5 Restaurant Interior Design Ideas

Interior design for restaurants can be a make or break situation. The role that a restaurant’s interior plays in making the customer feel comfortable is almost as important as the food. And while you can spend hundreds of thousands of dollars - or more - to give your restaurant the perfect look, utilizing strong design principles can make up for a lack of money. In this article we’ll go over 5 restaurant interior design ideas.

Lighting

Lighting is perhaps the most important consideration when it comes to restaurant interior design. A brightly lit room provides a completely different environment than a candle lit one. Once you understand the feeling you’re trying to convey, lighting should play a supportive role.

Typography

The fonts, point sizes and arrangement of type you use on your menus and throughout your space will lend a distinct impression on what your restaurant is all about. Whether you use big, bold typeface or traditional, old country script, how you display your information says a lot about the approach you’re taking in the kitchen. Strive to match them up.

Open Up

You can use the guts of your operation as part of your design. Think open kitchens, brew pubs that display their beer vats or exposed ceilings that utilize the ductwork and electrical wiring as part of the decor. Each method lends a distinct aura that helps define the personality of the restaurant. Think about the internal processes that you can externalize.

Greenery

Plants will not only liven up the space, they’ll add their own ambience depending on your choices. A space full of succulents and cacti will have a much different feel than one that features palm trees or other lush tropical plants. If you don’t have an eye or thumb for taking care of plants yourself, you might consider hiring a plant care and design service.

Local Art

One interior design trick to get the community involved in your restaurant is to provide wallspace for local artists. Not only will this brighten up your space, it’ll extend your marketing efforts beyond your immediate clientele. Involving local artists will attract their communities and kindred spirits. Not only can you regularly rotate the decor, you could make a commission on the sales.