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Chen Chow Brasserie keys on architecture and asian menu

Posted by [Mike Scott](#) | [Oakland Business Review](#) November 29, 2007 02:37AM

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Chen Chow Brasserie is hoping its unique menu and dynamic architecture will result in significant business growth among a crowded field of high-end restaurants in downtown Birmingham.

The goal of the restaurant along North Old Woodward is to evoke an authentic and alluring culinary journey of pure Asian cuisine and premiere sushi for its customers, says owner John Janviriya. Chen Chow Brasserie offers a high-end menu with entrees in the \$18-\$36 range.

Janviriya is no stranger to the restaurant business. He is a partner in a number of restaurants and entertainment venues in the Midwest including The Reserve and Crescendo of Chicago; Mosaic of Greektown, Detroit; Melange Subterranean Bistro in downtown Ann Arbor; and Crave Lounge of Dearborn. He hopes to interest diners with the design of the restaurant and have them come back because of the food.

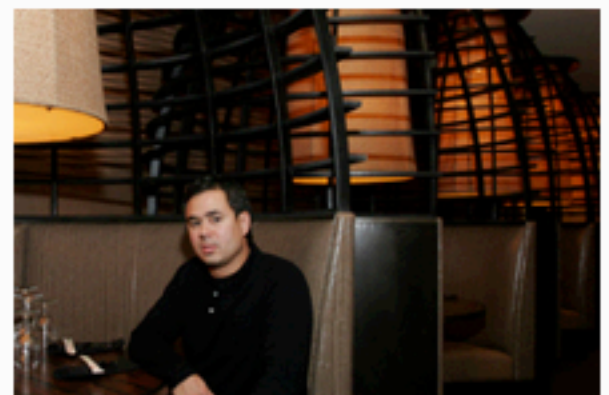
"Our guests will feel as if they are dining on the set of Suzie Wong for 2007," Janviriya said of the restaurant, which will seat up to 400 patrons. "My design of Chen Chow incorporated many seductive qualities of traditional oriental motifs that will amplify the diners' culinary experience."

Janviriya spoke with freelance reporter Mike Scott about the future of Chen Chow Brasserie and why he felt mid-November was a good time to open the restaurant in Oakland County.

What makes the restaurant unique?

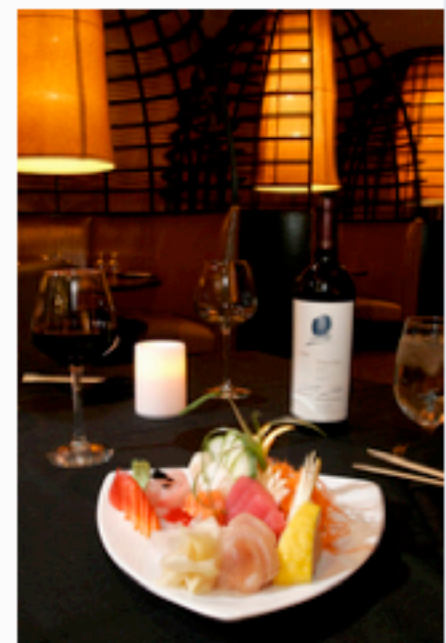
The restaurant itself is a marvel of architecture, which is why many customers even visit us in the first place. Given my reputation as an internationally known restaurant/entertainment interior architect and designer, Chen Chow's decor and ambience will transport diners to a bustling and chic, modern Hong Kong brasserie of dramatic Tao milieu.

Chen Chow Brasserie features modern Asian decor, carved ceilings, leather panels, elevated seating and screened-in booths, all of which are complimented by the seductive quality of the traditional oriental motifs throughout this venue that



Bill Cowger

John Janviriya, owner of Chen Chow.



Bill Cowger

Sushi at Chen Chow.