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FEATURES OF THE PLANNING AND DESIGN OF A RESTAURANT ESTABLISHMENT BASED ON SLOW FOOD PRINCIPLES

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Abstract. *The purpose* of the article is to provide a comprehensive analysis of the theoretical and methodological foundations and practical aspects of the design and development of a restaurant business establishment operating in accordance with the principles of the Slow Food concept, as well as to consider the specific conditions for the implementation of such an object in Kharkiv under martial law and the prospects for post-war recovery.

Methodology. *The study used a set of general scientific and special methods: analysis and synthesis – to systematise the regulatory framework and scientific publications; comparative analysis to compare approaches to the design of the Sustainable Food Facility in international and domestic practice; systematic approach to consider design issues in the interconnection of architectural, functional, technological and safety aspects; generalisation to formulate conclusions and practical recommendations.*

Results. *The philosophical and conceptual foundations of the Slow Food movement and their projection onto the architectural paradigm of Slow Architecture have been determined. The global trends in the development of the Slow Food concept, including the principles of sustainable development, digitalisation and gastronomic*

tourism, are systematised. The specifics of the restaurant industry in Ukraine in the context of a full-scale war are considered. The concept of the Slow Food concept is formulated. The features of interior design are analysed, taking into account the security situation, as well as the requirements of DBN B.2.2-5:2023 for the design of dual-purpose protective structures.

Scientific novelty. *A conceptual model for the design of Slow Food-format RSFs in the context of armed conflict is proposed, combining the principles of Slow Architecture, wartime security imperatives, and the regional cultural identity of the Kharkiv region. For the first time, the approaches to the design of dual-purpose shelters in the Slow Food concept are systematised.*

Practical relevance. *The results of the study can be used by design organisations, restaurant business investors, and local governments in the development of concepts and projects for TACs in Ukrainian cities located near the combat zone. The proposed solutions for dual-purpose spaces allow optimising capital expenditures and increasing the investment attractiveness of the establishment.*

Keywords: *Slow Food, restaurant establishment, Slow Architecture, design, interior design, sustainable development, wabi sabi, protective structures, DBN B.2.2-5:2023, Kharkiv, martial law, gastronomic tourism, local products, open kitchen, security solutions.*

INTRODUCTION

The modern hospitality and restaurant industry is in a state of deep structural and value transformation, which is caused by a complex of global and local factors. The era of mass consumption, characterised by the dominance of transnational fast food chains, is gradually giving way to conscious models of gastronomic behaviour. A fundamental alternative to the standardised approach to food is the concept of Slow Food, which emerged in Italy in 1986 under the leadership of Carlo Petrini as a socio-cultural response to the expansion of globalisation and the loss of local culinary identity [20]. Originating as a protest movement against the opening of a fast food restaurant in the historic centre of Rome, Slow Food quickly evolved into a large-scale international organisation whose activities today cover not only gastronomy, but also ecology, sustainable development policy, production ethics and the architectural environment [20].

The topic of designing Slow Food concepts is especially relevant in the context of modern Ukraine, where the full-scale military invasion of 2022–2025 has radically changed approaches to the restaurant business, increasing the need to shorten supply chains and ensure the safety of visitors [8]. The city of Kharkiv, as a front-line metropolis that demonstrates incredible resilience and actively shapes post-war development strategies, is a representative platform for exploring the possibilities of designing a new generation of RSGs [9]. The connection with the scientific and practical tasks of reconstruction and new construction of HoReCa facilities under

martial law determines the relevance and feasibility of this study.

ANALYSIS OF RECENT RESEARCH

The issue of designing restaurant facilities with regard to the concepts of sustainable development is being actively studied by scientists in various aspects. The Slow Food movement offers the Ukrainian restaurant industry a holistic and promising development model that combines economic success with social and environmental responsibility [17]. The issue of marketing justification for the implementation of the Slow Food concept in the restaurant business is covered in the works of domestic and foreign researchers. Of particular interest is the study by Obolentseva and other authors, which analyses the essence, role and significance of the Slow Food concept in the system of sustainable development [24]. The conceptual foundations of the architectural dimension of the Slow Food movement – the Slow Architecture paradigm – are systematically considered in works that explore the relationship between gastronomic and spatial practices. In particular, the study on the search for a model of «slow architecture» from Slow Food to Citta Slow [21] is important.

Global trends in the restaurant business towards sustainable development are analysed in detail in the study of design strategies for culinary heritage restaurants in terms of cultural sustainability [1]. The issue of gastronomic tourism and its connection with the Slow Food concept is considered in a comprehensive review of global trends in 2010–2025 [26]. The influence of social media and digital marketing

on the promotion of Slow Food restaurants is studied in the study of TripAdvisor use in restaurants of the corresponding format [25]. The issue of restaurant interior design as a factor of visitor satisfaction is revealed in the research of the Rochester Institute of Technology [11].

The specifics of the restaurant business in the context of the armed conflict and the prospects for the recovery of the hospitality market in Ukraine have been explored in a number of publications. The issues of Kharkiv's reconstruction and the development of new approaches to urban planning are considered in UNECE analytical materials [10]. Despite the wide coverage of certain aspects, there is a lack of comprehensive research that integrates the architectural design of the Slow Food concept with wartime security requirements and the specifics of the Kharkiv context. This article is dedicated to solving this problem.

PURPOSE

The purpose of the article is to conduct a comprehensive study of the theoretical and methodological foundations and practical aspects of the design and construction of a restaurant establishment operating in accordance with the principles of the Slow Food concept, as well as to consider the possibilities and features of implementing such a project in Kharkiv under martial law.

THE RESULTS OF THE RESEARCH AND THEIR DISCUSSION

The philosophical basis of the Slow Food concept is based on three fundamental principles that determine the vector of development for both agricultural producers and restaurant businesses: «Good, Clean, Fair» [20]. The «Good» principle declares the need to return to natural flavours that are not distorted by chemical enhancers, which are widely used in the fast food industry to mask the low quality of raw materials [24]. In addition, this principle requires the cultivation of gastronomic pleasure, slowing down the process of food consumption and creating a culture of communication at the table that promotes psycho-emotional well-being [22].

The Clean principle reflects the environmental dimension of the philosophy. In the context of the restaurant business, this principle requires the establishment to minimise its carbon footprint by switching to environmentally friendly raw materials, optimising the recycling of organic waste and refusing to use single-use plastic packaging [22]. The Fair principle forms the ethical and socio-economic basis of

the movement. The formation of «short supply chains» (farm-to-table) allows eliminating numerous intermediaries, so that the farmer receives a fair reward for his work, and the consumer receives a fresh product at an adequate price [22]. The integrated implementation of these three principles in the design and operation of a restaurant creates a sustainable business model that can generate not only economic but also significant socio-cultural capital [4].

An analysis of the global hospitality market shows that the Slow Food concept has long gone beyond a niche trend, becoming a driver of transformation for the entire HoReCa segment. Today's consumers, especially millennials and Gen Z, demonstrate a high level of environmental and social awareness, which directly affects their choice of food outlets [1]. Global crises, such as the COVID-19 pandemic and unprecedented climate change, have only accelerated the transition to conscious consumption [13].

An important aspect of the global development of Slow Food is the use of digital technologies to promote traditional gastronomy. Studies show that reviews on platforms such as TripAdvisor have a critical impact on the decision-making process when it comes to visiting restaurants, with customers paying the most attention to the quality of service, location, authenticity and physical structure of the establishment [25].

The introduction of the Slow Food concept in the Ukrainian restaurant business has its own unique specifics, which are determined by the country's rich agricultural tradition and the extreme conditions of the economy during a full-scale war [24]. The full-scale military aggression has radically changed the socio-economic landscape of Ukraine, hitting the hospitality industry [7]. Studies show that in the first months of the war, almost 46.8% of businesses stopped their operations, and among those that continued to operate, restaurants and cafes accounted for only about 6% [3]. Businesses have faced unprecedented challenges: disruption of supply chains, shortages of raw materials, massive outflow of skilled workers, and constant physical threats from rocket attacks [7].

However, it is in these crisis conditions that the Slow Food concept has demonstrated its adaptability and economic feasibility as an anti-crisis tool [4]. The strategy of short supply chains, which is the core of the Slow Food philosophy, allowed many establishments to survive: local farmers were able to adapt to logistical constraints more quickly and provide restaurants with the necessary raw materials. This has

led to a unique synergy – the restaurant business has begun to actively support domestic craft production, cheese factories, local wineries and farms [22].

In the face of constant stress and psychological strain associated with martial law, restaurants have transformed their social role [3]. They have become centres of social cohesion, volunteer hubs and spaces for psychological relief. The concept of Slow Food, with its emphasis on sharing a leisurely meal in a relaxed atmosphere, is a perfect fit for this new social need [24]. At the same time, the industry is facing new challenges: the need for autonomous power supply, water reserves and physical safety of guests and staff through the construction of reliable shelters [3].

The design concept of the restaurant is based on the Slow Food philosophy and the idea of an organic connection with the natural environment and gastronomic traditions of the Kharkiv region. The general idea is to create an authentic space at that harmoniously combines a modern level of comfort with respect for the environment and local culinary heritage, creating a unique gastronomic experience for guests. The location of the restaurant in Kharkiv in the format of an autonomous one-storey building allows us to implement a unique conceptual identity and establish partnerships with regional agricultural producers.

The unique selling proposition of the restaurant is structured around four key values that form the competitive advantage of the establishment and differentiate it in the restaurant market (Fig. 1).

The Slow Food philosophy cannot be fully realised in an inappropriate spatial environment. The integration of the ideas of conscious consumption into the material world has led to the formation of the architectural paradigm of Slow Architecture [21]. This trend emerged in the late 1980s in parallel with the Slow Food and Citta Slow movements as a reaction to standardisation, globalisation and the accelerated pace of life. Slow Architecture offers a radically different way – putting people, their sensory experience and harmonious interaction with the environment at the centre of design [21].

The first principle – Good (Quality and Sensuality) – implies the rejection of purely visual dominance. The architectural space should be perceived in a multisensory way: through the feeling of the texture of materials (roughness of stone, warmth of natural wood, softness of textiles), through acoustic comfort (minimisation of reverberation, use of sound-absorbing materials) and through visual stimuli [21].

The second principle, Clean, requires the architect to minimise the destructive impact on the ecosystem at all stages: from the extraction of building materials to the disposal of the

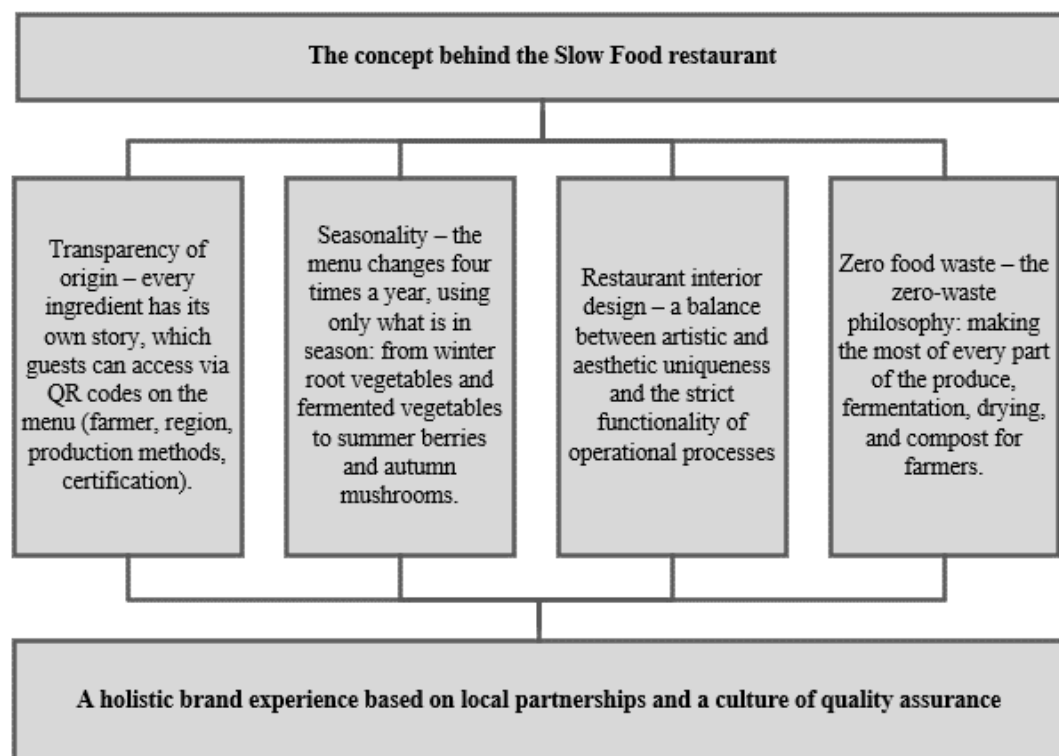


Fig. 1. The concept of a Slow Food restaurant (the authors' own development)

building [19]. The project should include highly efficient thermal insulation systems, renewable energy sources (integrated photovoltaic systems BIPV, heat pumps), rainwater collection and treatment systems, as well as engineering solutions for local organic waste processing [19]. Although green building often requires higher initial investments, in the long run it provides operational savings and builds loyalty among conscious consumers [18].

The third principle – Fair (Ethical Sustainability) – in architecture means creating an inclusive, accessible space that does not discriminate against visitors based on their physical abilities [21]. The design of the WRG must take into account the principles of universal design: barrier-free entrances, wide aisles between tables, adapted sanitary facilities [2]. In addition, the ethical component involves the involvement of local craftsmen, artists, furniture makers and folk artists in the creation of the interior [21].

Restaurant interior design is a marketing tool and a means of communicating brand philosophy. The process of its creation is a complex task that requires a perfect balance between artistic and aesthetic uniqueness and strict functionality of technological processes [12]. One of the most relevant stylistic trends for visualising the Slow Food philosophy is the Japanese aesthetics of Wabi-sabi, which finds beauty in imperfection, asymmetry, simplicity and natural variability of objects [16]. This is manifested in the interior of the restaurant through the use of natural, unprocessed materials: rough stone, textured clay plaster, wood with a pronounced texture and cracks, linen textiles, handmade ceramics [16].

Functional zoning of the space plays a critical role. The design should separate the flows of visitors and service personnel to avoid chaotic movement and the intersection of clean and dirty production lines. The scale of the interior should be human-centred, creating private comfort zones even in large halls [23]. An important element of the layout is the introduction of the Open Kitchen format, which completely breaks down the barrier between the chef and the guest and serves as the best proof of adherence to the principles of cleanliness and honesty – the guest sees that the dish is prepared from fresh local ingredients, without industrial semi-finished products [10]. To attract a younger audience, it is advisable to provide special exhibition areas in the interior that tell the story of the origin of local products, the process of growing raw materials or contain artefacts related to the local culinary tradition [1]. A current trend is also the use of artificial intelligence (AI) systems that

allow architects to optimise furniture arrangement based on space per person and analyse lighting scenarios [12].

The current security situation in Ukraine as a result of a full-scale armed invasion is making significant adjustments to traditional approaches to interior design for civilian buildings. Blast waves and shrapnel are the main sources of damage in civilian buildings, so designers are forced to reconsider the concept of lighting and fencing. The choice of furniture is of great importance: heavier, massive structures made of natural wood that do not produce small, dangerous fragments should be preferred over lightweight plastic or metal furniture [8]. Lighting systems, especially pendant lights, should be securely fastened and equipped with additional fixtures. To ensure autonomous functioning in the event of a power outage, the project provides for the installation of diesel generators, battery stations and tanks for storing drinking and process water in special technical rooms with high-quality sound insulation [3]. Ventilation systems should be equipped with high-efficiency filters to clean the air from combustion products.

A comparative study of the interior design of Slow Food restaurants in the world and in Ukraine reveals significant differences due to security conditions. The foreign experience of designing Slow Food restaurants is characterised by the widespread use of panoramic glazing and open glazed terraces, which allows for visual contact with the natural environment and creates an atmosphere of openness and unity with nature characteristic of this style. Leading European and American establishments in this segment often demonstrate maximum transparency of the building envelope, emphasising the connection between the internal gastronomic experience and the external landscape (Fig. 2 a) [6]. However, in the Ukrainian context, in particular in the Kharkiv context of a full-scale armed conflict, this approach is unacceptable from a security point of view. Designers are forced to abandon large-scale glazing in favour of monumental enclosing structures made of brick, natural stone and wood, which not only provide an authentic Slow Food atmosphere but also serve as effective protection against shrapnel damage (Fig. 2 b). The minimal number of windows with explosion-proof double-glazed windows, deep slopes and natural materials in the decoration form a unique Ukrainian interpretation of Slow Architecture, where the philosophy of conscious consumption is organically synthesised with wartime security imperatives.

The design of the WRS in Kharkiv, a city of one million people, is an architectural and social challenge of the highest level of complexity [7]. The destruction of infrastructure and interruptions in electricity and water supply have radically changed the paradigm of doing business. However, Kharkiv has demonstrated incredible resilience: the city is not only surviving, but is actively developing post-war recovery strategies. The work on the new Kharkiv master plan, which involves the team of world-renowned British architect Lord Norman Foster, envisages the creation of a city of the future with a focus on the high-tech economy, green infrastructure, decentralisation and mixed-use spaces [9].

According to the experts of the United Nations Economic Commission for Europe, the city's reconstruction should be based on European standards and integrate the principles of environmental sustainability. Slow Food restaurants, focused on local products and sustainability, fit perfectly into the concept of Green Kharkiv [9]. According to researchers of urban space in the context of Ukraine's reconstruction, architecture is a significant protective tool and manifestation of democratic values [15]. A high-quality, aesthetically perfect environment can serve as a physical and mental defence for society. A restaurant in Kharkiv, built according to the principles of Slow Architecture, can become an urban space that generates a sense of stability, normalcy and hope for the future [15].

To ensure functioning under martial law, designers are obliged to integrate autonomous life support systems into the concept of the facility [3]. The most critical requirement for the design of any public or commercial facility in modern Ukraine, and especially in Kharkiv, is the availability of a reliable civil protection system. According to the current State Construction Standards DBN V.2.2-5:2023 «Civil Protection

Facilities», all new or reconstructed civil protection facilities must be equipped with shelters or dual-purpose structures [2]. This is not just a legal formality, but a matter of saving the lives of clients and staff [3].

Integrating a massive protective facility into a Slow Food concept restaurant is a complex architectural and engineering challenge. The shelter should be designed using monolithic reinforced concrete, which will provide resistance to mechanical loads from blast waves, protection from radiation and heat resistance [2]. The concept of dual-purpose space should be applied in the design to avoid turning the shelter into a dead, economically inefficient zone. The underground protected perimeter can be organically integrated into the technological and customer structure of the restaurant. Ideal uses for such a space in peacetime include: wine cellars and tasting rooms (massive walls and lack of natural light are ideal conditions for storing local craft wines); aging rooms for craft cheeses or fermented products; storage areas for organic root vegetables to provide the restaurant with local vegetables [24].

A critical aspect of designing a shelter is compliance with the principles of barrier-free access. Architects must provide gentle ramps of standard width with anti-slip coating, widened doorways without thresholds, special lifts with backup power, and specially equipped sanitary rooms [3]. This requirement perfectly correlates with the «Fair» principle of the Slow Architecture concept, declaring equal rights to safety and comfort for every member of society [21]. The interior design of the shelter should avoid depressing colours; the use of warm, diffused lighting, wood elements in furniture and wabi sabi aesthetics (where concrete walls are perceived as a stylistic solution, not a bunker) will help reduce stress and panic among visitors [5].



а



б

Fig. 2. Samples of enclosing structures [8; 14]

CONCLUSIONS

A thorough study of the process of designing restaurant facilities through the prism of the Slow Food concept shows that this philosophy has long outgrown the status of a culinary trend, turning into a fundamental architectural, social and economic paradigm. At the global level, the implementation of the Good, Clean, Fair principles forms response to the challenges of climate change and the demands of new generations for sustainable development, environmental responsibility and preservation of authenticity.

In the spatial and architectural dimensions, the philosophy of conscious eating is extrapolated into the Slow Architecture concept. The use of environmentally friendly local materials, open kitchens and well-thought-out zoning allows us to turn a restaurant into an oasis of calm and communication. Comparative analysis has shown that the traditional emphasis on panoramic glazing in the context of the global Slow Food practice in Ukraine and Kharkiv gives way to solutions with minimal open glass surfaces and natural monumental materials that simultaneously meet both the Slow Architecture philosophy and safety requirements.

The concept is especially important in the context of martial law in Kharkiv. The destruction of global logistics chains has confirmed the economic feasibility of the short supply chain model. According to DBN B.2.2-5:2023, the design of new or reconstructed facilities is impossible without the integration of reliable inclusive shelters. A challenging task in modern design is to create dual-purpose protective structures where massive concrete shelters organically adapt to wine cellars or craft product maturation chambers, optimising the investor's capital expenditure and reducing psychological pressure on visitors. The implementation of the Slow Food restaurant project in Kharkiv after the active phase of hostilities will have a significant symbolic dimension, acting as a material embodiment of resilience, revival and commitment to democratic and environmental values.

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АНОТАЦІЯ

Гіренко Н., Крамаренко Д., Нечепуренко К., Бикадорова Н., Єсіпов А. Особливості проектування та дизайну закладу ресторанного господарства з впровадженням принципів Slow Food

Мета. Метою статті є комплексний аналіз теоретико-методологічних засад та практичних аспектів проектування й дизайну закладу ресторанного господарства, що функціонує відповідно до принципів концепції *Slow Food*, а також розгляд специфічних умов реалізації такого об'єкту у м. Харків в умовах воєнного стану та перспектив повоєнного відновлення.

Методологія. У дослідженні застосовано комплекс загальнонаукових і спеціальних методів: аналізу та синтезу – для систематизації нормативної бази та наукових публікацій; порівняльного аналізу – для зіставлення підходів до

дизайну ЗРГ у міжнародній та вітчизняній практиці; системного підходу – для розгляду питань проектування у взаємозв'язку архітектурного, функціонально-технологічного та безпекового аспектів; узагальнення – для формулювання висновків і практичних рекомендацій.

Результати. Визначено філософсько-концептуальні засади руху Slow Food та їх проєкцію на архітектурну парадигму «Slow Architecture». Систематизовано глобальні тенденції розвитку ЗРГ концепції Slow Food, включаючи принципи сталого розвитку, цифровізацію та гастрономічний туризм. Розглянуто специфіку функціонування ресторанної індустрії в Україні в умовах повномасштабної війни. Сформульовано концепцію ЗРГ. Проаналізовано особливості дизайну інтер'єру з урахуванням безпекової ситуації, а також вимоги ДБН В.2.2-5:2023 щодо проектування захисних споруд подвійного призначення.

Наукова новизна. Запропоновано концептуальну модель проектування ЗРГ формату Slow Food в умовах збройного конфлікту, що поєднує принципи Slow Architecture, безпекові імперативи воєнного часу та регіональну культурну ідентичність Харківського регіону. Вперше систематизовано підходи до дизайну укриттів подвійного призначення у ЗРГ концепції Slow Food.

Практична значущість. Результати дослідження можуть бути використані проєктними організаціями, інвесторами ресторанного бізнесу та органами місцевого самоврядування при розробці концепцій і проєктів ЗРГ у містах України, що знаходяться поблизу зони бойових дій. Запропоновані рішення щодо просторів подвійного призначення дозволяють оптимізувати капітальні витрати та підвищити інвестиційну привабливість закладу.

Ключові слова: Slow Food, заклад ресторанного господарства, Slow Architecture, проектування, дизайн інтер'єру, сталий розвиток, вабі-сабі, захисні споруди, ДБН В.2.2-5:2023, Харків, воєнний стан, гастрономічний туризм, локальні продукти, відкрита кухня, безпекові рішення.

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