



Design Considerations when Planning Food Services in a Cultural Institution

DEE RENDON AIA, LEED AP BD&C

TALKING POINTS

01

PLANNING
GUIDELINES/
OPPORTUNITIES
IN CULTURAL
INSTITUTIONS

02

TYPES OF FOOD
SERVICE
OPTIONS

03

COMPONENTS
OF FOOD
SERVICE

04

SPACE
REQUIREMENTS
FOR FOOD
SERVICE
COMPONENTS

05

ADJACENT
CULTURAL
INSTITUTION
COMPONENTS/
PROGRAMS

PLANNING

01

PLANNING
GUIDELINES/
OPPORTUNITIES
IN CULTURAL
INSTITUTIONS

MENU

MARKET

MONEY

MANAGEMENT

METHOD



PLANNING

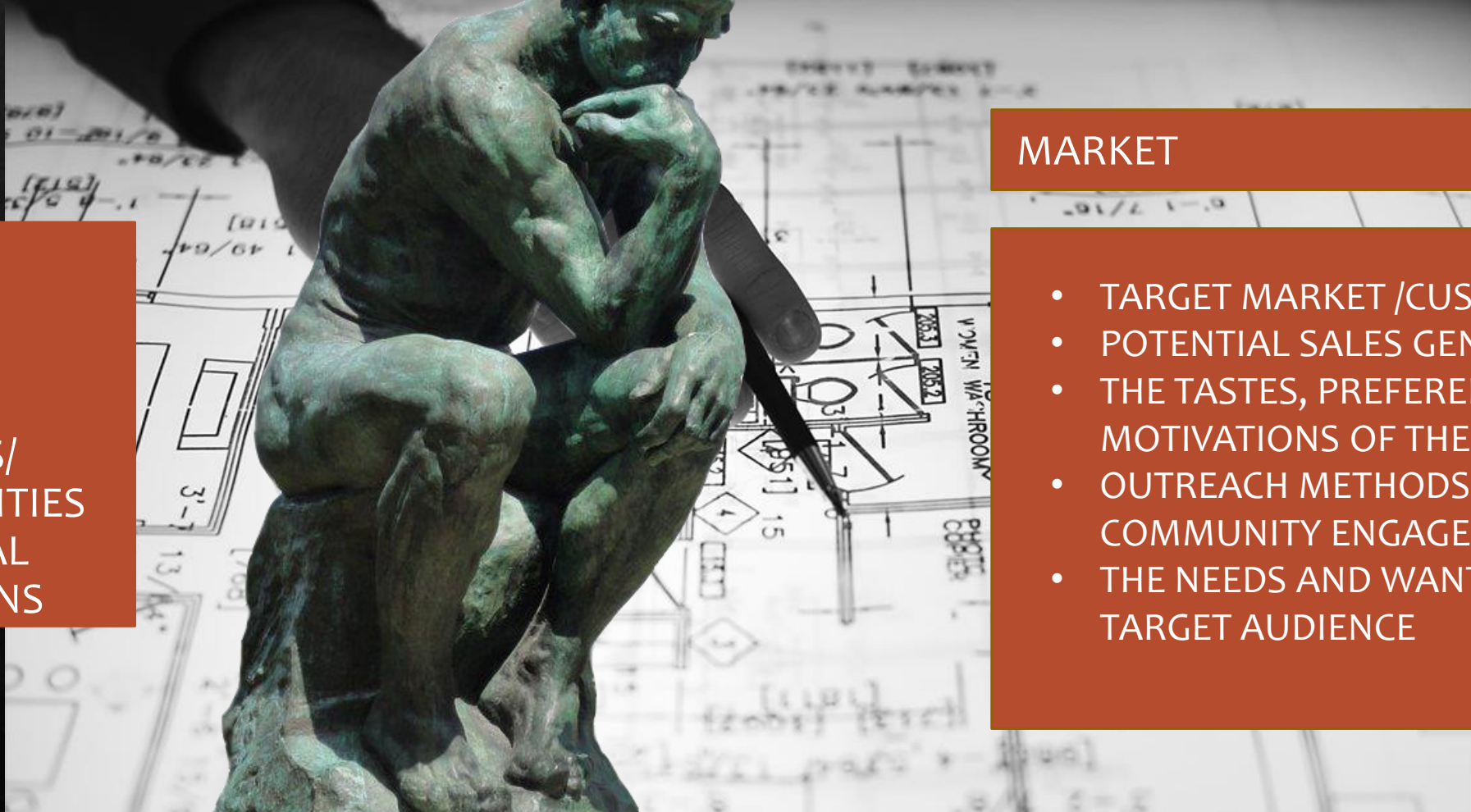
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PLANNING
GUIDELINES/
OPPORTUNITIES
IN CULTURAL
INSTITUTIONS

MENU

- FOOD PRICE
- COOKING EQUIPMENT
- REFRIGERATION AND STORAGE
- DISHWASHING REQUIREMENTS
- FLOOR SPACE, INCLUDING TYPE AND CAPACITY OF SEATING
- SERVICE AREA DESIGN
- TOTAL DOLLAR INVESTMENT

PLANNING



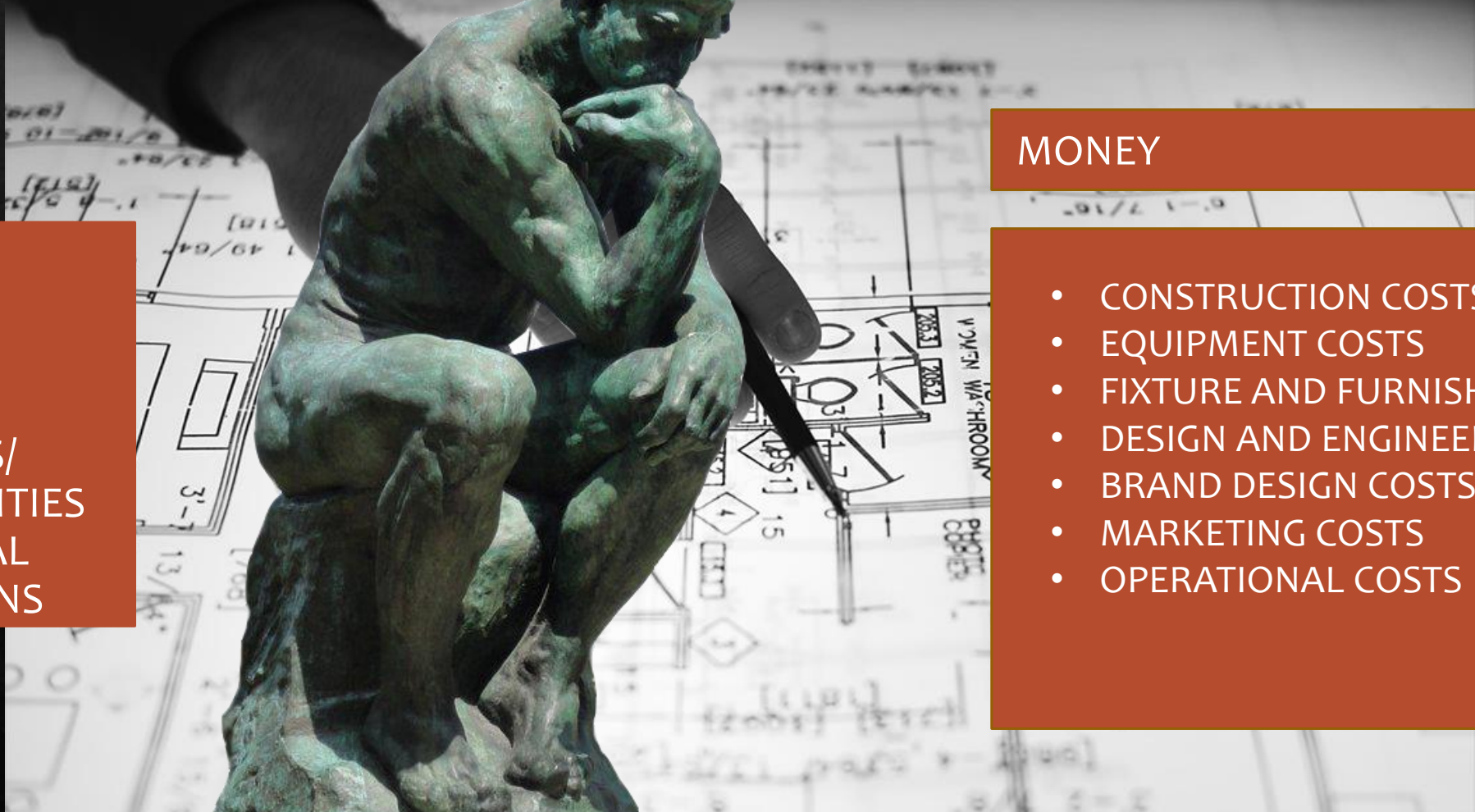
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PLANNING
GUIDELINES/
OPPORTUNITIES
IN CULTURAL
INSTITUTIONS

MARKET

- TARGET MARKET /CUSTOMER BASE
- POTENTIAL SALES GENERATION
- THE TASTES, PREFERENCES AND MOTIVATIONS OF THE MARKET
- OUTREACH METHODS AND COMMUNITY ENGAGEMENT
- THE NEEDS AND WANTS OF THE TARGET AUDIENCE

PLANNING



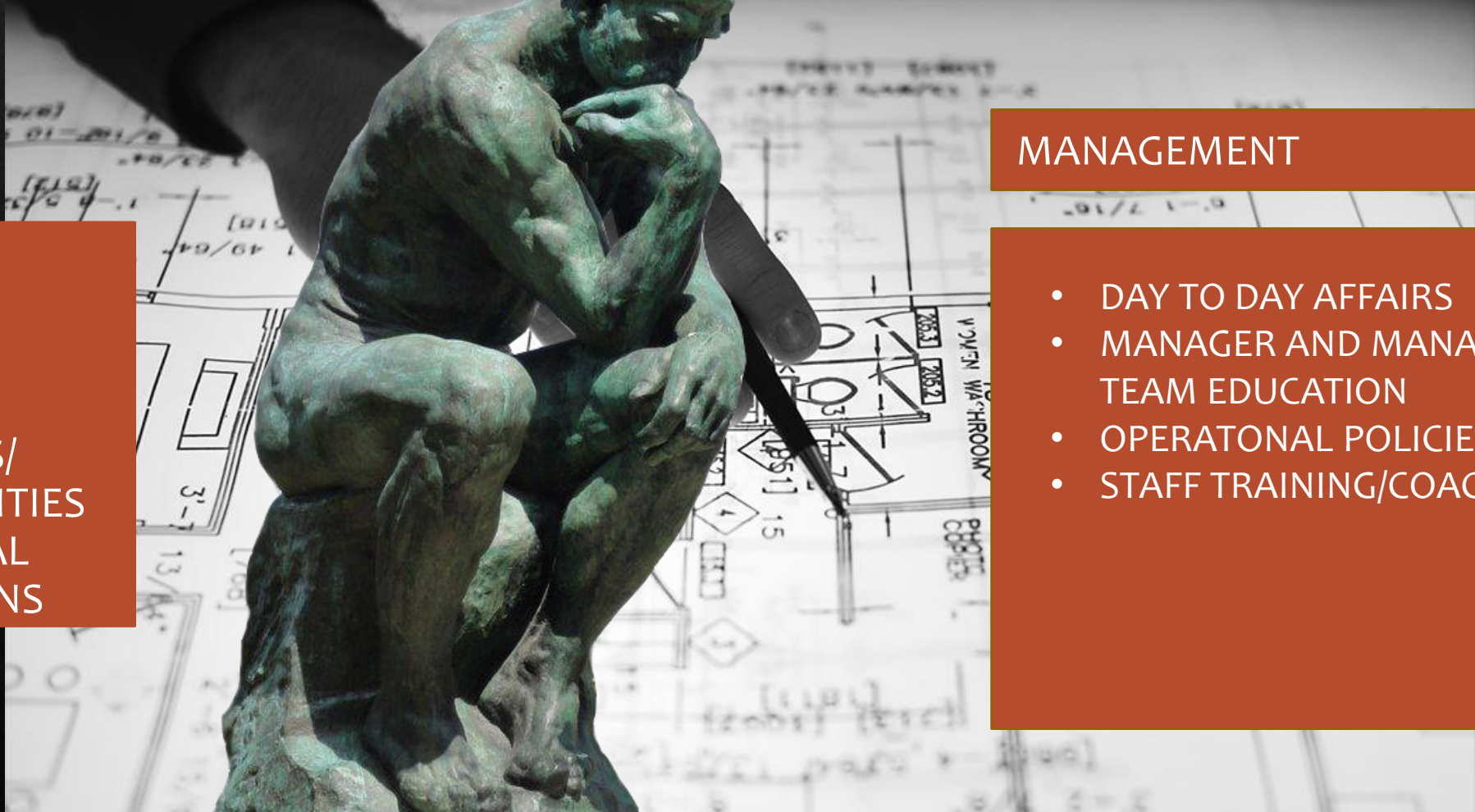
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PLANNING
GUIDELINES/
OPPORTUNITIES
IN CULTURAL
INSTITUTIONS

MONEY

- CONSTRUCTION COSTS
- EQUIPMENT COSTS
- FIXTURE AND FURNISHINGS COST
- DESIGN AND ENGINEERING COSTS
- BRAND DESIGN COSTS
- MARKETING COSTS
- OPERATIONAL COSTS

PLANNING



01

PLANNING
GUIDELINES/
OPPORTUNITIES
IN CULTURAL
INSTITUTIONS

MANAGEMENT

- DAY TO DAY AFFAIRS
- MANAGER AND MANAGEMENT TEAM EDUCATION
- OPERATIONAL POLICIES
- STAFF TRAINING/COACHING

PLANNING

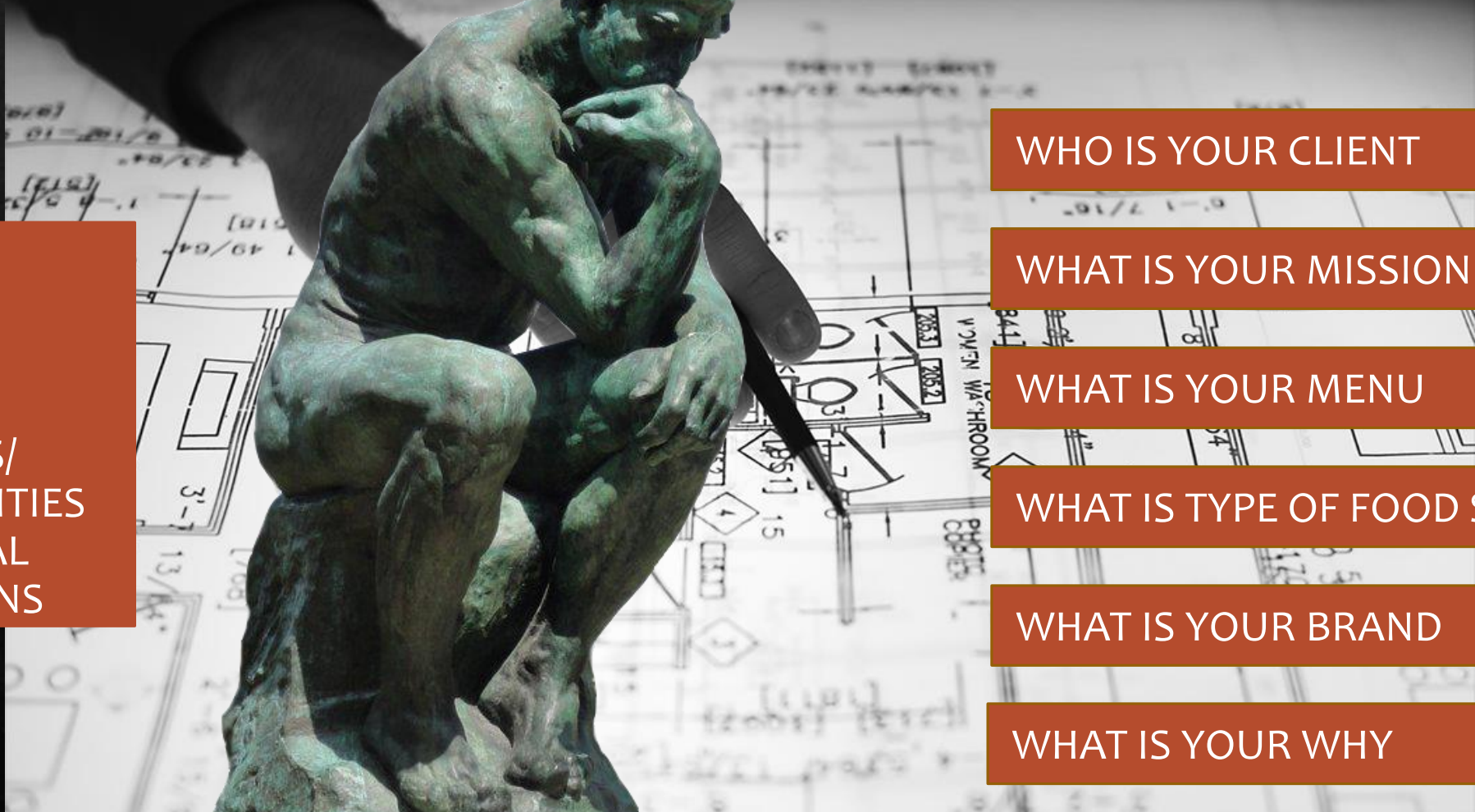
01

PLANNING
GUIDELINES/
OPPORTUNITIES
IN CULTURAL
INSTITUTIONS

METHOD

- PRODUCTION METHODS FOR PREPARING THE FOOD
- CONTROL SYSTEMS
 - CASH
 - SALES ANALYSIS
 - FOOD PRODUCTION AND FORECASTING
- PERSONNEL ISSUES

PLANNING



01

PLANNING
GUIDELINES/
OPPORTUNITIES
IN CULTURAL
INSTITUTIONS

WHO IS YOUR CLIENT

WHAT IS YOUR MISSION STATEMENT

WHAT IS YOUR MENU

WHAT IS TYPE OF FOOD SERVICE

WHAT IS YOUR BRAND

WHAT IS YOUR WHY

IS IT TIME TO EAT YET?



FOOD IS ONE OF BASIC HUMAN NEEDS



FOOD



WATER



SHELTER



CLOTHING



PERIODS BETWEEN MEALS



CAT
2 WEEKS



GREAT WHITE SHARK
2 MONTHS



BEAR
3 MONTHS



HUMPBACK WHALE
6 MONTHS



GALAPAGOS TORTOISE
1 YEAR



TARDIGRADE
30 YEARS

TYPES OF FOOD SERVICE

02

TYPES OF FOOD
SERVICE



FAST CONCEPT

FAST FOOD

CAFÉ/ PUB/ COFFEE SHOP

CASUAL DINING

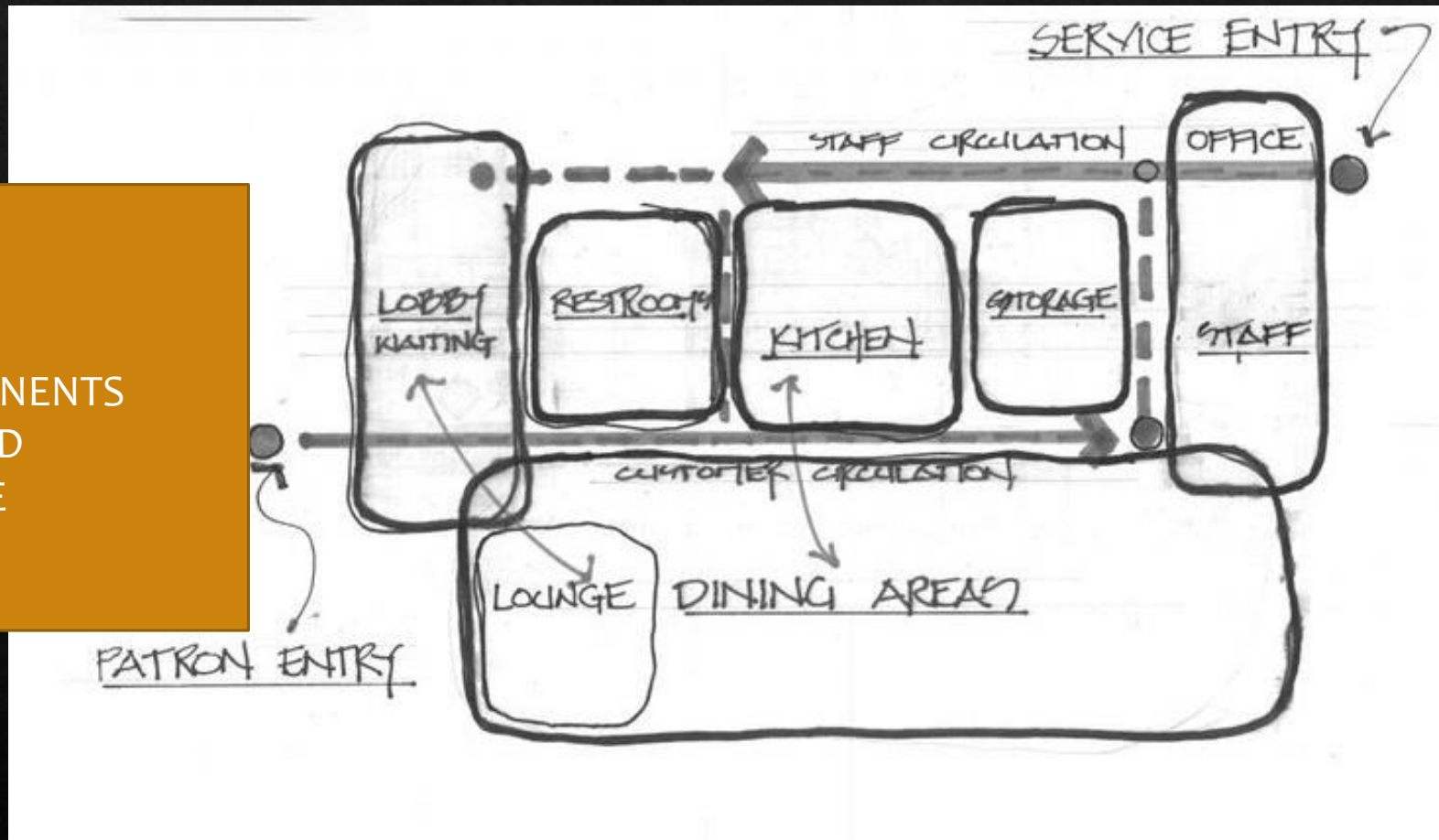
CONTEMPORARY CASUAL

FULL SERVICE

COMPONENTS OF FOOD SERVICE

03

COMPONENTS
OF FOOD
SERVICE



- KITCHEN
 - STOVES
 - COOK LINES
 - REFRIGERATORS
 - FREEZERS
 - STORAGE
- DISHWASHING
- ENTRANCE
- WAITING AREA
- BAR AREA/ LOUNGE
- RESTROOMS
- STAFF AREA/BACK ROOM
- INDOOR SEATING
- OUTDOOR SEATING
- TRASH
- RECEIVING DOCK

DESIGN ELEMENTS OF FOOD SERVICE

03

COMPONENTS
OF FOOD
SERVICE



LIGHTING/ AMBIENCE/ COLORS

BRAND STYLE

SOUNDS

DISPLAY/ LEARNING KITCHEN

TYPES OF SEATING

FLOW

SPACE REQUIREMENTS

04

SPACE
REQUIREMENTS
FOR FOOD SERVICE
COMPONENTS



ENTRY WAITING

SEATING DINING /BAR

CIRCULATION

KITCHEN/SERVICE

STORAGE/ COOLERS/ FREEZERS

RESTROOMS

RECEIVING/ TRASH

SPACE REQUIREMENTS

04

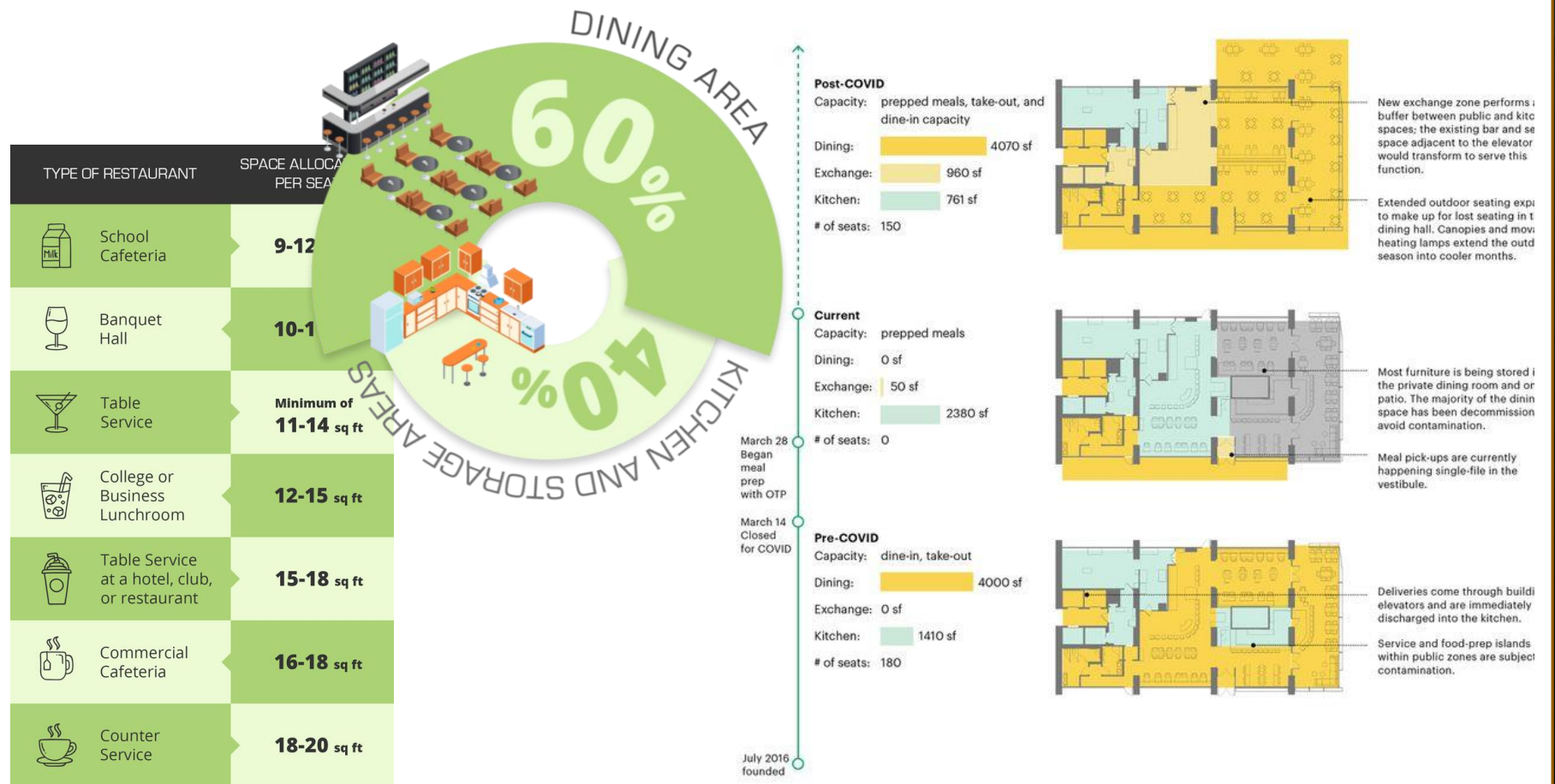
SPACE
REQUIREMENTS
FOR FOOD SERVICE
COMPONENTS



SPACE REQUIREMENTS

04

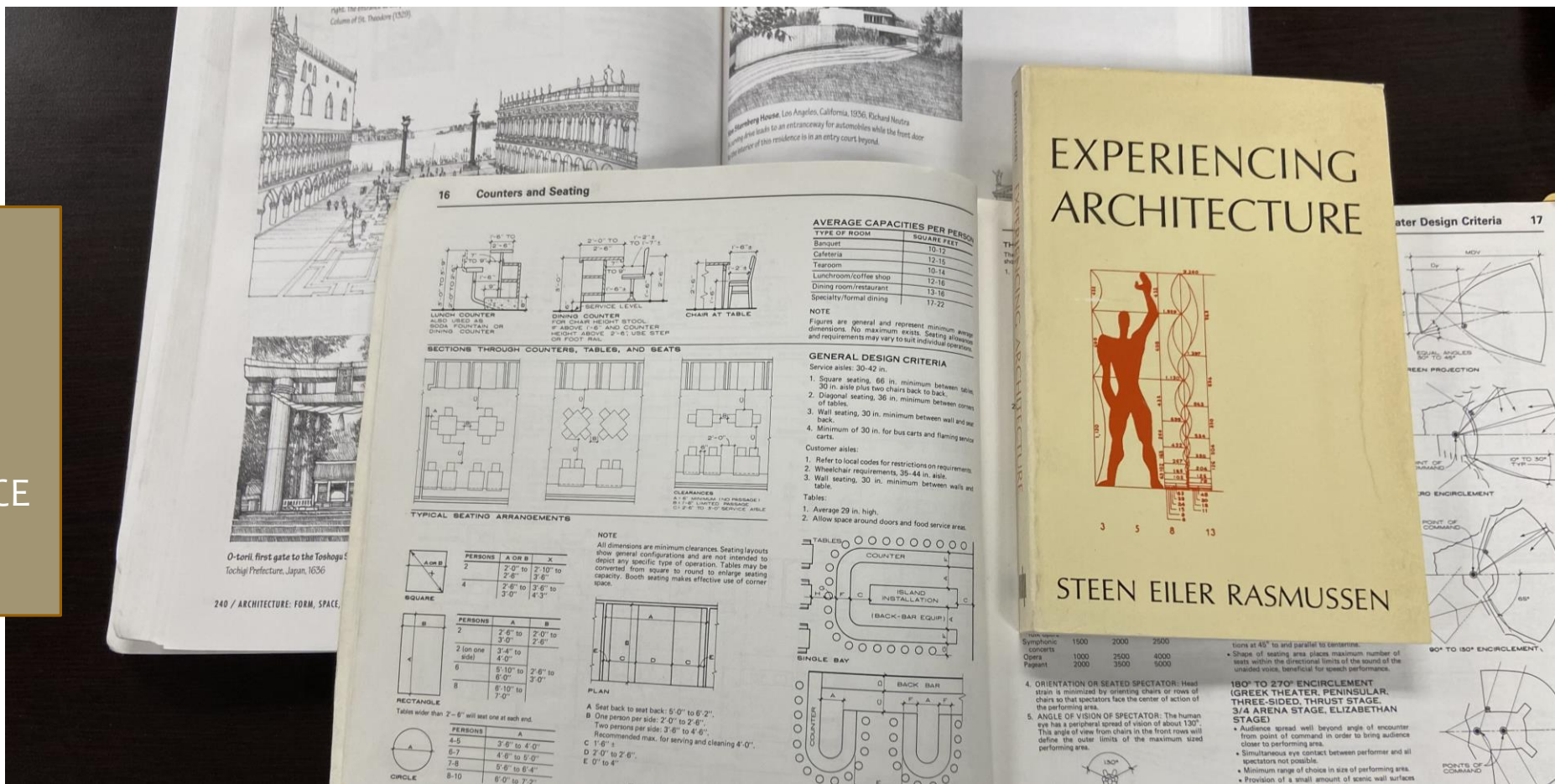
SPACE REQUIREMENTS FOR FOOD SERVICE COMPONENTS



SPACE REQUIREMENTS

04

SPACE
REQUIREMENTS
FOR FOOD SERVICE
COMPONENTS



ADJACENT CULTURAL COMPONENTS

05

ADJACENT
CULTURAL
INSTITUTION
COMPONENTS/
PROGRAMS



EXHIBIT SPACES

ARTIFACT COLLECTION

COMMUNITY ROOMS

EXTERIOR SPACES/ PATIOS

SHIPPING AND RECEIVING

ELDER HOUSING

BRAND EXAMPLES

