

VANROOY Design Elevates Restaurant Interior Designer Standards with Strategic Approach to Hospitality Spaces

May 20, 2026

SANTA ANA, CA - May 20, 2026 -
VANROOY Design continues to shape the hospitality industry through its specialized approach to restaurant interior design, combining design psychology with technical precision to create spaces that enhance both guest experience and operational performance. The Santa Ana-based boutique firm has established itself as a strategic partner for restaurant brands seeking to differentiate themselves in an increasingly competitive market.

The firm's methodology addresses critical challenges facing restaurant operators today, including maximizing space efficiency, improving customer flow, and creating memorable environments that encourage social sharing and repeat visits. By integrating design psychology principles with practical operational considerations, VANROOY Design develops spaces that influence customer behavior while supporting business objectives.

"Restaurant interior design has evolved beyond aesthetics to become a strategic business tool that directly impacts revenue and brand perception," said Christine van Rooy, Principal Designer at VANROOY Design. "Every design decision, from lighting placement to seating configuration, affects how guests interact with the space and ultimately influences their dining experience and spending patterns."

The company's five-step design process encompasses Discovery & Strategy, Concept & Visualization, Design Development, Build & Installation, and Final Styling & Launch. This comprehensive approach ensures that each project aligns with the client's brand identity while addressing practical concerns such as budget constraints, timeline requirements, and operational efficiency.

VANROOY Design works across diverse restaurant environments, from fine dining establishments to fast-casual concepts, bars and lounges, and outdoor dining spaces. The firm's portfolio includes collaborations with major hospitality brands including Westin, Marriott, Sheraton, and Hilton, demonstrating its ability to scale design solutions across different market segments. For those interested in learning more about current hospitality design trends and insights, visitors can Follow VANROOY Design on Facebook for regular updates and project showcases.

Recent industry data underscores the importance of strategic interior design in restaurant success. Studies indicate that well-designed restaurant spaces can increase dwell time by up to 30 percent and improve customer satisfaction scores significantly. The firm's focus on creating Instagram-worthy environments also addresses the growing importance of social media in restaurant marketing, with visually compelling spaces generating organic promotional content through customer posts.

"The challenge in restaurant design is balancing multiple objectives simultaneously," noted Jerry van Rooy, co-founder of the firm. "Operators need spaces that photograph well for social media, function efficiently during peak service times, and create the right ambiance for their target demographic. Our approach considers all these factors from the initial concept phase."

The company's emphasis on return on investment distinguishes its approach from purely aesthetic-focused design firms. By analyzing customer flow patterns, optimizing seating arrangements, and selecting materials that balance durability with visual appeal, VANROOY Design creates environments that perform as effectively as they present.

VANROOY Design specializes in hospitality interior design for restaurants, hotels, resorts, and bars. The California-based boutique firm combines design psychology, technical expertise, and project management capabilities to create immersive environments that enhance guest experiences while supporting operational

objectives. Visit us at the firm's Santa Ana location to explore how strategic interior design can transform restaurant spaces.

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Vanrooy Design

We help bring your brand to life by designing purposeful, guest-focused spaces that blend psychology and aesthetics. Every detail is intentionally crafted to inspire interaction, strengthen loyalty, reflect your values, and support your operational goals.

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