



Journal of Arts & Humanities

Volume 08, Issue 11, 2019: 09-17

Article Received: 28-10-2019

Accepted: 04-11-2019

Available Online: 10-11-2019

ISSN: 2167-9045 (Print), 2167-9053 (Online)

DOI: <http://dx.doi.org/10.18533/journal.v8i11.1778>

The Contemporary Cafes Interior Design as Representation of Transculturalism in Bandung City Indonesia

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ABSTRACT

A new interior design trend is emerging in various commercial spaces such as cafes in the city of Bandung Indonesia. This trend looks retro-style from the 1970s with interior features dominated by metal materials which in terms of design style are also known as industrial look. This phenomenon raises the question of what is happening in the city of Bandung in particular that is driving the interior designers to reuse the industrial look style. This is the subject matter of this paper, associated with the phenomenon of urban life style today. The observation and interpretation methods used to elaborate the transculturalism to discuss the existing phenomenon. With the emergence of an industrial style look as the most contemporary interior design in the city of Bandung in particular, raised a reality regarding the integration of industrial aspects in the lives of urban people even for cafes spaces that generally display a relaxed atmosphere. The use of industrial style styles in cafes, some use the Dutch heritage houses, raises the main aspects of the machine in the modern life of city residents, which is efficient and effective even for a relaxed atmosphere. The development of the city seems to have forced its citizens to compromise with transcultural phenomenon that combines various cultures into a single atmosphere of cafes space.

Keywords: Contemporary interior design, industrial-style, transculturalism, cafes.

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1. Introduction

One specialties of interior design is the hospitality industry, which is the type of business that carries it customer satisfaction service. There are three main categories in this industry, those are food and drinks, accommodation and travel and tourism. Those are cafes, bars, restaurants, hotels, lounges, country club, and so on (Piotrowski, 2004). In addition to location, tariff and service factors the food drinks served by the hotel, cafes and reastaurants, an important element in the hospitality business is

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the architecture and interior design of the cafes, restaurants and hotels. This paper will focus on the interior design of several contemporary cafes that show the similarity of design style, which can be a sign of a trend in interior design and furniture in the interior design of cafes.

The concept of interior design can refer to a various concepts that creates various atmosphere. The atmosphere on an interior created mostly by the usage and composition of materials. If painter use colors for composition of a painting, interior designer used materials, including colors and lighting to create the atmosphere or the character a room. Our perception inside a room arise by collecting all visual objects in mind. Those created the meaning interpreted by the users called impression.

Contemporary design defined as a design that produced in present-day, refers to occurring at present. Contemporary interior design styles refer to current design trends while paying homage to the past (Naveed, 2019). A style that is popular in contemporary cafes interior design in present day especially in the city of Bandung is industrial style (J. Jamaludin, et.al, 2018). In short, industrial style is interior design which reffering to old factory or abandoned barn (Sherman, 2015). An old factory that turned into a new interior function such as living room, bedrooms, cafes and so on (Simmons, 2014). And what happen inside the factory is labor who works hard to produce goods to fulfill people needs. At first, industrial style is a reused concept of old and abandoned interior such as old factories, to a new function that never done before.

In industrial style, the obsolete materials or used materials placed in the certain composition and created the interior with memory of old factory. Exposed brick showing the old age wall, the old pipes, the used wires, used old and rough plank, all the old and used materials telling the users about the past. About the labor life and fate. Besides the impression of an old abandoned factory or barn, we also can find or feel the life of labor inside.

The aesthetic of industrial style can also exists in interior design in present day but not merely with the reused of abandoned building, but created in that way. There raw material used in interior can be treated as old or obsolete. One we can understand from the concept of that is the use of look like old and used materials and broken form. This broken forms can be interpreted as an evident of the history people life there.

Interior design is not merely talks about the function of a place but in the end is a matter of aesthetic in form of an atmosphere that could be interpreted with various meaning depends on impression of the users or the guests who come or use to the room. The source of impression of room user is their background including their experience in feeling the interior before, also the amount of their life experience can significantly give an influence to the impression. This paper aims to explore the potential of contemporary interior design from various sources or existing materials while showing an example that design no longer speaks of the problem of beauty but also messages and as a description of the conditions that exist in society.

1.1 The background: The city of Bandung

Bandung is one of the cities in Indonesia that was built during the Dutch colonial period and developed into the capital of West Java province. As common in developing country like Indonesia, Bandung is characterized by economic growth represented by the emergence of various forms of large industries and small scale home industries. Urban life of a big city like Bandung is strongly influenced by the presence of various industries that support the economic aspects of the city. Some residents rely on income from working in various industrial fields that play the wheels of the economy of the city of Bandung.



Figure 1. Aerial view of the City of Bandung (bapenda.jabarprov.go.id)

While supporting the city economy, the industries has also provided vibrant for the city life of Bandung. In addition to labor-intensive industries such as textile there is also high-tech factories such as Indonesian aircraft industries. In the city of Bandung the creative industries also grew rapidly by relying on the main materials produced by the big industries in Bandung such as clothing which uses raw materials from textile factories around Bandung.

As one of the big cities on the Java island and Bandung is also a city of destination for urbanization from various regions in Indonesia. The rate of urbanization in Indonesia, has been blow up to the 1970s and early 1980s. Since then urbanization has been accelerated and a giant mega-city has developed around Jakarta, known as Jabotabek, and other cities like Surabaya, Bandung and Medan

have grown to metropolitan areas (Evers, 2011). Historical factors of the city of Bandung, such as the existence of the first technical campus in Indonesia (ITB) has made Bandung the destination of young people from all over Indonesia to study in the city of Bandung and work in industrial fields. In view of its history, the city of Bandung is a candidate for the capital of the Dutch colonial government (Kunto, 1984) and it makes Bandung has a lot of military facilities including military vehicle repair workshop. This city in the highlands has a unique appeal. Various labor-intensive industries such as textiles, developed mainly in the south, east and west areas of Bandung.



Figure 2. Indonesian aircraft industries (teknوtempo.com)

Viewed from the world of employment, in Bandung there are various types of industries. Starting from the creative industries that rely on handicrafts, textile factories that rely on labor intensive and capital intensive as well as textile machinery in textile and garment industries, to sophisticated industries such as the aircraft industry and digital industries. All of them, besides being employment with a certain level of expertise, are also factors that influence the character of industrial cities.

On the other hand, the digital world has now become its own industry which, although different from the manufacturing and service industries before, is also still closely related to metal elements and other industrial materials which increasingly influence urban residents and interior designers in the use of metal as a material raw machinery and hardware.



Figure 3. Garment factory and textile industry in Bandung (jabarexpress.com, tribunnews.com)

1.2 Transculturalism

Transculturation is a term first coined by Cuban anthropologist Fernando Ortiz in 1947 to describe the phenomenon of merging and converging cultures (Cuccioliotta, 2000/2001). Transculturalism is defined as “seeing oneself in the other” (Ortiz, 1995). Transcultural also defined as

relating to or involving more than one culture; cross-cultural (Parihar, 2014). Transcultural is also describe extending all human culture which is involving, encompassing, or combining elements of more than one culture.

According to Ortiz, transculturation encompasses more than transition from one culture to another; it does not consist merely of acquiring another culture (acculturation) or of losing or uprooting a previous culture (deculturation). It merges acculturation and deculturation concepts and then carries the idea of the consequent creation of new cultural phenomena (neoculturation). It is express the highly varied phenomena a result of the extremely complex transmutations of culture that have taken place (Cuccioliotta, 2000/2001).

Transculture is a new field of cultural development that transcends the borders of some conventional and traditional cultures. Transculture open the isolation of their symbolic systems and value determinations and broadens the field of 'supra-cultural' creativity (Winschiers-Theophilus, 2017). From description above it is obvious that one of culture element is symbol. Symbols are anything that carries particular meaning recognized by people who share the same culture and the focus of this paper will use symbolical meaning in transcultural context.

2. Methods

To gather the contemporary cafes interior design in the city of Bandung used observation method. The observations of several cafes in Bandung were randomly based on the novelty of the cafe and the similarity of the contemporary character of their interior designs and also their popularity, especially among students and young workers. Elaboration method used to analyse of the contemporary cafes interior design with the theory of transculturalism with facts on the ground.

Elaboration mentioned here is defined as the process of enhancing ideas by providing more information to existing phenomenon, enhances ideas and objects by providing nuance and detail (Henkel, 2012). In other words, the existing data is approached from the point of view of transculturalism, especially from some physical facts that used as the symbolic element which clearly shows that there are elements forming the contemporary cafe interior design.

3. Result and discussion

3.1 Transformation of Dutch Colonial House into Cafes

Indonesia was a former Dutch colony and when the Dutch went home they leave various legacies, one of which is a Dutch houses. Dutch houses (*rumah Belanda*) are common designation for houses built in the colonial period and inhabited by Dutch people in Indonesia. Architecturally the Dutch house has been adapted to conditions in a tropical country like Indonesia. Some of Dutch houses are now converted into factory outlets, retails shops and cafes.

Dutch houses that were converted into cafes or restaurants became an attractive medium for



Figure 4. Two of the models of Dutch colonial heritage in Bandung, mostly with sub-urban style houses

the approach of interior design with industrial style look. The main raw material or physical element for the industrial look at the in England or New York is an abandoned old factory converted into cafes or restaurants, in Bandung the main raw material or phisical elements are old Dutch heritage houses and equipped with industrial style look for furniture design inside. this atmosphere creates a transcultural culture that is the merging or mixing of two or more cultures, both of which are opposite.

The Dutch heritage house which symbolizes colonial culture is combined with the lifestyle of an independent culture, between the old culture with the new culture which is the spirit of developing countries symbolized by metal material. It can also be understood as a symbol of an independent country by controlling Dutch heritage houses and changing them, from dwellings to cafes.



Figure 5. Dutch heritage houses transformed into cafes with industrial style look in furniture design. Left Noah's barn, right Hummingbird eatery.

Expensive and luxurious atmosphere which is common in conventional interior design are things that no longer apply in industrial-style designs. In other words, industrial-style interior design looks to eliminate expensive space due to the use of simple-looking materials and materials. The expensive impression on interior design today seems no longer an interesting approach considering the main market is the millennial generation which has relatively high purchasing power but does not care too much about expensive design elements. What they are looking for is the atmosphere of the space that represents the era, representing the existence of a generation that is all digital, instant, but wants to be different from the previous generation that has the establishment, represented by classic style or a clean, new and neat modern interior design style. The transcultural phenomenon in this case can be described as follows.

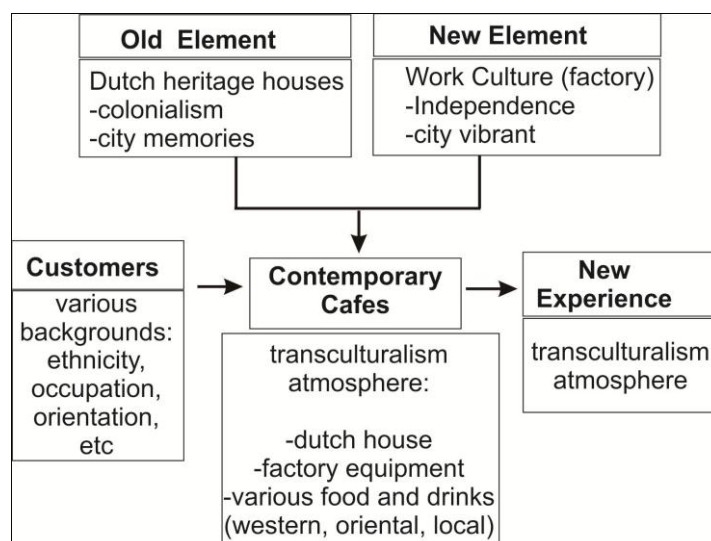


Figure 6. Transformation of Dutch heritage house into cafes created transcultural atmosphere

3.2 Transformation of factory atmosphere into new urban cafes

The condition of the price of building materials that continues to rise which is generally triggered by the increase in fuel prices, in terms of design, is addressed by the use of efficient and used materials. For new cafes buildings, steel material becomes dominant for construction due to speed problems in development. In interior design, used elements can be part of the theme of the room. Showing obsolescence is no longer a taboo in design but is deliberately explored for symbolic needs, nostalgia and space identity.



Figure 7. Ambrogio Cafe, using of furniture such as chair with metal construction and wooden seat and table is general characteristic of industrial look interior design.

The main material in the factory is metal (iron or steel), the main tool in the factory is the machine, made of metal (iron or steel) that is all functional. The machine becomes a reference to modern aesthetics that is called “machine aesthetic”. Machines that provide convenience in producing something, are then interpreted as symbols of modern times. Iron represents an era that requires strength and durability, but with high efficiency. For construction, iron resistance is higher than other materials such as wood. steel construction is widely used for buildings other than reinforced concrete. The use of steel allows building construction more quickly and efficiently, for reduce labor costs. Most factories constructed used steel and copied into new cafes buildings, to symbolised the celebration of working into hospitality atmosphere and also as the appreciate to the business that support the wealth of the city.



Figure 8. Unormal cafe, the new cafes with new building with youth vibrant in transcultural atmosphere.

Transculturalism emphasizes on the problematic of contemporary culture in terms of relationship, meaning-making, and power formation, and the transitory nature of culture as well as its power to transform. The relationship between work atmosphere and dining atmosphere and entertainment using media in the form of furniture that uses the same material those are wood and iron.

In contemporary age, everything connected each other. So the interior design of cafes in a city not only about the design of a commercial space that suit the function only but also as a representation of a life style of urban life. The place of most activities in urban life can be divided in two, first the house where people live and the daily destination of their activities which is working place. Due to the lack of time, people dine out in the cafes or restaurants and use them as the third place from this routine activities, then cafes or restaurants commonly become one of the third space for people activities (Oldenburg, 2013). The cafes or restaurants with interior industrial style design seems to be an intermediary room or transition space from work to home.

The using of metal can be understood as a symbol of modern times that has an element of strength and is also efficient, while wood symbolizes nature and humans cannot escape from it. Nature and industry are an important part of modern humans. Nature where humans live and industries where humans produce for their survival.



Figure 9. The Parlor cafe, using of exposed brick to show the old and messy element as seen in abandoned building. On the other hand, on the other hand, presents a natural feel with a variety of ornamental plants

By making interior design of a cafe or restaurant with a factory atmosphere model then transcultural happens: the factory atmosphere from the industrial world also can be feel in the world of hospitality space, such as cafes and restaurants. Transculturalism accepts that language and materiality continually interact within an unstable locus of specific historical conditions. Transculturalism locates relationship of power in terms of language and history (Parihar, 2014). From this explanation, it can be understood the presence of walls in cafes with exposed bricks that present old or damaged elements due to use and time factor.

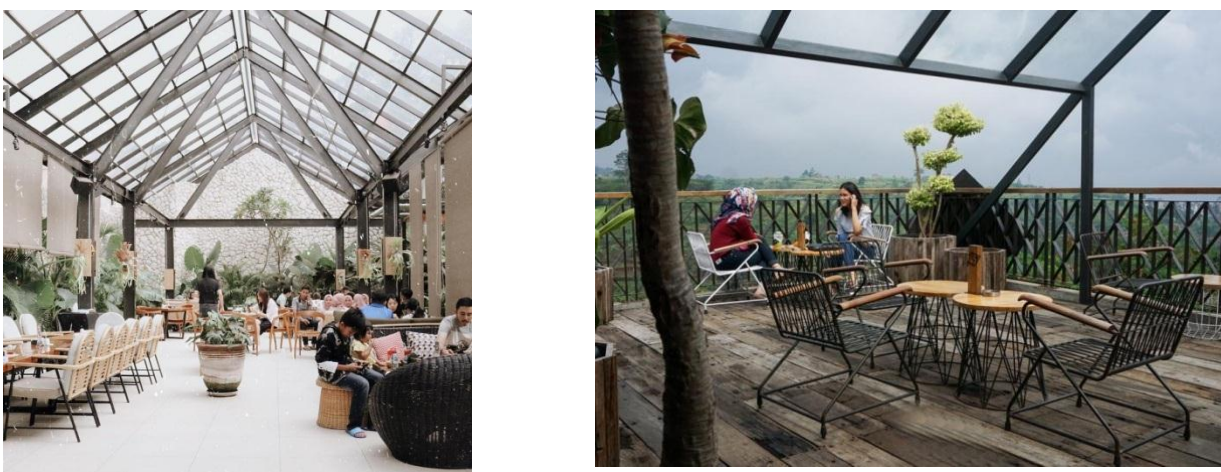


Figure 10. Left, Little Collin cafe, with transparent roof made of glass with a steel frame. Right, the nature and industrial element such as metal in cafe construction and furniture, a composition in contemporary life (idntimes.com)

It is interesting to see how visual culture of factory or old Dutch building transformed into a new urban culture in form of cafes. Factory or industrial culture and working culture atmosphere changing into relax and entertainment atmosphere. The model of transcultural in the changing of atmosphere of interior can be seen in Figure 11.

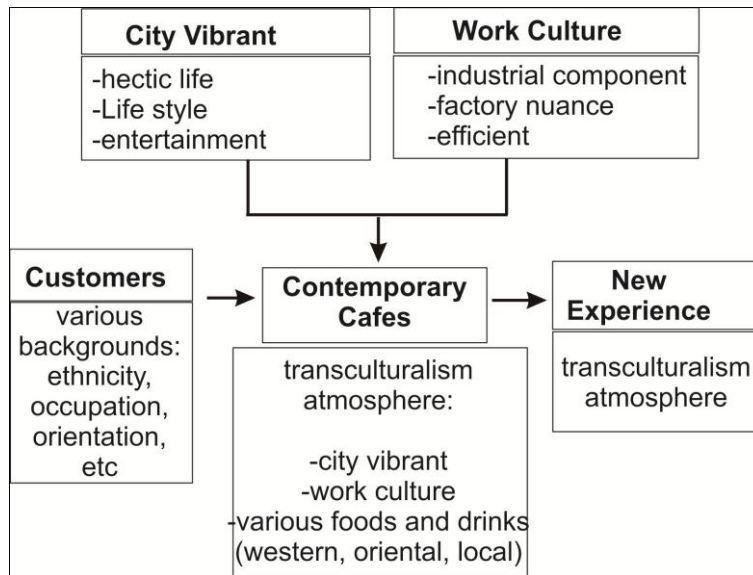


Figure 11. The blend city vibrant and work culture in contemporary cafes created transcultural atmosphere

4. Conclusion

Transcultural is a dynamic transformation in an urban conditions. In contemporary interior design today, the atmosphere of any space can be moved into the interior. The factory atmosphere is a trend in interior design as the industrial look because it presents a work atmosphere but in the packaging of hospitality space in the form of a cafe. the previous room was a work area being a dining and entertainment area. this condition creates a new atmosphere that leads to the understanding that in the end, in addition to the various standard requirements in an indoor activity, the atmosphere of the space becomes increasingly important and therefore can be modified into various desired environments in conducting indoor activities. Interior design with Industrial look excellence, among others, is the simplicity and honesty of the material presented by the industrial factory atmosphere give the impression of space that is both efficient and compact.

Note

A part of the material of this research has been presented in Artesh 2018, International Conference on Art, Science and Humanities, 30 November- 2 December 2018, Faculty of Art and Design Insitut Teknologi Bandung Indonesia.

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