

# Study on the Application of the Moroccan Concept at Naima Resto in Bandung

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## Abstract

Moroccan design is known for its distinctive styling characterized by rich ornamentation, geometric patterns, contrasting color schemes, and various combinations of traditional elements with a warm, exotic, yet elegant atmosphere. This study aims to analyze the extent to which Moroccan elements are present in the resto and how they influence visitors' spatial experience. The research method uses a descriptive qualitative approach with field observation techniques, visual documentation, and literature studies on the characteristics of Moroccan interior design. The results of this study indicate that the Moroccan concept applied at Naima resto is reflected in the use of mosaic patterns, wooden carvings, textured ethnic fabrics, and warm-colored lighting that supports a relaxed and aesthetic atmosphere. Furthermore, the integration of local Bandung elements adds contextual value without diminishing the original cultural nuance. The conclusion of this study asserts that Moroccan-concept interior design can serve as an inspiration in creating a unique and characterful space identity, while also enhancing the attractiveness and comfort for visitors.

**Keywords:** Interior design, Moroccan concept, Naima resto

## 1. Introduction

The development of the culinary industry in Indonesia has grown rapidly in recent years, especially in major cities such as Bandung. This phenomenon not only involves the increasing number of restos and restaurants but also reflects the evolution of interior design trends used to strengthen a venue's identity and visual appeal. Today, restos are no longer merely spaces for eating and drinking; they have transformed into

social and lifestyle hubs that emphasize aesthetics, comfort, and unique spatial experiences. In this context, interior design plays a crucial role in shaping visitors' perceptions of a place and directly influences the brand image and commercial value of a resto. One of the most effective approaches in creating a distinctive and memorable atmosphere is the application of thematic design concepts based on cultural expression.

Among the many design approaches, the Moroccan concept stands out for its rich visual characteristics, including geometric ornaments, bold colors, intricate patterns,

and the combination of natural materials such as stone, wood, and textured fabrics. These elements reflect not only the beauty of Middle Eastern aesthetics but also convey a sense of warmth, spirituality, and exotic elegance. In interior design practice, Moroccan style is often combined with contemporary elements to produce spaces that are modern yet deeply rooted in cultural authenticity. Naima resto in Bandung is one of the few examples where this concept has been successfully implemented. The resto not only serves Middle Eastern-inspired dishes but also immerses its visitors in an atmosphere reminiscent of Marrakesh through distinctive architectural details and decorative elements.

The adoption of the Moroccan concept at Naima resto is driven by the owner's intention to create a unique atmosphere distinct from conventional restos in Bandung. As a creative city, Bandung is known for its residents' openness to design innovations, making the adaptation of foreign

cultural styles such as Moroccan design both relevant and appealing. However, the application of foreign cultural concepts within a local context presents several challenges – particularly in interpreting symbolic meanings, selecting appropriate decorative elements, and achieving harmony with local culture. The core problem lies in how Moroccan style, which originates from a different cultural and climatic background, can be effectively adapted without losing its essence and symbolic richness while still remaining relevant to the needs and preferences of local users.

From an academic perspective, studies on the application of foreign cultural design concepts in Indonesia remain limited, especially within modern commercial spaces such as restos. Previous research has largely focused on the influence of local culture in interior design or on aesthetic aspects without emphasizing spatial experience and identity formation. Hence, this study is significant both theoretically and practically, as it enriches the academic discourse on cultural adaptation in interior design and provides practical insights for designers seeking to apply cross-cultural design

concepts contextually.

Theoretically, Moroccan style has deep historical roots derived from the blend of Arab, Andalusian, and Berber influences, resulting in architectural and interior expressions characterized by symmetry, geometric ornamentation, and interplay of light and color. Within design theory, this style falls under the category of ethnic or oriental design, emphasizing authenticity in symbols, colors, and natural materials. Scholars such as Berriane (2010) and El Harrouni (2018) suggest that Moroccan design embodies values of spirituality and familial warmth, as reflected in spatial layouts that prioritize communal interaction. Similarly, Samira and El Yacoubi (2020) highlight that the fusion of traditional and contemporary Moroccan elements creates interiors that are simultaneously serene and dynamic. Such qualities make Moroccan design highly relevant to resto interiors, where spatial experience significantly influences social behavior and visitor comfort.

In the context of thematic design in Indonesia, Rahmawati (2019) asserts that the success of cultural-themed interiors depends largely on designers' ability to understand the underlying cultural meanings rather than merely replicating visual forms. Superficial imitation often results in artificial designs that lack contextual relevance. Therefore, the study of Naima resto serves as a valuable case to explore how Moroccan design elements can be aesthetically and contextually adapted to fit the local environment of Bandung.

Practically, this study also holds significance for the commercial interior design industry. The incorporation of foreign cultural concepts in resto interiors can serve as an effective branding strategy to attract specific market segments — particularly young consumers seeking novel and immersive experiences in social spaces. A well-executed thematic interior not only enhances brand identity but also elevates the experiential value of the space. Furthermore, understanding Moroccan design principles may broaden local designers' creative repertoire, promoting stylistic diversity while maintaining balance between

aesthetics, functionality, and contextual sensitivity.

## 2. Methods

This study uses a qualitative research method to deeply understand the application of Moroccan-style interior design at Naima resto in Bandung by examining its aesthetic values, spatial functions, and cultural adaptation. According to Sugiyono (2019), qualitative research functions as an instrument to observe, document, and interpret the meaning of collected data. This study seeks to understand how the Moroccan concept is implemented at Naima resto through direct observation and user perception of the space.

The research was conducted at Naima resto, located in Bandung—a city widely known for its creative restos. Naima resto serves as a case study of foreign cultural concept application within a local context. The research focused on interior elements such as spatial layout, materials, colors, lighting, ornamentation, and decorative components that reflect Moroccan

design characteristics.

## 3. Results and Discussion

Naima Resto in Bandung adopts Moroccan and Middle Eastern design nuances. While modern in appearance, it applies several Moroccan elements in simplified forms. The windows feature gentle arches, and the furniture—such as dining tables, chairs, and sofas—adopts a minimalist modern style with limited ornamentation.

Despite its modernity, Naima incorporates Moroccan traits such as Zellige patterns on floors combined with brick-red tiles for a traditional Middle Eastern impression. Moorish-style wall niches are used to display accessories, decorated with Zellige patterns inside. These design elements tend to be simple yet elegant. Lighting accessories are modest indoors but feature more traditional Middle Eastern pendant lamps outdoors.

### a) Resto Areas:

a. Outdoor Area: Features raised floor seating with low tables, surrounded by palm and cactus vegetation, reinforcing Middle Eastern ambiance.

### b. Indoor Area:

- The first floor serves as the main area with various seating options, including sofas and standard resto tables, as well as a front office for service.
- The second floor provides a more private setting suitable for families or large groups.

#### 4. Moroccan Interior Elements:

Moroccan elements include Zellige motifs on walls and floors, arabesque details on the kitchen set, and Zellige fountain designs inside the restaurant.



Figure 1. Naima Resto Entrance Interior

#### 5. Color Concept:

Colors follow Moroccan traditions—dominant blues and reds indoors, complemented by beige and cream tones outdoors reminiscent of Middle Eastern architecture.



Figure 2. Application of Colors at Naima resto

#### 6. Lighting Concept:

Natural lighting is maximized through windows, while artificial lighting employs downlights, spotlights, wall lamps, and pendant lamps—modern indoors, traditional outdoors.



Figure 3. Lighting of Naima resto

#### 7. Furniture :

Modern-style furniture dominates but includes Moroccan-inspired low tables and seating arrangements, particularly in the floor-seating areas.



Figure 4. Implementation of Naima Resto Furniture

#### 8. Flooring Concept:

Floors primarily feature Zellige motifs harmonized with interior color schemes, supported by Roman tiles and reddish brick tones for added warmth.

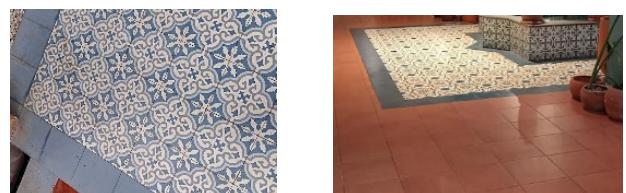


Figure 5. Naima Resto Floor Concept

From the data that has been collected through observations and documentation that were conducted late, as well as literature studies obtained from several studies relevant to the topic reviewed by the author, the following are the results of the literature study that have been previously collected:

### 1. Moroccan Interior Design

Moroccan interior design emerged as a result of the spread of Islam at that time, with its distinctive elements strongly influenced by Andalusian culture. The characteristic features of Moroccan design, such as Moorish arches, Zellige tiles, and various interior accessories, each have their own historical origins. Moorish elements are commonly found in Moroccan architecture and have become one of its most recognizable traits. The term "Moor" originated from the Moorish people who settled in Morocco after conquering Spain in the 8th century. In addition, Moorish architecture was also influenced by Berber cultural traditions (Suwaida, 2014).

The defining characteristics of Moorish design include arches resembling keyholes or horseshoe shapes, often accompanied by intricate carvings (Imani & Santoso, 2022).

Zellige is another hallmark of Moroccan interiors, which has existed since the 10th century. Zellige tiles are typically used on floors and walls as

an Islamic art form featuring stylized plant motifs or geometric patterns permitted in Islamic aesthetics (Imani & Santoso, 2022). In addition to Zellige and Moorish features, another distinctive motif used in Moroccan interiors is the arabesque. Arabesque is an artistic pattern characterized by the repetition of geometric forms and complex symmetrical combinations. This motif is frequently seen in Islamic buildings such as mosques.

Beyond motifs and ornaments, Moroccan interiors are also identified by their vibrant color palettes, including bright shades of blue, purple, vivid red, and fuchsia (Bonfante & Warren, 2000). The accessories used in Moroccan interiors are typically of Middle Eastern origin—such as intricately carved metal lamps made of iron and glass. Lighting in Moroccan interiors tends to be dim, creating a subdued and contemplative atmosphere that enhances the room's sense of intimacy and depth.

### 4. Conclusions

The findings of this study show that the application of the Moroccan interior design concept at Naima resto in Bandung successfully creates a distinctive, exotic, and strongly characterized spatial atmosphere through the integration of aesthetic, functional, and local contextual elements. The adapted Moroccan concept displays rich visual qualities through geometric patterns, warm and bold colors, intricate carvings, and soft, dim lighting, all

of which contribute to a comfortable and memorable ambiance for visitors.

Aesthetically, Naima resto effectively represents the Moroccan style through the use of cobalt blue, brick red, and gold tones harmoniously combined with natural materials such as wood and stone. Arabesque ornaments, mosaics, and horseshoe-shaped arches serve as dominant elements that reinforce the spatial identity. From a functional perspective, the spatial layout and furniture design prioritize user comfort, efficient circulation, and the practical needs of a modern resto. Thus, the integration of a foreign cultural concept is achieved without compromising ergonomics or comfort.

In terms of local context, the design adaptation is carried out selectively, considering Bandung's tropical climate and local user preferences. This is reflected in the use of local materials and wider openings to enhance air circulation and natural lighting. Therefore, the implementation of the Moroccan

concept is not a mere imitation but a contextual and functional reinterpretation of cultural elements.

Theoretically, this research reinforces the understanding that the application of foreign cultural themes in interior design must be accompanied by a deep appreciation of the philosophical and symbolic values of that culture to preserve its meaning. Practically, the study's results can serve as a valuable reference for interior designers in creatively and contextually applying cross-cultural concepts relevant to local settings.

In conclusion, Naima resto successfully combines the distinctive aesthetics of Moroccan design with harmonious local touches, resulting in a space that is not only visually appealing but also capable of establishing identity, comfort, and a meaningful spatial experience for visitors. This research is expected to serve as a foundation for further studies on culturally themed interior design within the context of public spaces in Indonesia.

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