



Integrated Interior Design Strategies for Moroccan -Themed Rooftop Multicuisine Restaurants.

¹Narade Rutuja, ²Ar.Anup S. Gaikwad, ³Ar.Aniruddha Nalwade, ⁴Id.Vaishnvi Nale

¹Graduate Student - B.Design, ² Assistant Professor, ³ Assistant Professor, ⁴ Assistant Professor, ⁵ Assistant Professor
Batchelor of Design,
Deccan College of Interior Design, Kolhapur, Maharashtra, India.

Abstract: This research paper examines the role of interior design in the development of a rooftop multicuisine bar and restaurant inspired by Moroccan design principles. The study focuses on the integration of spatial planning, functional zoning, and thematic design to create a cohesive and immersive hospitality environment. Rooftop spaces present unique challenges such as climatic exposure, structural limitations, and the need for efficient circulation, which require careful planning and innovative design solutions.

The research explores how Moroccan interior design - characterized by geometric patterns, vibrant colour palettes, ornate architectural elements, and rich material textures - can be adapted into contemporary rooftop settings to enhance aesthetic appeal and user experience. Key aspects such as lighting design, furniture selection, environmental responsiveness, and sustainability are also analysed to understand their impact on comfort and functionality.

Through case studies of Moroccan-inspired rooftop establishments, the study highlights practical applications of these design applications of these design principles and evaluates their effectiveness in real-world scenarios. The findings emphasize that a well-balanced integration of cultural aesthetics and modern design strategies can transform rooftop restaurants into dynamic, engaging, and memorable spaces that meet both operational and experiential goals.

Index Terms – restaurant, bar, rooftop, Moroccan, interior design.

1. INTRODUCTION

The contemporary hospitality industry has undergone significant transformation, with increasing emphasis on creating unique and immersive dining experiences. Restaurants are no longer limited to serving food; they have evolved into experiential spaces where ambiance, aesthetics, and spatial design play a crucial role in attracting and retaining customers. Among these emerging trends, rooftop multicuisine restaurants and bars have gained immense popularity due to their open-air environment, scenic views, and vibrant social atmosphere.

Designing rooftop spaces, however, involves a complex interplay of functional planning, environmental considerations, and thematic expression. Unlike conventional indoor settings, rooftops are directly exposed to natural elements such as sunlight, wind, and rainfall, requiring designers to incorporate climate-responsive strategies while maintaining comfort and usability. Integrated space planning becomes essential in organizing various functional areas such as dining zones, bar counters, lounge seating, service areas, and circulation paths in a cohesive and efficient manner.

Moroccan interior design offers a distinctive approach that combines cultural richness with sensory engagement. Rooted in a blend of Islamic, Moorish, and Mediterranean influences, this style is known for its intricate geometric patterns, decorative surfaces, vibrant colours, and atmospheric lighting. Architectural features such as arches, domes, and niches add depth and character, while handcrafted materials and textiles create a tactile and visually rich environment.

This research aims to explore how Moroccan design principles can be effectively incorporated into rooftop multicuisine restaurant and bar design. It investigates the relationship between aesthetics and functionality, focusing on how spatial planning, material selection, lighting, and environmental strategies contribute to a successful hospitality space. The study also seeks to demonstrate how traditional design elements can be reinterpreted in a modern context to meet contemporary user expectations while preserving cultural identity.

2. LITERATURE REVIEW

2.1 Integrated space planning & requirement for roof top designing multicuisine bar and restaurant-

2.1.1 Introduction to Integrated Space Planning

Integrated space planning in a rooftop multicuisine bar and restaurant refers to the systematic arrangement of functional areas to achieve efficiency, comfort, and a cohesive user experience. Unlike indoor spaces, rooftop environments require a balance between openness and structured planning, where spatial organization must respond to operational needs as well as environmental conditions.

The goal is to create a seamless flow between different zones while maintaining visual connectivity and maximizing the advantages of the rooftop setting, such as views and natural ventilation.

2.1.2 Zoning of Functional Spaces

The rooftop must be divided into clearly defined functional zones, including the entrance and waiting area, dining spaces, bar counter, lounge seating, service areas, and circulation paths. Each zone should be strategically located to ensure ease of access and logical flow. Dining areas may be further subdivided into family seating, group seating, and private zones, while the bar area should be positioned as a focal point. Proper zoning enhances both user experience and operational efficiency by minimizing confusion and congestion.

2.1.3 Circulation and Movement Planning

Efficient circulation is a critical aspect of integrated planning. The layout must allow smooth and uninterrupted movement of customers and staff without overlap or conflict. Separate pathways for service staff and guests should be considered to maintain hygiene and efficiency. Adequate spacing between tables, clear entry and exit points, and logical movement routes ensure comfort and safety, especially during peak hours.

2.1.4 Dining Area Planning

The dining area should be designed to accommodate various seating arrangements, including small tables, group seating, and flexible layouts. Proper spacing between tables ensures privacy and comfort while maintaining capacity. The placement of dining areas should also consider views, ventilation, and proximity to service areas to enhance both user experience and operational convenience.

2.1.5 Bar Area Design and Placement

The bar area is a major attraction in a rooftop restaurant and should be strategically located for visibility and accessibility. It must include adequate working space for staff, storage for beverages, and comfortable seating for customers. The design should create a distinct ambiance through lighting and materials while ensuring efficient workflow and service.

2.1.6 Lounge and Social Spaces

Lounge areas provide a relaxed and informal seating option, encouraging social interaction and longer stays. These spaces can include low seating, sofas, or semi-private zones, and are often placed along the edges of the rooftop to maximize views. The integration of lounge spaces enhances the overall experience and adds variety to seating options.

2.1.7 Service and Utility Areas

Service areas such as kitchens, storage, washrooms, and staff zones must be efficiently planned to support smooth operations. These areas should be easily accessible to staff but discreetly positioned to avoid disturbing the dining experience. Proper integration of service zones reduces operational delays and improves overall efficiency.

2.1.8 Environmental and Climatic Considerations

Rooftop design must respond to environmental factors such as sunlight, wind, and rainfall. Shading devices like pergolas, canopies, and tensile structures are essential to provide protection and comfort. The use of weather-resistant materials and proper drainage systems ensures durability and functionality. Natural ventilation and the incorporation of greenery can further enhance thermal comfort.

2.1.9 Structural and Load Considerations

The structural capacity of the building must be carefully evaluated to accommodate the additional load of furniture, equipment, and occupants. Lightweight materials and efficient design solutions are preferred to ensure safety and stability. Coordination with structural engineers is essential during the planning stage.

2.1.10 Lighting and Ambience Planning

Lighting plays a crucial role in defining the ambience of a rooftop restaurant, especially during evening hours. A combination of ambient, task, and accent lighting should be used to create a balanced and visually appealing environment. Proper lighting enhances safety, highlights design elements, and contributes to the overall dining experience.

2.1.11 Acoustics and Noise Control

Managing noise levels is important in open rooftop spaces, particularly in bar areas. The use of soft furnishings, acoustic panels, and strategic layout planning can help reduce noise and create a comfortable environment. Proper acoustic design ensures that conversations and music do not interfere with each other.

2.1.12 Safety and Accessibility Requirements

Safety is a primary concern in rooftop design. Adequate railing height, non-slip flooring, fire safety systems, and clearly defined emergency exits must be incorporated. Accessibility features such as ramps, lifts, and barrier-free pathways should also be considered to accommodate all users.

2.1.13 Furniture and Material Requirements

Furniture used in rooftop spaces must be durable, weather-resistant, and comfortable. Materials such as treated wood, metal, and synthetic fabrics are preferred for their longevity and ease of maintenance. The selection of furniture should align with the overall design concept while ensuring functionality.

2.1.14 Sustainability and Energy Efficiency

Sustainable design practices play an important role in modern rooftop planning. The use of energy-efficient lighting, locally sourced materials, and water management systems contributes to environmental responsibility. Incorporating greenery and natural elements can improve air quality and enhance the overall ambiance.

3.MOROCCAN STYLE INTERIOR DESIGN

3.1. Introduction to Moroccan Style Interior Design

Moroccan style interior design is a culturally enriched and visually dynamic design approach that originates from the fusion of North African, Islamic, Moorish, and Mediterranean traditions. It reflects a deep integration of art, architecture, and craftsmanship, where every design element contributes to a unified and immersive spatial experience. This style is known for its emphasis on ornamentation, texture, colour, and light, creating spaces that are both functional and emotionally engaging. In contemporary interior design, particularly in hospitality projects such as restaurants and bars, Moroccan style is widely adopted due to its ability to create luxurious, exotic, and memorable environments that enhance user experience.

3.2. Geometric Patterns and Surface Ornamentation

One of the most distinctive features of Moroccan interior design is the extensive use of geometric and arabesque patterns. These patterns are derived from Islamic art principles, which emphasize symmetry, repetition, and mathematical precision. They symbolize harmony, order, and infinity, and are applied across various surfaces including floors, walls, ceilings, and furniture. Traditional Moroccan tiles, known as zellige, are handcrafted and arranged in complex geometric compositions, adding depth and vibrancy to interiors. Additionally, carved plaster and wood inlay work further enhance surface detailing, creating a visually rich and layered environment.

3.3. Architectural Elements and Spatial Form

Moroccan interiors are characterized by unique architectural elements such as horseshoe arches, cusped arches, domes, vaults, and recessed niches. These features introduce curvature and fluidity into the spatial design, softening rigid linear forms and enhancing visual appeal. The use of arches and niches also helps in defining spaces and creating a sense of hierarchy and transition. Traditional Moroccan planning often includes courtyards and semi-enclosed spaces that promote privacy, ventilation, and thermal comfort. In modern applications, these principles are adapted to create layered spaces that balance openness with intimacy, especially in hospitality environments.

3.4. Colour Palette and Visual Expression

Colour plays a vital role in Moroccan interior design, contributing significantly to the overall atmosphere and user perception. The colour palette is typically bold, warm, and inspired by natural and cultural elements such as deserts, seas, and marketplaces. Common colours include terracotta, burnt orange, ochre, deep red, cobalt blue, turquoise, and emerald green, often complemented by metallic accents like gold, brass, and copper. These vibrant hues are balanced with neutral tones such as beige, cream, and white to avoid visual overload. From a psychological perspective, warm colours create a sense of comfort and intimacy, while cooler tones provide contrast and visual relief.

3.5. Materials and Finishes

Material selection in Moroccan interiors emphasizes authenticity, durability, and tactile richness. Natural materials such as clay, stone, wood, plaster, and metal are extensively used, reflecting traditional construction practices. One of the most notable finishes is tidelike, a polished lime plaster that provides a smooth, glossy, and water-resistant surface, commonly used for walls and wet areas. Wood is often intricately carved, while metals like brass and copper are shaped into decorative elements and lighting fixtures. The emphasis on handcrafted materials not only enhances aesthetic appeal but also supports sustainable and locally sourced design practices.

3.6. Lighting Design and Ambience Creation

Lighting in Moroccan interiors is designed to create a warm, intimate, and atmospheric environment. Unlike modern designs that rely on uniform illumination, Moroccan lighting focuses on diffused and indirect light. Decorative lanterns, pendant lights, and perforated metal fixtures are commonly used to cast intricate shadow patterns on walls and ceilings, adding depth and visual interest. Warm light tones are preferred to enhance the cozy and inviting ambiance, making this style particularly suitable for evening-oriented spaces such as restaurants and bars.

3.7. Furniture and Spatial Arrangement

Furniture in Moroccan interiors is characterized by low-height seating, comfort, and decorative detailing. Common seating options include sofas, poufs, ottomans, and floor cushions, which create a relaxed and informal atmosphere. Furniture pieces are often upholstered with richly patterned textiles and adorned with embroidery or embellishments. The ergonomic design ensures comfort for extended periods of use, which is essential in hospitality settings. The arrangement of furniture typically encourages social interaction, with seating organized around central focal points.

3.8. Textiles and Decorative Accessories

Textiles play a crucial role in enhancing the visual and tactile richness of Moroccan interiors. Rugs, carpets, drapes, cushions, and wall hangings are used extensively, often featuring intricate patterns and vibrant colors. These elements add warmth, softness, and layers to the space. Decorative accessories such as ceramic pottery, carved mirrors, metal trays, and ornamental artifacts further contribute to the cultural authenticity and aesthetic depth. The combination of these elements creates a multisensory experience that engages users beyond visual perception.

3.9. Climatic Responsiveness and Environmental Design

Traditional Moroccan design incorporates strategies to respond to hot climatic conditions, such as thick walls, shaded openings, courtyards, and water features that help regulate temperature and improve comfort. In modern applications, especially in rooftop or semi-open spaces, these principles can be adapted through the use of pergolas, screens, vegetation, and water elements to create a comfortable microclimate.

3.10. Relevance in Contemporary Hospitality Design

Moroccan style interior design is highly relevant in contemporary hospitality projects due to its ability to create immersive and memorable environments. Its rich visual language, combined with functional adaptability, makes it ideal for themed restaurants, bars, and rooftop spaces. Designers can reinterpret traditional elements in a modern context, blending them with contemporary materials and technologies to meet current user expectations while preserving cultural identity.

4. CASE STUDY

4.1. Shalom – Rooftop Bar & Kitchen Chembur, Mumbai.

Moroccan-inspired rooftop restaurant and lounge located on the sixth floor of Kukreja Arcade, 19th Road, Chembur, Mumbai. Known for its panoramic skyline views and relaxed ambience, it became a popular destination for casual dinners, romantic evenings, and live music nights in the city's eastern suburbs.

Shalom – Rooftop Bar & Kitchen is a rooftop multicuisine resto-bar designed by ColabCompany that successfully blends Moroccan-inspired aesthetics with contemporary hospitality design. The project focuses on creating an immersive dining environment by adapting traditional Moroccan elements such as intricate patterns, vibrant colours, and textured materials into a modern urban setting.



The design concept revolves around recreating a “modern Moroccan experience” rather than directly replicating traditional architecture. The space uses a combination of eclectic hues, layered textures, and geometric patterns to establish a strong visual identity. Elements like arches, decorative tiles, brass finishes, and ambient lighting contribute to a rich and atmospheric interior, enhancing the overall customer experience.

In terms of space planning, the restaurant is divided into indoor dining, outdoor rooftop lounge, bar area, and kitchen, ensuring functional efficiency along with aesthetic continuity. The outdoor section is designed like a Moroccan garden, featuring a central water element and patterned flooring, which not only enhances visual appeal but also helps in cooling the space.

The interior spaces are designed with emerald green tones, monochrome tiles, and brass elements, creating a balance between luxury and comfort. The bar area acts as a focal point, highlighted with patterned arches and metallic finishes, reinforcing the Moroccan theme. Lighting plays a key role by creating a warm, ambient atmosphere with light and shadow effects, especially during evening hours.

Overall, the project demonstrates how Moroccan design can be adapted into a contemporary rooftop multicuisine restaurant, combining cultural richness with modern functionality. It highlights the importance of theme integration, spatial zoning, and ambience creation in designing successful hospitality spaces.

4.2. Comptoir Darna, Hivernage, Marrakech, Morocco

Comptoir Darna is located in the prestigious Hivernage district of Marrakech, Morocco, which is one of the city's prime upscale areas known for luxury hotels, nightlife, and fine dining. The exact address is Avenue Echouhada, Hivernage, 40000, Marrakech, Morocco.

Comptoir Darna is a renowned Moroccan-themed restaurant and bar that exemplifies a rich and immersive approach to interior design, deeply rooted in traditional craftsmanship while accommodating modern hospitality functions. From an interior design perspective, the space is carefully planned to balance functionality with theatrical ambience, organizing the layout into distinct zones such as dining areas, lounge seating, bar spaces, and performance zones. This zoning ensures smooth circulation while also creating intimate and engaging environments for users. The interiors are dominated by iconic Moroccan architectural elements such as horseshoe arches, domes, carved columns, and recessed niches, which establish a strong spatial identity and hierarchy throughout the space.

The design further emphasizes material richness and ornamentation through the use of traditional elements like carved wood, mosaic tiles (zellige), polished plaster finishes, and metal detailing in brass and copper. These materials not only enhance visual and tactile quality but also reinforce authenticity and cultural depth. The colour palette plays a crucial role in shaping the ambience, featuring deep reds, warm amber tones, earthy browns, and gold accents that create a luxurious and dramatic atmosphere. Lighting design is

a key highlight, with ornate lanterns and chandeliers casting soft, diffused light and intricate shadow patterns, contributing to a warm and intimate environment, especially during evening hours.

Furniture and décor further enrich the interior composition, with low-height seating, plush upholstered sofas, and richly patterned textiles arranged to encourage social interaction and comfort. Decorative accessories such as rugs, mirrors, and handcrafted artifacts add layers of detail and visual interest. Overall, the interior design of Comptoir Darna successfully integrates traditional Moroccan aesthetics with contemporary spatial planning and user experience, creating a vibrant, luxurious, and culturally immersive resto bar environment that serves as a strong reference for themed hospitality design.

5. CONCEPT JUSTIFICATION & IMPLEMENTATION OF ROOF TOP MULTICUISINE RESTAURANT AND BAR OF MOROCCAN STYLE

5.1. Introduction

The design of a rooftop multicuisine restaurant and bar in Moroccan style focuses on creating a culturally rich, visually engaging, and experiential environment. Moroccan design, known for its vibrant colours, intricate patterns, and layered textures, enhances the overall ambiance and transforms the space into a memorable dining destination. The rooftop setting further adds value by offering openness, natural ventilation, and scenic views, making the experience more dynamic and enjoyable.

5.2. Spatial Planning and Zoning

The layout is organized into functional zones such as dining areas, bar counter, lounge seating, and service spaces. Proper zoning ensures smooth circulation for both customers and staff while maintaining visual continuity. Semi-private areas are created using partitions, level differences, or screens, allowing privacy without disturbing the openness of the rooftop.

5.3. Architectural Elements

Moroccan architectural features such as arches, niches, pergolas, and decorative screens are incorporated to define spaces and



introduce curvature, depth, and hierarchy within the design while also providing shade and comfort in the open rooftop environment.

5.4. Materials and Finishes

A combination of natural and durable materials such as wood, stone, plaster, and metal is used to achieve authenticity and longevity. Decorative tiles like zellige add intricate patterns and visual interest. Weather-resistant finishes are applied to ensure the materials perform well in outdoor conditions.

5.5. Colour Palette

The design uses a vibrant yet balanced colour scheme, including shades like terracotta, deep blue, green, and gold, complemented by neutral tones. These colours create a lively and warm atmosphere while maintaining visual harmony throughout the space.

5.6. Lighting Design

Lighting plays a key role in enhancing ambiance, especially during evening hours. Moroccan lanterns, pendant lights, and perforated fixtures create soft, diffused lighting and decorative shadow patterns, adding depth and character to the space.

5.7. Furniture and Seating

Furniture is selected to ensure comfort and support social interaction. Low-height seating such as sofas, poufs, and cushioned chairs are arranged in clusters, creating a relaxed and informal environment suitable for both dining and leisure.

5.8. Décor and Accessories

Decorative elements such as rugs, cushions, drapes, ceramic items, mirrors, and metal accessories are used to enrich the space. These elements add layers of texture and reinforce the Moroccan theme, making the environment visually immersive.

5.9. Environmental and Climatic Response

The design addresses rooftop conditions by incorporating shading devices like pergolas and canopies, ensuring proper ventilation, and adding greenery to improve thermal comfort. These strategies enhance usability throughout different times of the day.

5.10. Safety and Functional Aspects

Safety features such as adequate railing height, non-slip flooring, fire safety systems, and clear circulation paths are integrated into the design. Efficient service flow and accessibility are also considered to ensure smooth operation.

6. SCOPE & LIMITATIONS

6.1 Scope

The scope of this research is comprehensive in terms of design analysis and application within the hospitality sector. It includes the study of integrated space planning techniques specifically tailored for rooftop multicuisine bar and restaurant environments. The research examines how different functional zones—such as dining areas, lounge seating, bar counters, and service spaces—are organized to achieve efficiency, comfort, and seamless user movement.

Additionally, the study explores the application of Moroccan interior design elements, including architectural features, materials, colour schemes, lighting, furniture, and decorative accessories. It evaluates how these elements contribute to creating a culturally immersive and aesthetically cohesive environment.

The research also considers environmental and climatic factors affecting rooftop design, such as thermal comfort, shading, ventilation, and material durability. Furthermore, it incorporates case study analysis of existing Moroccan-themed hospitality spaces to understand practical implementation, design strategies, and user experience outcomes. Overall, the scope bridges theoretical understanding with real-world application in contemporary hospitality design.

6.2 Limitations

Despite its comprehensive approach, the research has certain limitations. The study is primarily focused on design concepts and spatial planning strategies, with limited emphasis on detailed structural engineering or construction techniques. While environmental considerations are discussed, they are generalized and may vary depending on geographic location, climate, and building conditions. The case studies included in the research are selective and may not represent the full diversity of rooftop restaurant designs or Moroccan-themed interiors worldwide. Additionally, the research is confined to Moroccan design principles, without extensive comparison to other interior design styles, which may limit broader contextual analysis.

Economic factors such as cost estimation, budgeting, and financial feasibility are not deeply explored, as the primary focus remains on design and user experience. Operational challenges and management aspects of running a rooftop restaurant are also beyond the scope of this study.

6. CONCLUSION

In conclusion, this research highlights the significant role of interior design in shaping the success of rooftop multicuisine bar and restaurant spaces. The integration of Moroccan design principles into rooftop environments offers a unique opportunity to create visually striking, culturally rich, and emotionally engaging spaces that enhance the overall dining experience.

The study demonstrates that effective space planning and functional zoning are essential for ensuring smooth circulation, operational efficiency, and user comfort. The incorporation of Moroccan elements such as geometric patterns, arches, vibrant colours, textured materials, and ambient lighting adds depth, identity, and a strong thematic presence to the design.

Furthermore, the research emphasizes the importance of environmental responsiveness in rooftop design. Strategies such as shading, natural ventilation, and the use of durable, weather-resistant materials contribute to the sustainability and long-term usability of the space. Safety measures and accessibility considerations also play a crucial role in creating a secure and inclusive environment.

The analysis of case studies illustrates how traditional Moroccan aesthetics can be successfully adapted into contemporary hospitality settings, achieving a balance between cultural authenticity and modern functionality. Ultimately, the research concludes that a thoughtfully designed Moroccan-themed rooftop restaurant not only fulfills functional requirements but also creates a memorable and immersive experience, thereby enhancing customer satisfaction and establishing a distinctive identity within the competitive hospitality industry.

REFERENCES

- [1] <https://www.mdpi.com/2075-5309/15/19/3474>
- [2] https://www.researchgate.net/publication/381635072_Biophilic_Design_as_Participative_Design_Restaurant_Case_Study
- [3] <https://www.mixomania.com/consulting-1112-teahouse-marrakech-design-decoration-program-food-beverage>
- [4] <https://worldesignteam.com/moroccan-restaurant-interior-design-2/>
- [5] <https://guillermoblanc.com/moroccan-restaurant/>
- [6] <https://rocketpages.io/blog/15-inspiring-restaurant-interior-case-studies>
- [7] <https://thearchitectsdiary.com/rooftop-bar-and-kitchen-colabcompany/>
- [8] <https://www.houzz.in/photos/query/moroccan-restaurant-interior>
- [9] <https://study.com/academy/lesson/moroccan-interior-design-history-style-elements.html>
- [10] <https://www.scribd.com/presentation/746219911/Week-21-Presentation-21-Restaurant-Design>