

SIGNATURE RESTAURANT
DINING AS A CULTURAL EVENT

Project Description

"Signature Cafe Restaurant" has the theme of a Persian cuisine that aims to empower three customer needs: a pleasurable environment, great service, and delectable food. In terms of space, we seek to create a restaurant that serves its audience a more amicable and a more comfortable environment.

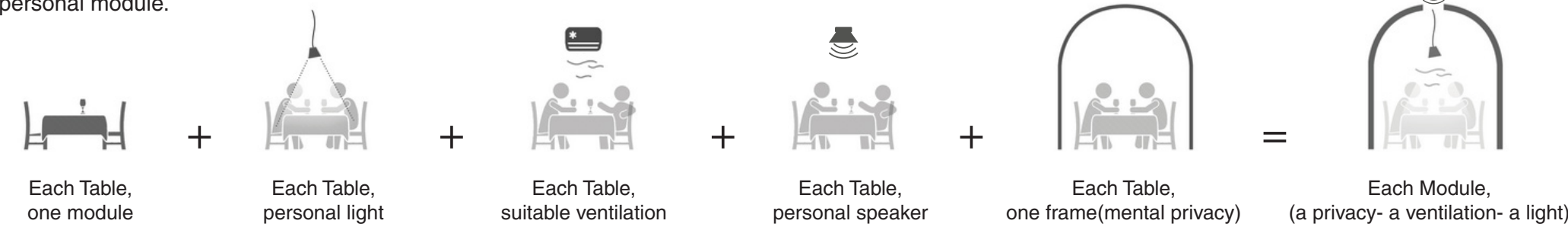
Serving Food in the Persian Culture

Following a tradition of Persian hospitality, we have taken delicate influences from the ways through which food is served in the Persian culture. Eating in circles of friendship matters a lot both in the scale of a community and a family where Persian food is the center of a pleasurable event. We have given form to these circles and zones of friendship via the form of our table linens and the arrangement of our benches.



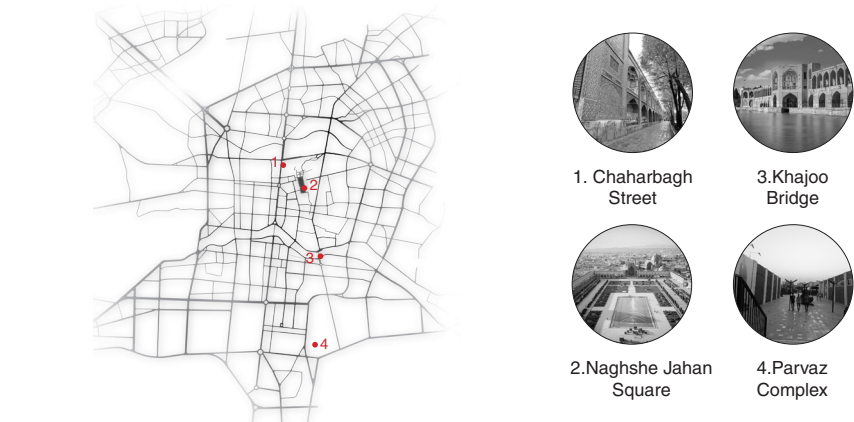
Personal Module

The design strategy offers a framed space that includes an optimum table size, a spotlight, a comfort zone island, and a private musical boundary. A personal module.

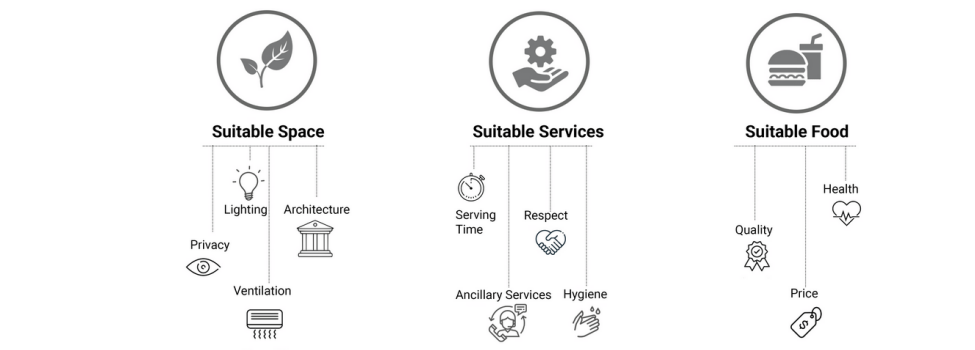
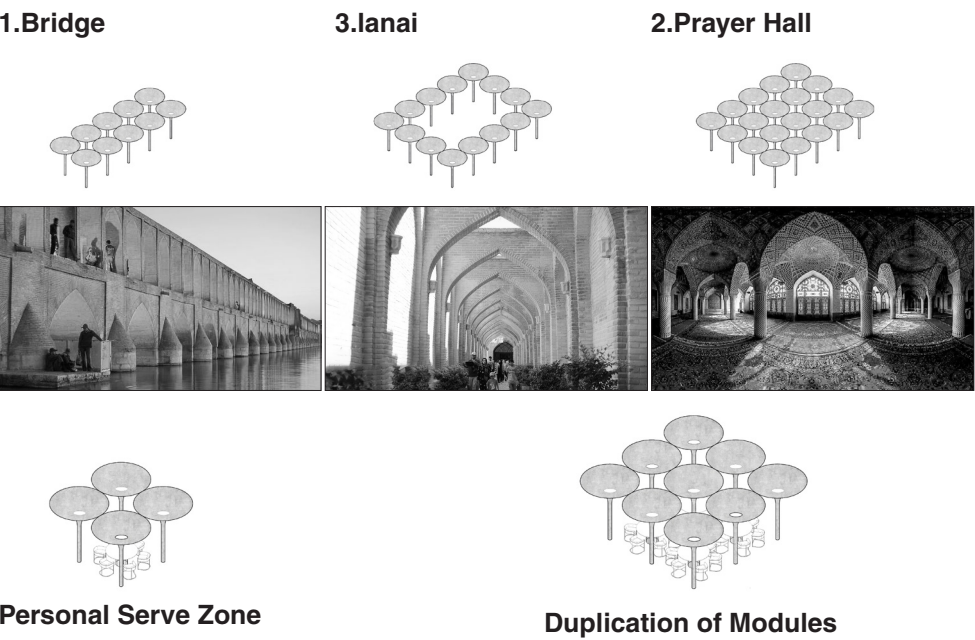


Presence in Isfahan

The restaurant is located in the Parvaz complex, a newly constructed service zone that is gradually "becoming" a recreational center for the southeast city of Isfahan. The combination of modules in the design attempt to regenerate traditional architectural algorithms to connect the restaurant to the city's past and locate it within its larger visual identity.

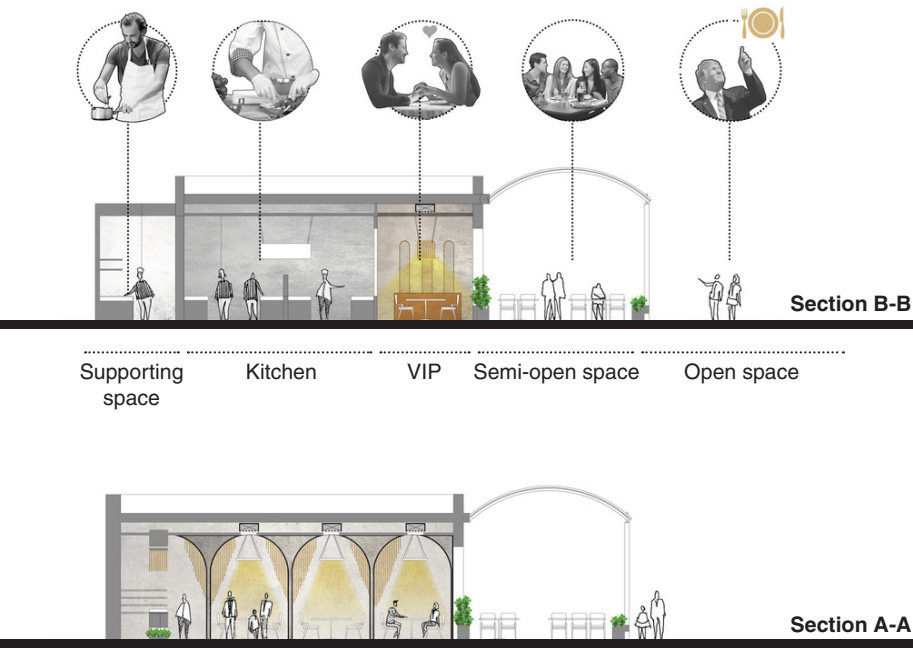
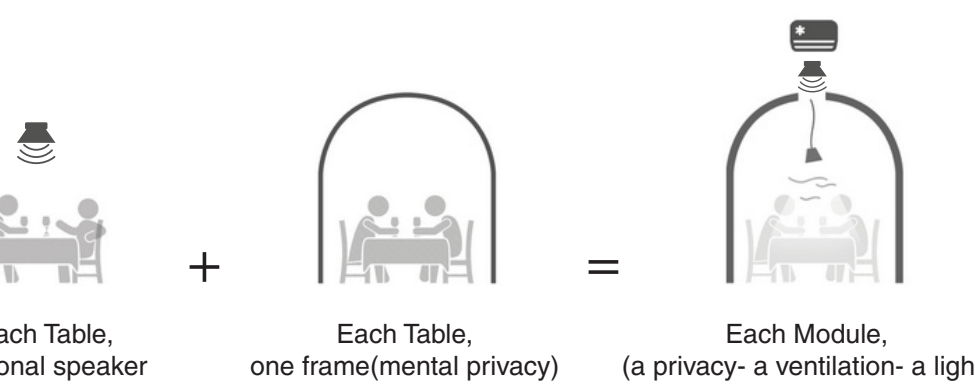
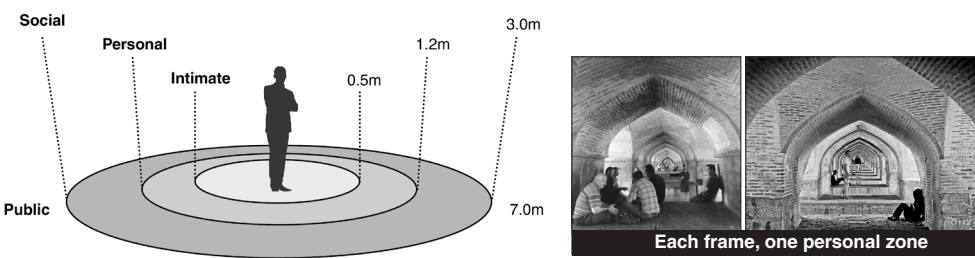


How Can We Combine Modules?



Personal Zone

The personal zone usually refers to a specific size of a circle around a person. But as we see examples in traditional Persian architecture, personal space can also be made architecturally introverted without being completely separated from the rest of the space.



Creating a Communal Space

The last combination of modules makes a hall of separate personal zones that provide both a sense of privacy and a sense of being in the crowd.

