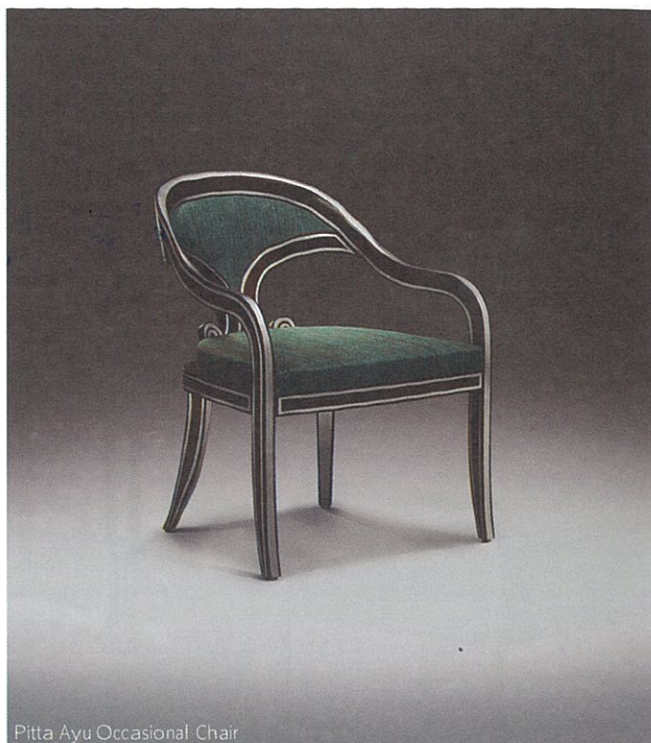




Shve Tall Cabinet



Pitta Ayu Occasional Chair

A TRULY JAYA EXPERIENCE

Space Furniture is pleased to announce the launch of The Jaya Classics furniture collection by co-founders and principals of Jaya International Design Mr. Jaya Ibrahim and Mr. Bruce M. Goldstein.

Jaya Ibrahim is known internationally for designing interior environments particularly for luxury hospitality projects such as Aman Resorts and Cappella Singapore. Jaya-designed interiors speak of a high level of sophistication well suited for total relaxation. Today's luxury frequent travellers are exposed to and appreciate Jaya's designs and therefore purposefully seek to replicate the ambience at home. With the launch of The Jaya Classics furniture collection, one can now achieve the Jaya touch within the personal realm.

Jaya Ibrahim's designed environments are authentic, as opposed to most of the properties of global hotel brands, which try to offer consistency in their products by providing similar types of interiors worldwide. The good news is that today even the larger hotel management companies are realising that they need to get away from this outdated idea of providing comfort in the fact that you can enjoy the same interior all over the world. Authenticity for Jaya comes in the form of materials, colours, and textures, genuinely rooted in the regions where he finds them.

The concept for the interior for each project is based on information Jaya gathers on the physical setting through observation and research, drawing heavily on the cultural and ecological context of the project site for inspiration. Noting what makes the location distinctive, Jaya then develops a one-of-a-kind spatial concept and visual language for the design.

For Jaya it is all about the specific engagement. It is always "what is best for the project". A major part of this principle is based on the fact that Jaya approaches the design from a guest's point of view. Taking hotel projects as an example, Jaya will first anticipate what the guest might expect and appreciate before imagining how the guest will perceive and experience what he is creating. Finally, as the guest's stay in the hotel is usually for a short time, Jaya will ensure that he is creating a space with calming colours and design that is easy on the eyes with composition that gives one a sense of balance. This is another aspect of what sets Jaya apart from the rest.

To make the guest experience a truly JAYA Experience, not only are the interiors of each project designed by Jaya, the furniture, light fixtures, area rugs and even fabric are custom designed by Jaya. Jaya also hand picks all the objects, from artefacts, accessories to art pieces that belong in the designed space to reinforce the project's unmistakable character.

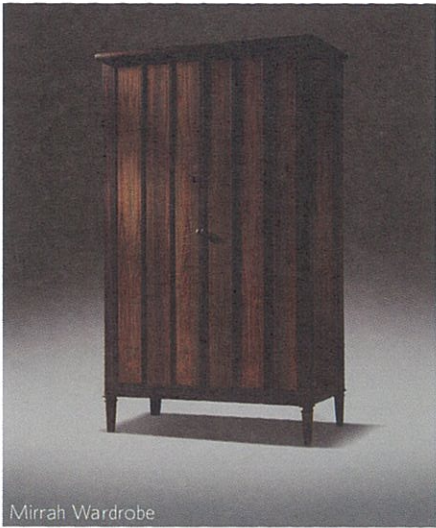
The JAYA Brand

Growing from strength to strength, The JAYA brand was established as a fuller expression of Jaya International Design, its interior design consultancy division. Through its successful track record and numerous inquiries from the luxury industry, the firm is currently engaged with a variety of projects across three broad categories—The JAYA collection, JAYA Environments, and JAYA Lifestyle. Within these categories are plans to launch a luxury furniture collection, a JAYA branded boutique hotel, JAYA branded residences, branded destination spas and various bespoke luxury lifestyle goods.

With the recent rise of internationally well-received brands born in Asia, the JAYA brand is positioned to be the next major Asian-inspired luxury brand. Jaya's work in different continents throughout the years has given him fresh insight and new perspective in his subsequent projects. He applies the same design discipline to all his engagements—contemporary design with a pedigree.

The Jaya Classics furniture collection is now exclusively available at Space Furniture.

—Text by Domenica Tan



Mirrah Wardrobe



Nata Tallboy



Arya Swivel Floor Lamp



Asri Sofa



Teja Pendant Lamp



Shiatzy Dining Chair 1



Nahm Coffee Table



Nahm Chaise Longue