INTERIOR REDESIGN OF PRONTO ITALIAN RESTAURANT WITH ITALIAN CONTEMPORARY CONCEPT

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ABSTRACT

The interior design is one area of creative industrial design created by the arts that is enforced within the space of a building. Restaurant is also one of the field working on interior design. In the present study puts Pronto restaurant as a study site because the Pronto restaurant presenting a italian-smelling foods so that consumers who feel it can immediately find out how high taste presented in this restaurant. And the unique, Pronto restaurant presenting the foods with “All You Can Eat” system.

Pronto restaurant is restaurant a Italian foods with “All You Can Eat” system. However, the room setup was so boring and decorations of ancient space Pronto makes this restaurant looks like a regular restaurant.

To display the image Pronto for Italian restaurant with Italian Contemporary Concept. Italian Contemporary Concept gives Italian nuance contemoperor style as the maint point in the room. With that consumers who come will feel Italian theme in the room.

By finding good design will ease of manage space in the room. With Italian nuance and contemoperor style, will give new sensation in this Italian restaurant. In addition to facilitate the routine goes on inside the restaurant can also make an additional point as an attention getter to make attraction for consumers.

This research hope can concrete Pronto restaurant interior that different, interesting, new and also can give all the function and need. So that can create appreciation from user the room.

Key word : restaurant, Italian, contemporary