embarrassment, and conservatism. Orange; It is a color that is joyful, warming, directing to unity, unsettling when used a lot, representing richness, light and efficiency. The symbol of premonition, pure joy, balanced strength, orange radiates optimism. Brown; Brown, which is the color of mother earth and trees, is a soothing color that represents maturity, not the greening of life like green. It is a grounded, decisive, discreet act and symbolizes seriousness. Tan; Considering that brown is the state that includes yellow in it, we can say that brown is a softened form by adding a little more joy into its maturity and seriousness. It represents realistic, directing, persistent, determination and the ideal security of the family core. Yellow; Yellow, the most luminous, lively, bright and cheerful color, reminds richness, abundance, honor and loyalty. Yellow is intellectuality, ruler ship, ambition, assertion and freedom. Vivid yellow makes the person active, and if pale yellow, it relaxes and relaxes. According to color therapists, this color is the only color among all colors that enhances the strength of the general muscle nerves. It will stimulate the sluggish and stimulate the nerves. Yellow sharpens understanding and enhances mental functions. Also, the lighter shades of yellow make the areas larger and larger. If this color, which has a mind-stimulating effect and facilitates communication, is overdone, it brings vandalism, jealousy, illness, irrationality, suspicion and insecurity, irresponsibility, herpes. Green; In general, it has a cooling and calming effect as it is the color of the leaves of green trees and grass. It evokes silence, efficiency, life, growth, nature, wisdom and faith. As with any color, different types and shades of green can evoke different emotions. Green can represent self-respect, justice, and trust, while its exaggeration can emit a megalomaniac, authoritarian but insolent, sarcastic one. Blue; Blue evokes contentment, goodwill, compassion, frankness, honesty, flexibility, mildness, agreement, compromise, cooperation and peace. It has an anxiety-relieving and calming effect. Blue reflections should be present in environments where relaxation is popular. Blue light is a sleep inducing pain reliever and anti-spasm. Blue, whether very dark or light, is a color that carries freedom and harmony in it. The navy blue color, which is dark blue, is a color that encourages seriousness and comprehensive thought. It should not be forgotten that it will bring a feeling of passivity and laziness, especially in spaces where very pale blues are used abundantly.

Purple; Purple is the combination of nobility, mysticism, shame, sadness, love and reason, the color of dignity. It was the color of aristocrats in medieval Europe and became a color representing the court dignity. Purple can be a frightening and unsettling color if seen in large areas. Judas trees suggest a sense of seriousness and distance among those who give rise to a sense of righteousness, magnificence, dominance and nobility. Violet purple is a color that represents religious authority, chaos, death, devotion, and divine love, while lilac color suggests melancholic feelings. White; White has become the symbol of unity and purity as it contains all colors. It reflects an ideal of openness and transparency. Black; Black, the opposite of white, is the "other" color of natural dilemmas such as good-bad, day-night, yin-yang, life-death. Black is the symbol of the deep incompatibility in each of us. This color symbolizes mourning, regret, guilt, as well as deep relaxing silence and eternity or structural strength. (Martel, 1995) Usually in food and beverage spaces, their complementary colors are used together with red, orange and yellow tones. A harmonious combination can be made with earth colors. As Martel stated in his research, these colors will increase the vitality, blood circulation and thus increase the appetite and the customer demand and the economic concerns of the business will be in parallel. Along with the use of color, the use of light is also very important. In addition to tones such as daylight, pale white tones are also used in spaces. Lighting in warmer tones causes the spaces to appear warmer and more intimate. In this way, it will be possible for customers to prefer that space because it is a more friendly and warm environment.

**Investigation Of Northern Cyprus Food And Beverage Spaces With Two Examples**

**Cafe No:3**

Located in the Nicosia Walled City of Northern Cyprus, this venue serves from morning until late at night. This space, which is especially preferred by youth, has been transformed from an old shop into a food and beverage space. It provided integrity with the historical structure of the Walled City area and solutions were produced within its structure, taking into account the functional deficiencies of the space. Since the space is on the street, the outdoor area has a limited area. The architects of the space aimed to refresh the outdoor space by making concessions from the interior. This project, which is a re-use project, also used up-to-date materials, and it also contained breezes from the historical texture. In terms of space, it consists of outdoor, main space, wet ground, kitchen and warehouse.



Image 1.



Image 2.

In the use of color, yellow tones come to the fore due to the fact that the building where the space is located is a yellow stone building. Yellow tones, which are also found in the interior, are combined with black and white tones. In the furniture, a wood close to a yellow tone was chosen and the warmth and energy of its yellow color was reflected in the space. Due to the fact that it is on the street, the large window openings are combined with the exterior and the interior,

literally taking the street into the space and designing the perception in that direction. The decorative ornaments used on the walls are selected from different colors, bringing liveliness and dynamism to the space. Partitions made especially to the bookshelves and the entresol handrails give the space a different movement and the handrails, which have a fixed and single function for protection, have given function.



Image 3.



Image 4.

**Avanti**

Located in Kyrenia, the developing city of Northern Cyprus, the venue is located in the developing region of Kyrenia outside of its historical buildings. For this reason, the space, which has no historical texture, has modern lines and is especially preferred by the young generation. The main food and beverage area in the space consists of open, semi-open and closed areas. The space serves both as a package and provides the opportunity to food and beverage within the space. In this way, the organization of the space can offer its customers practically as a package without entering the food and beverage area, and also does not create a crowd in the interior. The space consists of the main food and beverage area, service, wet floor, kitchen and warehouse.



Image 5.



Image 6.

It differs in the use of color in semi-open and closed spaces. Darker, more pastel tones were preferred in the interior. While it offers a dim environment in the interiors, vivid and dynamic colors are preferred in semi-open spaces. Shade elements and images in pink tones are used, especially to increase the outdoor perception. Thus, a space that is especially sweet is inviting people with its use of candy color tones. It provides integrity with the use of warm tones in lighting. In semi-open spaces, more complex, patterned and colorful seating elements, floor coverings and upholstery are preferred. Thus, dynamism for young people is included in the place. In the place where comfortable seating areas are generally preferred, colored pillows and seat covers are used. Thus, blood flow is increased psychologically and also encourages customers to eat. Generally, a close seating arrangement is preferred in the semi-open place, as opposed to the indoor place.





Image 7.



Image 8.

## CONCLUSION

Culture of Food and Beverage continues since human existence. One has to eat in order to survive. While people lived to eat in the early days of human existence, the act of eating has become a time period where less time is allocated between many jobs and is quickly consumed. Due to economic conditions, human beings make a living in order to earn money and obtain a better living condition in the process of hunting and cooking. The food and beverage spaces that have emerged for this reason primarily provide the food supply themselves, cook and present them. With increasing working hours, people have difficulty in finding time for socialization needs and they also use food and beverage spaces as a socialization space. Along with the psychological effect of colors, color gains importance in spaces where both the food and beverage function is realized and the need for socialization is met. Warmer, more intimate space colors that have an effect to increase blood circulation are preferred. Thus, both the socializing area and the food and beverage consumption will become richer. With this research, 2 samples from Nicosia and Kyrenia cities in Northern Cyprus were evaluated. Spatial organization and the use of color were evaluated in both spaces frequented by young people. Cafe No: 3, located in the Walled City area of Nicosia, has achieved integrity by choosing monochrome colors as well as warm tones with the reflection of the historical texture on the interior. Avanti Cafe, located in the newly developing region of Kyrenia, has used more vibrant, colorful and design and color tones to reflect the complexity of life, using mostly dynamic color tones. In both spaces, they preferred the use of design and color, which would increase blood circulation and become friendly and attractive to youth. We can say that outdoor spaces are a reflection of interior spaces. Looking at the exteriors of the spaces, Avanti Cafe's more candy-toned visuals give the message that more sweet products are sold and according to Cafe No: 3, it would not be wrong

to say that it appeals to youth. On the other hand, Cafe No: 3, with its simpler exterior design, we can say that it appeals to a more mature group of young people. It is important that the spaces are designed to meet today's expectations in terms of design and color use, contemporary, and according to their location, both regain the historical texture and attract the attention of the young generation. In the two spaces we have exemplified, both how the historical texture is combined with today's architecture and how the new spaces opened in the newly developing regions will attract the attention of the young generation are discussed. Design is among the phenomena that are renewed every period and repeat itself from time to time. On the other hand, color has the same effect on people in every period. Therefore, even if the new design is used in the spaces, the use of color and the effect of colors on people will always be the same. With this fact, the use of color will always have an important space in food and beverage spaces.

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