

## MIID REKA Sessions 2018 / 2020

**Date** : Thursday, 14 November 2019

**Venue** : Linds Furniture  
162A Jalan Maarof,  
Bangsar,  
59100 Kuala Lumpur

### Programme:

17:00 - 18:00 Registration  
18:00 - 18:30 Introduction  
18:30 - 19:30 Speaker 1  
19:30 - 20:30 Speaker 2  
20:30 Refreshment / End

## Edible Spaces

The presentation will focus around the studio's exploration in designing spaces where food and drinks take centre stage.

In today's day and age - eateries, cafes and bars are morphing into new forms of typologies. These hybrid spaces not only create exciting dining experiences but also foster a more social and inclusive environment.

The session will also see the studio's venture into branding and identity for some of their restaurant and bar projects.



### SPEAKER 1

## JUN ONG & KYLE E

Co-Founders  
POW Ideas

Founded in 2015, POW Ideas is a Kuala Lumpur-based collective initiated by Kyle E & Jun Ong. They were both trained as architects in Melbourne & London with different trajectories of interest, Kyle with landscape architecture and Jun with light art.

The name reflects the collective's attitude towards projects i.e. with a "pow!" With a strong interest in material exploration and small spaces, the collective constantly look at challenging the ways we sense, and the ability to push the notion of built form across fields of design. Some of POW Ideas' recent projects include a bamboo sculpture, a former brothel, a fortune-telling booth, an urban pool deck and the adaptive reuse of an urban factory.



## The Process of Designing Experience and Emotion

Emotion and experience are both key elements in the design industry. As a designer, these elements play an important role in creating the right experience for the clients. This creates value for both for the business as well as for the customers

How does emotion play on a design process? During the talk, ENDO breaks down the process of designing and creating emotions in different type of projects and its challenges.



### SPEAKER 2

## EFFENDY NADZRI

Co-Founder  
Endo Sdn Bhd

Effendy Nadzri is an Interior Architecture graduate from UITM Shah Alam. He has 13 years of experience in the interior design & architecture field, where most of his projects are in the upscale private residential & commercial projects.

Effendy co-founded Endo Sdn Bhd with his partner and adventure buddy; co-founder Amri Sacdan in 2017. Their passion in creating functional, liveable, comfortable and fitting to the clients' personality has become ENDO's philosophy.

Effendy believes that apart from having an aesthetically pleasing design, it should also emphasise on combining emotion and experience elements. Focusing on designing experience through creating emotions in ENDO's design processes, has now become ENDO's strength in delivering comfortable and functional space.

**LAM CPD POINTS APPLIED FOR.  
OPEN TO MIID MEMBERS.  
ENTRANCE FEE OF RM100 / PERSON FOR NON-MEMBERS.  
LIMITED SEATS.**

## MIID REKA Sessions 2018 / 2020

Malaysian Institute of Interior Designers (MIID), which represents the interior design profession in Malaysia, is pleased to present the MIID REKA Sessions 2019. REKA Sessions are a series of professional talks held to generate engaging discourse and to promote the profession of interior design in Malaysia.

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**MIID REKA SESSION 2018/2020**  
**Topics: Edible Spaces**  
**&**  
**The Process of Designing Experience and Emotion**

**Speaker 1: JUN ONG & KYLE E –**  
**Co-Founders of POW Ideas**

**Speaker 2: EFFENDY NADZRI**  
**Co-Founder of Endo Sdn Bhd**

Dear Members of MIID,

We are pleased to inform you that MIID REKA Session 38, will be held as per following details:

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 18:00 - 18:30 Introduction  
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 20:30 Refreshment / End

**Venue:** Linds Furniture Sdn Bhd  
 162A Jalan Maarof, Bangsar  
 59000 Kuala Lumpur

**OPEN TO MIID MEMBERS, ADMISSION FREE.**  
**LIMITED SEATS.**  
**ENTRANCE FEE OF RM100 / PERSON FOR NON-MEMBERS.**

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**REPLY FORM**

Non MIID Member     MIID Member \_\_\_\_\_ (Membership No)

I, \_\_\_\_\_ (Name) will attend / not attending.

Please fill in below should there be any additional attendee(s)

No.	Name / MIID Membership No	Mobile No.	Email
1			
2			
3			
4			
5			

Kindly confirm your attendance latest by **MONDAY, 11 NOVEMBER 2019, 5PM** by email or fax this "Reply Form" to MIID Secretariat at **info@miid.org.my** or fax **+603 6411 6802**.

For non-members of MIID, kindly make payment payable to **PERTUBUHAN PEREKABENTUK DALAMAN MALAYSIA (HONG LEONG BANK, 224-00000-938)** and email your payment receipt to MIID Secretariat.

**Signature :** \_\_\_\_\_ **Mobile No. :** \_\_\_\_\_

**Date :** \_\_\_\_\_ **Email :** \_\_\_\_\_