

DEVELOPMENT OF LOUNGE CAFES IN KHARKIV (РОЗВИТОК ЛАУНЖ-КАФЕ У ХАРКОВІ)

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Розглянуто новий заклад індустрії гостинності – лаунж-кафе. Проводиться аналіз послуг, досліджуються найпопулярніші кафе міста Харкова та їх потенціальні споживачі. Визначається роль даних закладів у розвитку ресторанного бізнесу.

Nowadays Lounge Café is a new term in the field of hospitality. The restaurants where with meals are provided services, recreation, and the opportunity to immerse themselves in the atmosphere of calm and relaxation, thanks to the appropriate interior and music. The interior of the coffee lounge natural colors, futuristic and kind of airy fabrics. Style is difficult to catch, as in music, but rather the atmosphere, which consists of different elements. Well thought-out design is an integral part of the institution in the style of "lounge". Magnificent and soft chairs with cushions placed to make a little longer to sit and relax. There are a lot of candles in the tables. Format institution and design create a pleasant atmosphere of comfort and warm.

There are a lot modern lounge cafés in Kharkov. The most famous and popular are «Mindab» in Pushkinskaya Street, «Sky Lounge» at Kharkov Palace Hotel, «Panorama Lounge», «One2One». All these cafés provide faultless service, various dishes and magnificent music. Muffled light, melodious music, magnificent interior, live fire– all this creates the slackness and calm atmosphere forces to forget problems and disorders.

These modern cafes provides customers cocktails and other easy drinks and of course wide choice of expensive qualitative alcohol drinks. It can be transformed –working as the café in the afternoon, and to turn into the refined closed institution in the evening. Most often lounge cafés make out in hi-tech style which assumes use of such modern materials as glass, plastic and metal where in registration of the room color panels are widely applied. It allows to beat a form of the room, furniture and a bar counter, to offer original lighting. Simplicity and laconicism of this style don't tire eyes, help the visitor to relax, have a rest.

Lounge cafes are the finest places for people who live in big cities. The concept LOUNGE includes not only and not so much the musical direction, this condition of soul, the easy relation to everything. This is a new sort of the rest, ideal place for romantic date. Lounge cafes are the most fast- growing establishments in restaurant.