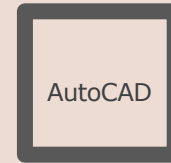
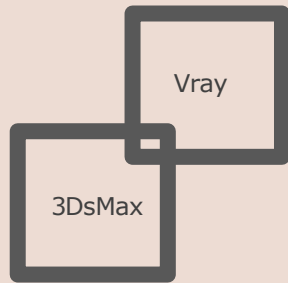


Restaurant Studio  
Jeihoon Persian Food





JEIHOON  
PERSIAN  
RESTAURANT

*Fusing Iranian  
Calligraphy with  
Contemporary  
Style*

INT 700  
COMMERCIAL DESIGN  
SPRING 2022

"Jeihoon" is a Persian restaurant, located in downtown Toronto, that provides guests with an immersive experience of Persian positive energy, artistic creativity, and soothing colors. The restaurant seamlessly blends contemporary cool with Persian calligraphy, offering a unique and redefined style of Iranian art that connects the minds and souls of guests with the culture and history of that land. It is a gathering place where guests can not only indulge in authentic Persian cuisine but also learn about the traditional cooking methods.

#### **Concept: Nastaliq**

In the realm of classical Persian calligraphy scripts, Nastaliq remains the most popular contemporary style and is widely considered the most complex. It is often referred to as the "Bride of the Calligraphy Scripts," featuring rigorous rules for the graphical shape of letters, the combination of words, and the overall composition of the piece.

The beautiful curvatures of Nastaliq have inspired the design elements of "Jeihoon" restaurant, influencing the form of the bar, cash desk, lighting, ceiling, railing, and partitions that delineate different dining areas, creating an atmosphere that is both welcoming and private.

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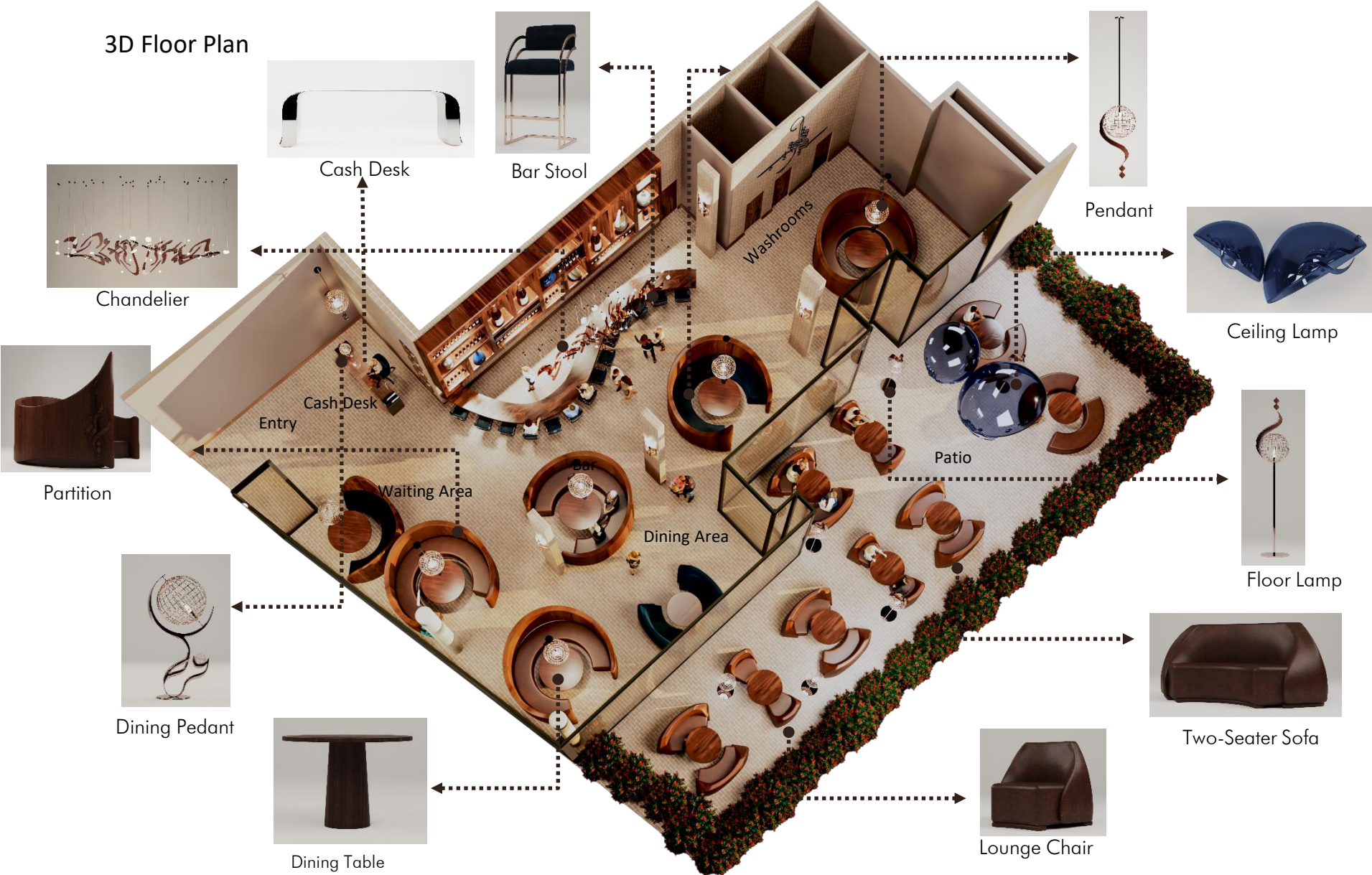
From Script to Design

A Collection of Objects Inspired by Persian Calligraphy, Blending Traditional Art with Contemporary Design

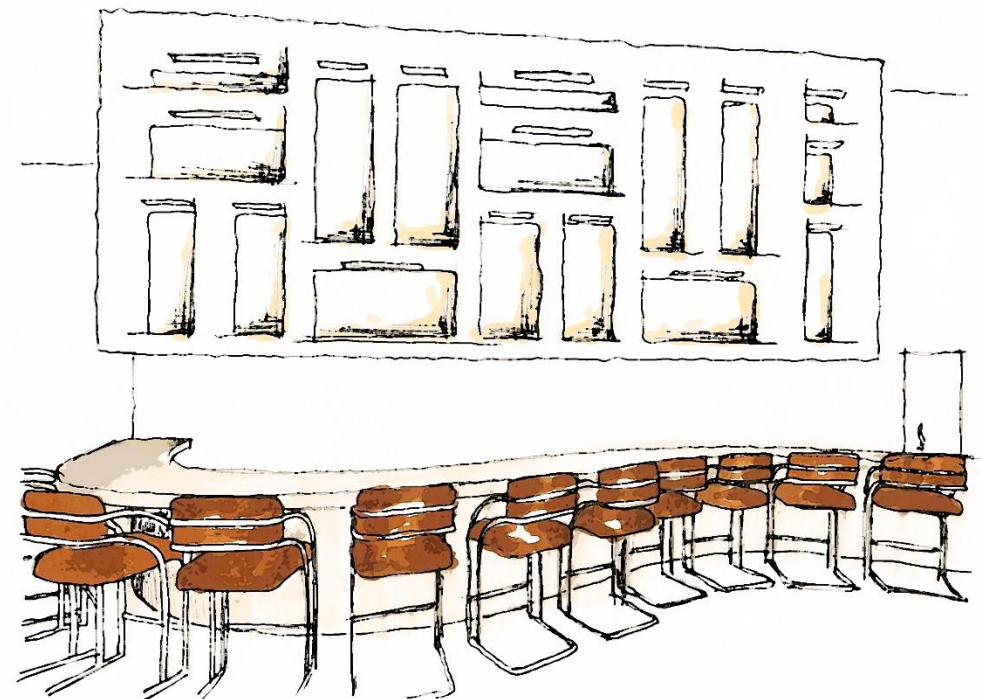


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### 3D Floor Plan



Dining Area Perspective



Bar Perspective

Dining Area Perspective



Fig. 5 Dining spaces were created with partitions for semi-private areas, achieving a balance between privacy and natural light that enhances the overall experience, resulting in a warm and inviting atmosphere.

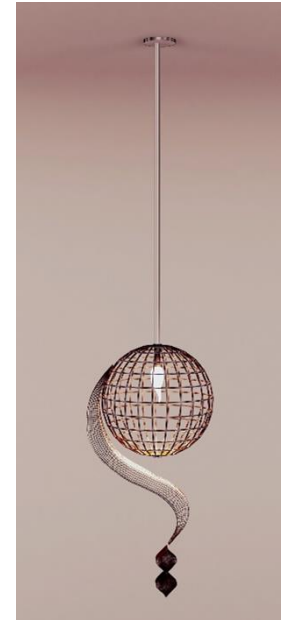


Fig. 4 Pendants were inspired by a piece of Nastaliq art.

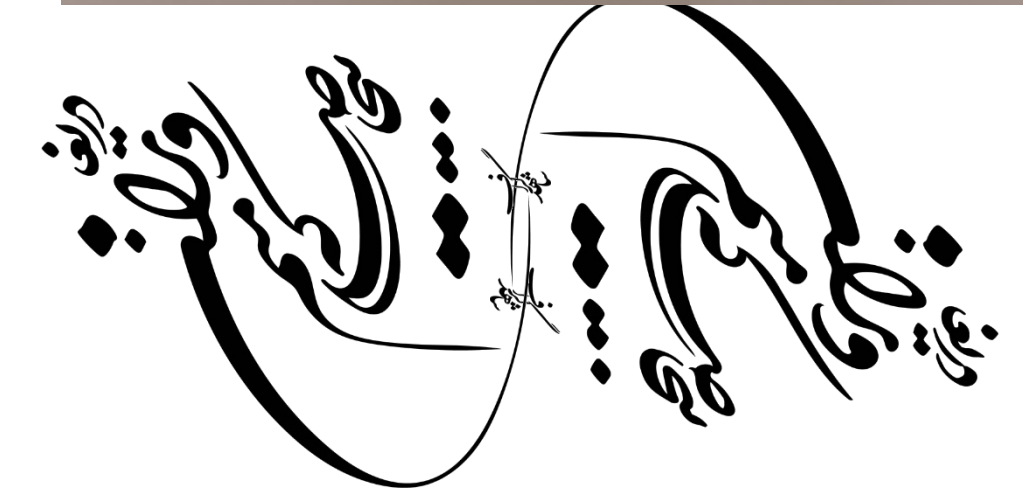
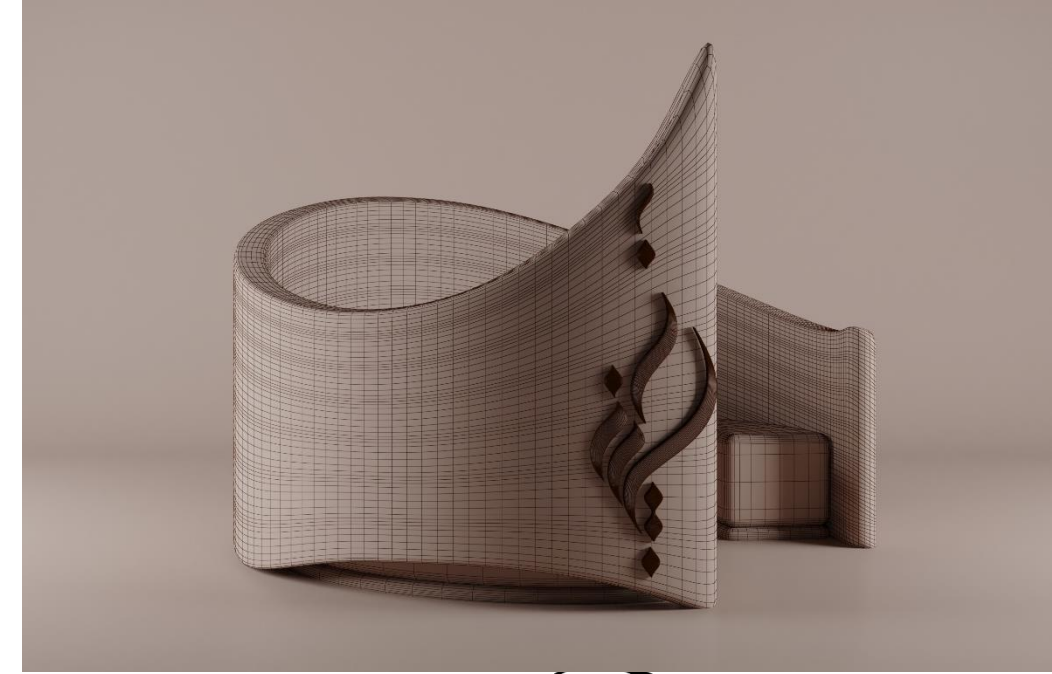


Fig 6. Ceiling design inspired by a piece of calligraphic poetry

The inspiration for these lighting fixtures came from pieces of calligraphy, and their intricate details and patterns were incorporated into their design.

The chandelier is made of high-quality, shiny glass material that sparkles and reflects beautifully when lit, adding a sense of luxury and sophistication to the space. Serving as the centerpiece of the bar area, it draws attention from all angles, highlighting the elegance of the design.



Dining Area Perspective

Bar Perspective



Patio Perspective

