

Revitalizing Culture:
Baum:
Incorporating Abstract Conceptual Thought and Thematic Research in
the Design of a Modern Interpretation of German Culture and Cuisine

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Abstract:

This studio design project focused on the ideas of abstract concepts and thematic research to develop a design for an upscale restaurant. After identifying the abstract concept (ex. wind), different avenues of thematic development were researched as potential design directions. The research was a major component of the project, utilizing online, library and journal sources to gather data for the thematic background for the restaurant. In addition, additional areas of research focused on the technical issues of restaurant design and accessibility requirements.

The abstract concept for this project was to use the word *mysterious* to develop an intriguing design exploring a culture that we were not personally familiar with. Using aspects of the German culture discovered through research, the necessary interior elements were developed in order for the concept to be readable to the projected market.

This concept was used as the basis for the thematic development of the restaurant which was brought through with a German motif as the logo, baum, meaning tree, in the German language, and lastly, the use of a natural color palette and materials.

The results of the research were used to develop the thematic design of the restaurant. The functional layout of the restaurant, the selection of materials and finishes and the ambience experienced by guests were a direct result of the research component of the project. As shown in this project, the development of interior spaces is a direct result of the various avenues of research undertaken.