

## **Psychological Perspectives on Modern Restaurant Interior Design Based on Traditional Elements (Case Study: Interior Design of the Mesineh Restaurant, Tehran, Iran)**

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**Abstract :** After the post-industrial era, when a wide variety of foods and drinks are readily available everywhere, the motive has shifted from meeting basic nutritional needs to enjoy the eating experience. Today, behavioral environmental studies are an essential branch of science when it comes to understanding, analyzing, and evaluating how humans react to the environment. Similarly, these studies explore customer-influencing factors and the effectiveness of restaurant designs. To facilitate a pleasant dining experience, the authors focused on acoustics, flexibility, and lighting. In this study, 2700 square feet of surface area was used to plan a restaurant (called Mesineh) based on behavioral science, considering many factors related to the interaction between the building and the users, such as flexibility and privacy, acoustics, and light. Environment psychology considerations in architectural design have been lacking for several decades. To fill this gap, the author evaluated environmental psychology standards and applied them to Mesineh's design. A sense of nostalgia will be felt by customers of the Mesineh restaurant thanks to its interior design, which combines historical elements with contemporary elements. Additionally, vernacular Persian architectural elements were incorporated into a modern context to fulfill the behavioral science component of interior design.

**Keywords :** Mesineh restaurant, interior design, behavioral sciences, environment psychology, traditional persian architecture

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