Introduction

Since the opening up of the traditional restaurants in Perth, different cultures have become very attractive for Australian. According to Robson (2017), people do not go to restaurant because they are hungry, they go to communicate and experience. The reason that why Australian chooses to eat in a traditional restaurant is not only the different foods, in fact the interior design of the restaurants changes the atmosphere and makes it more attractive for them. This is because each country has own culture with exclusive design which shows their values and beliefs. As a result, the interior design has significant influence on the recognition of the place as a particular traditional restaurant by the customers, which it leads to economic benefits for the restaurants owners and Australian communities. A good design has significant effect on customer’s experience (Robson, 2017). For the purpose of this essay, the restaurant refers to a traditional Iranian restaurant in Walcott Street in Mount Lawley. As a designer, the most important elements which I consider while designing interior is to know the aim of the usage of the desired location, what the owner wants to present to the customers, who are the audiences and what they expect. The design project that I have done for this restaurant was the interior and exterior design of the property to approach the Iranian culture and make it attractive for all communities of Australia. The reason that why I have chosen Iranian design and decoration for this restaurant, is that there is many Iranians who are living in Perth and because of some reasons such as politic or religion’s view cannot come back to Iran, as a result they missed their country and they like to eat in an Iranian atmosphere to relax and enjoy. In this essay I will explain: the inspiration and relationship between ideas and execution, context of the project, and details and analyzes of the project.
In the first main part I will explain the inspiration and relationship between ideas and execution. The main relationship between the inspiration of Persian design and practical consideration was our audience’s exception. We needed to know what they like to achieve an effective result in our design. We knew that our audiences come to this restaurant based on the name of the restaurant, which it is Safa City. Safa City in Farsi (Persian) means a place for enjoying. As a consequence the idea of the Iranian design for this restaurant firstly came from the Iranian name of the restaurant. The second reason was those Iranian who have to live in Australia and cannot visit Iran because of their politic or religion’s view. As a result after the discussion between the owner and me, we decided to change the theme of the restaurant to represent the Iranian cultures and values. Most of the Iranian restaurants have a beautiful garden full of flowers and decorated with water fountain and lighting. Therefore, I had to follow these main factors of Iranian restaurants design. According to Air Mobility Command (2017), designers must not use their personal preference in professional project. I recommended to the owner to do a survey, so we prepared some question forms to ask our audience’s opinion and exception. Knowing other people’s opinion helps us to receive their assist for advertising our products (Norman, 2004).

Now that approximately the project is finished and we see the increasing the number of people who come to the restaurant to see the new design, as they heard from their friends about the changing the design and decoration. The number of time that they used to come to restaurant also is raised and they are happy with the new design and decoration. Although, some customers except to see a hundred percent Iranian design and decoration, but based on the budget that I had it was impossible. Iranian restaurant are fancy and luxury that it needs a big budget, which it will be possible in near future.
In the second main part of this essay I will explain the context of the project in cultural and artistic aspect. For this project, I should represent the culture of Iran with my design to Australian communities. According to Ghoreishi (2015), a design can play the role of a bridge between two different culture. As Ghoreishi defines, “Design is a visual universal language that communicate through universal visual forms and symbols” (2015, p. 10). As a result, I began to provide the art craft from different cities of Iran. I have chosen different type of artwork from different cities because each state of Iran has own special culture and artwork which represent their exclusive culture. The most artistic cities of Iran are Isfahan, Kashan, Shiraz, Hamedan and Tabriz, which I have tried to provide at least one item from each city. For example, I have chosen Khatam Kari from Shiraz, Colorful glass with frame from Kashan, Chandelier and Ghalam Kari from Isfahan, Pottery from Hamedan. Each of these artwork makes a movement for the person who came from the city and it may help the person to reduce the homesick feeling and also may bring a memory from the past for person. In addition, these fancy artworks will represent Iranian art to Australian communities. This is because I saw people asked the waitresses what is this? Where it is from? How much it costs? And etc. these questions mean that the design makes Australian interested to know about Iranian culture.

In the third main part I will discuss about my project in details. The first step was to make a decision to choose the colors, lighting, furniture, decoration, dishes, and music. As we had decided that the restaurant looks as a Persian atmosphere, I should choose all of these elements from Persian taste. The second aspect was the budget. I should provide all of the needs from Iranian markets which it needs to estimate the cost. The limit budget was the most important challenge that I have confronted during this project. The owner except me to provide Persian artworks which were expensive and luxury. On
the other hand, we cannot buy Persian artworks in any other market such as Chinese one. As a result, with the limitation of budget I had to find the things that we needed in Iranian market. For the furniture and dishes it was not difficult to make a balance between budget and our choice. I bought it online from a Chinese company so it did not cost as much as Iranian furniture and dishes. The third aspect was arrangement and placement of the objects to keep the restaurant organize and avoid to look a small space. The last aspect of the design was choosing the music to play to make the place more memorable. With music we wanted to make the place more pleasant. It was difficult to choose the songs. This is because everyone has different taste on music. Furthermore, people come with different mental and emotional needs to the restaurant, so it is important to know what they like to listen. Although, I had asked people already by the survey that I have done before beginning the project, about the type of music, and their favorite singers but choosing the songs was complicated. This was because of the variety of the selection list.

In conclusion, designing a traditional Persian restaurant in a western country that the population are included people from different sort of culture and ideas was a big challenge for me as a student. Choosing color, lighting, furniture, dishes, and decoration with the limit of budget to import stuff from overseas was the hardest aspect of the project. Of course that now when I go to the restaurant, when I see people are enjoying with the new design, it gives me a special positive feeling that my efforts had a good result. As the designer of the place, it is enjoyable, when I see Iranian invite their Australian friends to show the new design of the restaurant.
References:


