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Valley restaurant group brings Chinese-Korean concept to Desert Ridge Marketplace



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A dish from Jin Jia, a new eatery set to open in north Phoenix.

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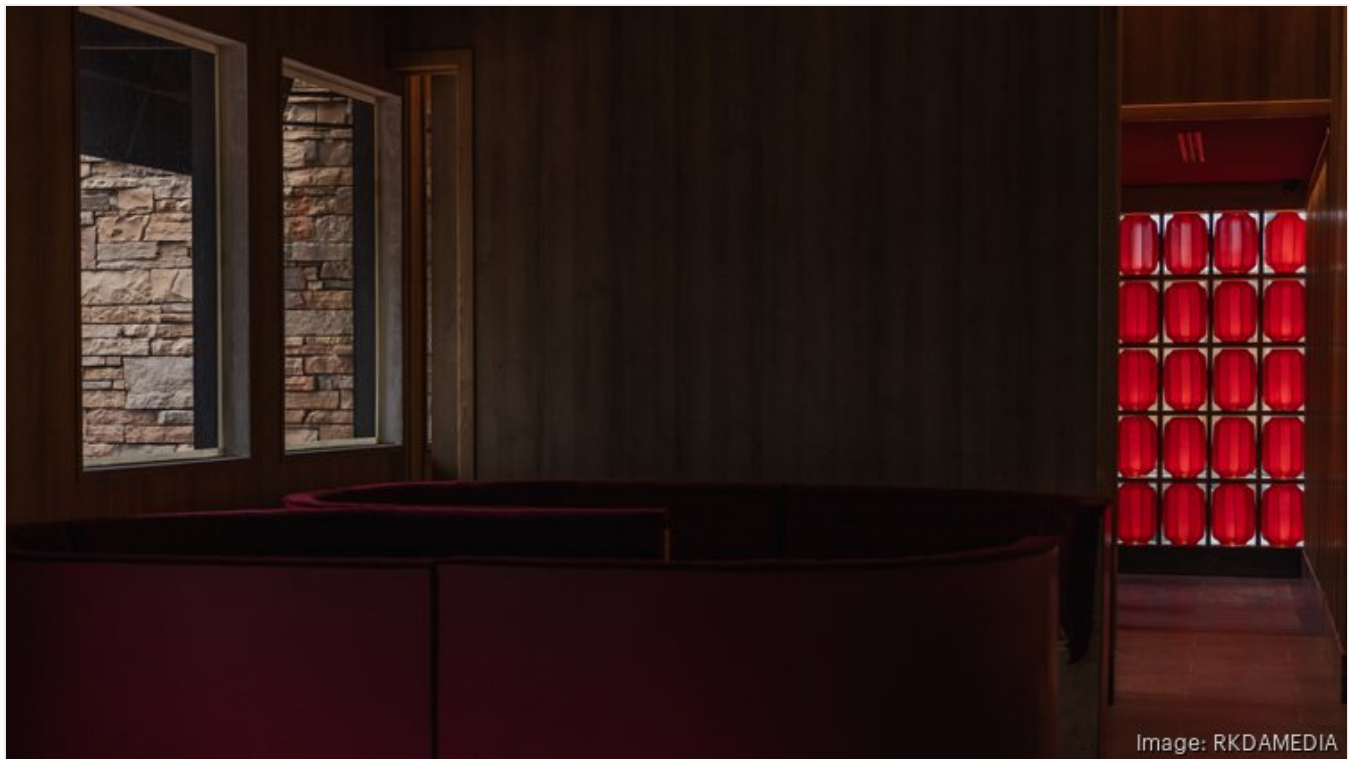


By [Brandon Brown](#) – Reporter, Phoenix Business Journal
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Jin Jia, a modern Chinese-Korean restaurant from the group behind Shinbay, Nori Sushi and Sizzle Korean Barbecue, is set to open at Desert Ridge Marketplace in north Phoenix in early September.

The eatery will feature bao buns, noodle dishes, and a variety of selections that the company said will “bring the best of traditional Korean and Chinese food together with a modern twist.”

It is opening in the former California Pizza Kitchen restaurant in the Vestar-owned shopping center, across from Barnes & Noble.



The interior of the Jin Jia restaurant, which is set to open on Sept. 6 at Desert Ridge Marketplace in Phoenix.

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The restaurant is from chef Hyunwook Lee and his restaurant group HL Concepts. The Scottsdale-based restaurant group brought on Valley-based Aline Architecture Concepts to design the space. Lee worked with Aline before on his Nori Sushi restaurant at the High Street development in north Phoenix.

“The goal was to create a highly crafted design with Chinese cultural influence,” Brian Laubenthal, Aline principal, said in a statement. “Taking our cues from a Chinese lantern festival, the entry showcases red Chinese lanterns in wood framed boxes on the walls,

with dozens more hanging at different heights from the 12-foot ceiling of the main dining area.”

Aline developed the overall design concept, then brought in Social Design Studio for interior design collaboration, AZ Direct Buy for the millwork, and Ardebili Engineering and AVSchwan Structural. They also recommended MCI Builders for collaboration early in the process.

Jin Jia is set to open on September 6. It will mark the fifth restaurant from HL Concepts, which has restaurants in Phoenix, Scottsdale and Gilbert.