# INSIDE mid

JUL-SEP 2025

E-MAGAZINE

ISSUE 35

RETAIL

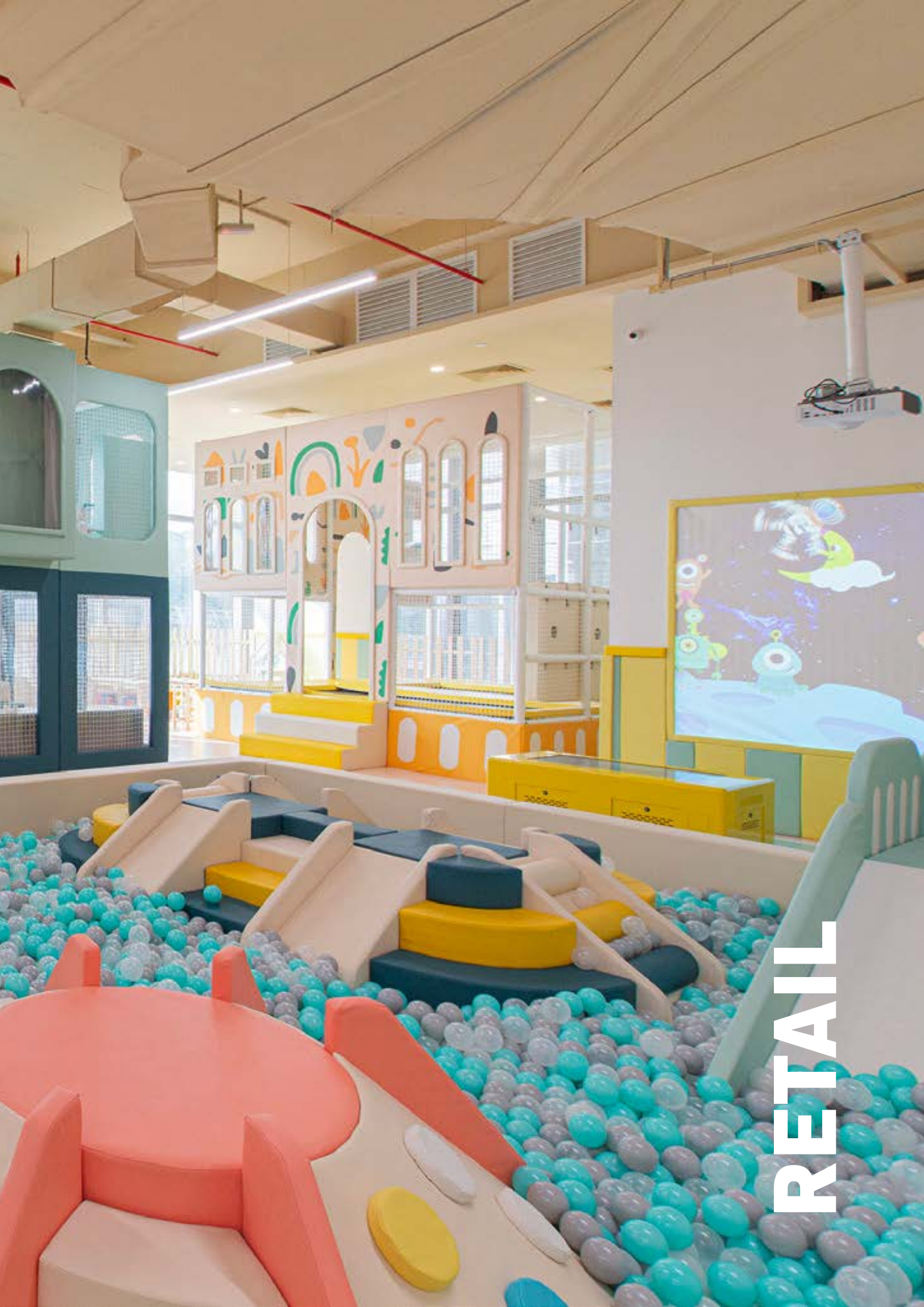



# Petit Parc

@ Pavilion Damansara Heights

ISSUE

35



# RETAIL

# ABOUT MIID

The Malaysian Institute of Interior Designers (MIID) or Pertubuhan Perekabentuk Dalaman Malaysia (PPDM) is the national institute representing the interior design profession in Malaysia.

## MIID Council 2024-2026



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## Introduction

Launched in 2012, it is an amalgamation of two previous bodies namely, the Malaysian Society of Interior Designers (MSID) (formed in 1989), and the Institut Perekabentuk Dalaman Malaysia (IPDM) (formed in 1990).

Malaysian Institute of Interior Designers (MIID) is now the sole national institute representing the interior design profession of the country, created with the objective to form one single strong body representing Interior Designers, Interior Design Academicians and Interior Design Students in Malaysia.

MIID is an organisation owned and governed by its elected members. The institute's aims are to encourage and support good design and competence through continuing professional development and education.

MIID offers several types of membership to interior designers, aspiring interior designers, academicians, interior design students, suppliers to the industry and those who have a professional interest. All applicants are assessed for suitability according to criteria which is intended to ensure a high-quality membership; one of professional quality and creative ability.

## Missions & Responsibilities

The vision of the Institute is to develop a sophisticated society of Malaysians who are conversant and appreciative of the creative world of interior design. To this end, the institute conducts various programmes throughout the year to educate, promote and foster better ties between the public and professional members alike.

These include:

- Lectures where leading practitioners are invited to share their ideas experiences and vision for future.
- Exhibitions, highlighting members' works and other subjects of current interest.
- Workshops, seminars and conferences to provide platform for discourse and discussion.
- An official design magazine to showcase members' work plus the design world at large.
- The usage of social media i.e. Facebook page and website for MIID to disseminate information to members and non-members.
- Developing since 1980, an education policy with academic programmes geared towards training interior designers for design excellence.
- Providing an advisory role between the Malaysian interior design profession and the Fire Service Department (Jabatan Perkhidmatan Bomba, statutory / professional bodies e.g. Board of Architects Malaysia (Lembaga Akitek Malaysia), etc. via the Architects Act 1967 of the Laws of Malaysia (Act 117).
- Actively engaging with international and regional design bodies e.g. International Federation of Interior Architects / Designers (IFI), Asia Pacific Space Designers Alliances (APSDA), Asian Interior Design Institute Association (AIDIA), etc. to promote and develop the interior design profession.

## MIID Events

MIID annual events consist of a series of events organised by the institute with the aim of pursuing excellence in Interior Design. Each event has a specific set of objectives to be achieved aimed at different segments of professionals.

**ANNUAL EVENTS**

- REKA Awards for Design Excellence
- REKA Awards for Industry Excellence
- REKA Conference
- REKA Sessions
- REKA Workshops
- REKA Converge
- REKA Sabah
- REKA Sarawak
- Interior Design Students Saturday
- #iamReka
- REKA Design Week
- REKA Interiors Exhibition (RiX)
- Annual Ball and Awards Night

**COLLABORATIVE PROGRAMMES**

- REKA Design Week
- REKA Interiors Exhibition (RiX)

Interior Design is a profession legislated under the Architects Act 1967 (act 117) and Architects Rules 1996, Malaysia

**MEMBER OF:** APSDA IFI

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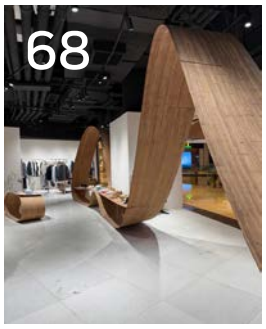


























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# INSIDE mid

MIID INSIDE is the official e-Magazine of the Malaysian Institute of Interior Designers (MIID)

**MIID INSIDE is published 4 times a year**





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# PRESIDENT'S MESSAGE

## Dear Members & Fellow Interior Designers,

As we step into the final quarter of the year, I am deeply encouraged by the energy, commitment, and enthusiasm across our MIID community. This has truly been a season of activity, collaboration, and growth—and I am proud to share some of the highlights with you.

Over the past months, MIID has successfully organised four REKA Sessions, with one more special edition still to come. Each session has been more than just a gathering; they have been meaningful moments of learning, exchange, and inspiration. Alongside this, our #iamReka initiative has continued to actively engage with our young members and the wider community. With three vibrant sessions already completed and two more to come, #iamReka is proving to be a valuable support system—offering encouragement and inspiration to young and emerging designers, while strengthening the connections we foster with the public.

Looking ahead, the biggest highlights of our calendar —REKA Design Week and REKA Conference—will take place in early November. More than just an event, it is a preview of the vision and energy that awaits us in the year ahead. I warmly invite all of you —members, practitioners, educators, students, and partners in the creative industry—to be part of this celebration of design, innovation, and collaboration.

At the same time, the Council has been driving forward key initiatives for the profession. The MIID SEED Programme stands out as one of the most significant milestones in recent years. Designed to guide and support graduates from accredited universities on their journey toward professional growth and licensure, SEED embodies our shared commitment to the next generation of interior designers. I cannot emphasize enough how vital this programme is for the future of our profession, and I urge all members to continue lending their encouragement and support.

Our committees are also playing a vital role in reaching every corner of Malaysia. The Sarawak Chapter is preparing for their REKA Sarawak Conference in November, while our Sabah Committee continues to build momentum through consistent engagement with the Sabah design community. And to our members up north—stay tuned, as something exciting will be coming your way in December!

On the student front, we are excited for the return of Students' Saturday, hosted this year by SEGi University. This much-anticipated platform will once again bring together interior design students from across Malaysia, strengthening bonds and celebrating the creativity of the next generation.

None of these efforts would be possible without the tireless dedication of our Council members, committees, sub-committees, the Secretariat, and most importantly, the participation of our members, sponsors, and industry partners. Your involvement breathes life into MIID's initiatives, and together we are building a profession that is vibrant, respected, and future-ready.

Let us continue moving forward with purpose, passion, and unity. With your continuous support, MIID will remain a home where ideas grow, voices are heard, and design excellence thrives.

With warm regards,

**Adjunct Professor IDr Norsharfina Ibrahim**
MIID President 2024-2026

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# EDITOR'S NOTE

## Dear Readers,

You know when Carrie Bradshaw said "*Shopping is my cardio*" in an episode of Sex and the City, I couldn't help but smile because for many of us, retail therapy has always been more than just buying things. It's about the thrill of discovery, the joy of beautiful spaces, and that little rush of inspiration we get from a well-designed store.

As Kuala Lumpur continues to evolve as a vibrant urban hub, its retail landscape has been transforming at an equally rapid pace. From luxury flagships in glossy malls to curated niche boutiques tucked into heritage shophouses, retail spaces are increasingly designed to offer more than just products, they offer **experiences**.

We are seeing a notable shift toward **experiential retail**, where interiors are designed to immerse visitors in storytelling, interactivity, and sensory engagement. Concept stores are blurring the lines between retail, hospitality, and lifestyle, featuring cafés, co-working nooks, and artful displays that encourage dwell time. Meanwhile, pop-up retail and modular design solutions have gained traction, reflecting how brands are responding quickly to changing consumer demands and the rise of social-media-driven shopping habits.

At the same time, consumer demand is influencing the types of merchandise showcased, notably, sustainable goods, local artisanal products, and limited-edition collaborations are increasingly valued. This has sparked a new wave of "local-global" hybrid design thinking, where Malaysian cultural narratives are reinterpreted through contemporary design to appeal to both local shoppers and international visitors.

In this issue of INSIDE, we explore how retail spaces are becoming more than points of transaction—they are platforms of connection, culture, and creativity.

As you read through, we invite you to reflect on this:
**How can retail design in Malaysia continue to evolve in ways that celebrate our local identity while staying globally relevant?**

Happy reading,

**IDr Christine Rowland**
**Editor**
MIID INSIDE e-Magazine 2024-2026

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**MIID REKA AWARDS 2024**
RETAIL, EXHIBITION & ENTERTAINMENT CATEGORY

# Petit Parc
## @ Pavilion Damansara Heights



**This spread:**
Playground interior overview.



Petit Parc is an indoor children's playground located in the new Pavilion Damansara Heights Mall. What sets them apart is their additional emphasis on the comfort and convenience of the parents who are waiting for their children. Besides facilities like party areas, a drinks concierge, snacks corner, nursing and quiet rooms, there is ample space designed for parents who have to multitask and work while their children enjoy their fun time. The interior design of the parent's lounge its colours and fun shapes bring out the kid even in adults.

The client was very clear with their intention of the playground, and that was to have a design that carried a stronger concept in terms of appearance compared to the existing playground operators in other places and secondly, to provide equal comfort to the parents who are waiting for their children. Being parents themselves, they realised that having just basic facilities such as just tables and chairs isn't enough for parents to spend longer hours in the playground while worrying about their work or tasks. With the rise of the work-from-home culture, it would make total sense that parents can bring their work to the playground without having to worry while their children are gleefully playing.

The production of the children's playground was to be manufactured overseas and the colour scheme of the playground needed to match the colour scheme of the playground which would be set by our design studio and we were also tasked to design Petit Parc's logo. Our scope of this project was to set the tone of the general space including the entrance and parent's lounge, minus the playground equipments.





**Above:** Façade of the main entrance of Petit Parc.

**Left:** Seating areas for the children surrounded by safety fencing.





**Above:** Parent's lounge and snack corner view.

**Right:** Children's basin and tiered seating.

**Below:** Children's playground area.

## Design Concept

Petit Parc is a new playground brand in Malaysia and our studio was tasked to design the logo and brand identity from the start. With the name Petit Parc, we wanted to include park elements inspired from nature such as trees, green hills, clouds and rainbows with a twist of cosy fantasy. Given the company's name, Vixen & Cupid, a silhouette of a baby fox is added to the logo. Rather than applying strong primary colours, we used pastel tones for a softer and pleasant approach—colourful, fun and chic.

We wanted the space to appear dreamy, friendly and comfortable for both the children and parents, hence we designed the interior with mostly curved and rounded shapes such as arches in the shape of rainbows and cake icing, puffy-looking furnitures, pebble-shaped pendant lamps, ceiling in the form of a river and patches of colourful turf for the flooring design. This brings out the inner child even in adults.

Ultimately, we wanted Petit Parc to be everyone's happy place.



## Spatial Features

Typically, most indoor playgrounds allocate 70-80% of their space for the playground equipments. Petit Parc however, allocates 60% to playground equipments and 40% to the other areas. Statistically, parents make up 30% to 50% of the guests in a playground with at least one child. And for parents to wait patiently for their children, they had to find ways to keep themselves occupied while waiting comfortably.

Glass panels are used to separate the main areas—the reception, the parents lounge and the playground. These panels are decorated with colourful mountainscape film that provide a transparent view for parents to monitor their children's activities in the playground. Upon registering, guests are required to remove their shoes and head on to the shoe rack and locker section. The co-working and dining area make up the center of the park lounge under a river-like ceiling design, creating an organic yet organised impression.

With the allocation of sufficient seating and space plus the facilities such as a snack corner, co-working tables, nursing and quiet room, the parents can wait comfortably for their children while staying productive. The tables and chairs by the oval pink arch can also be rearranged to make way for private events.



**Right & bottom right:** Shoerack and locker area.

**Below:** Tiered seating and glass partition view.

















**This page:** Views and details of the event space, nursing room and private room.

From the exterior, curved arched windows mimicking animal burrows create curiosity for passers-by and the powder-coated metal cladding reflects the colour transitions of the sky (blue), to the mountains and plains (greens) and the terrain (yellow). The main entrance welcomes guests with a giant arch looking into a broad view of the interior, like walking into a cave opening. Around the reception area, circular membrane lightings appear on the ceiling resembling pockets of skylight within a cave.

Upon entering the parents lounge, the nursing and quiet rooms and the event area are nested on the side within rainbow shaped arches and the pantry and snack corners within a cream shaped pelmet adding a playful wonderland touch.

The ceiling design creates a flow leading to the playground area. The tiered seating area mimics the layered terrains of a hill with the inner ceiling mirroring the layers, paired with custom-made sound insulation boards in the shape of hills. Circular openings on the partitions add to the fantasy park theme. ■

## AN INTERVIEW WITH

# IDr Patrick Chin

The lead designer of Petit Parc @ Pavilion Damansara Heights gives us insights into the project

Interviewed by **IDr Christine Rowland**



### Petit Parc stands out for catering to both children and parents. What is the story and/or inspiration behind this dual focus?

With the name Petit Parc, the concept draws inspiration from nature and the warmth of a park elements like trees, clouds, and rainbows are reimagined with a cosy, whimsical twist. The idea was to create a dreamy and welcoming environment that feels both playful for children and comfortable for parents, blending fantasy with familiarity so both can truly enjoy the space together.

### What were the key steps in your team's design research and exploration after receiving the project brief?

After receiving the brief, our team began with a deep dive into understanding the client's vision, target users, and functional needs. We conducted research on child-friendly and family-oriented spaces, drawing inspiration from both global references and local cultural contexts. Next, we explored materials, colour palettes, and spatial layouts that balance safety, comfort, and aesthetic appeal. We also developed mood boards and concept sketches to test different directions, before refining the ideas into a cohesive design language that aligned with the Petit Parc identity.

### How did you approach creating a space that feels both playful for kids yet sophisticated and practical for adults?

Our approach was to strike a balance between whimsy and refinement. For children, we introduced playful elements inspired by nature—soft shapes, vibrant accents, and imaginative details that spark curiosity. For adults, we layered in a sense of sophistication through thoughtful spatial planning, subtle textures, and a warm yet modern palette that feels comfortable and stylish. Every design decision was guided by practicality, durability, safety, and ease of use, ensuring the space could be enjoyed seamlessly by both children and parents.

### Safety and comfort are crucial in children's play spaces. How did you incorporate these elements without compromising creativity?

Safety and comfort were embedded in every stage of the design process. We selected child-friendly materials with soft finishes, rounded edges, and non-toxic coatings to create a secure environment. Spatial layouts were designed to allow clear visibility for parents while giving children freedom to explore. At the same time, we embraced creativity through playful forms, vibrant colour accents, and imaginative details that spark wonder. By treating safety features as part of the design language rather than as limitations, we were able to craft a space that is both secure and inspiring.

### Did the mall setting (being inside Pavilion Damansara Heights) influence or constrain your design in any way?

The mall setting played a significant role in shaping our design approach. Being inside Pavilion Damansara Heights meant we needed to integrate seamlessly with the mall's premium environment while still standing out as a playful, family-focused destination. Practical considerations such as spatial limitations, safety regulations, and foot traffic flow guided many of our decisions. Rather than seeing these as constraints, we used them as opportunities to create a more thoughtful design—one that balances the mall's sophistication with Petit Parc's imaginative and welcoming character.

### What were some of the most significant challenges encountered during the design process, and how were they addressed?

One of the main challenges was balancing the dual needs of children and adults—creating a space that sparks play and imagination, yet also feels refined and comfortable. We addressed this by carefully layering design elements: playful forms and colours for kids, paired with warm tones and textures that resonate with adults. Another challenge was working within the mall's technical requirements and spatial limitations. Through close collaboration with the client, we optimised layouts, selected practical yet creative materials, and ensured compliance without sacrificing the design vision. These challenges ultimately pushed us to develop a more thoughtful and adaptable solution.

### Were there any design ideas or features you initially explored but later had to refine or let go of during the process?

Yes. As with any creative journey, several early ideas evolved as the project progressed. We initially explored more elaborate thematic installations and custom features, but these were later refined due to practical considerations, with costing being the main factor. By simplifying certain elements and selecting smarter material alternatives, we were able to maintain the playful spirit without exceeding the budget. Some design details also shifted once we considered durability, safety, and the mall's technical requirements. Ultimately, these refinements ensured the project remained financially viable while still delivering a safe, welcoming, and imaginative space for both children and parents.

### In your opinion, what does Petit Parc contribute to the broader conversation about family-oriented spaces in urban developments?

Petit Parc highlights the growing need for urban environments to provide not just retail or dining, but also meaningful family experiences. By offering a space that caters equally to children and parents, it demonstrates how play, comfort, and community can coexist within a premium mall setting. It shows that family-oriented spaces in cities don't have to be purely functional or purely entertaining—they can be thoughtfully designed to inspire imagination, foster connections, and enhance the overall quality of urban living. In this way, Petit Parc contributes a model for how future developments can integrate family well-being into the urban fabric.

### What kind of experience do you hope both children and parents will take away from Petit Parc?

We hope children leave Petit Parc with a sense of wonder, joy, and imagination—feeling like they've



stepped into a playful world where exploration is encouraged. For parents, especially working parents, the space is designed to offer peace of mind and comfort. It provides a safe environment for kids while giving adults a chance to relax, recharge, or even catch up on work without worry. Ultimately, our goal is to create shared family moments: a place where children can play freely, parents can find balance, and both can leave with meaningful memories and a desire to return.

> "Family-oriented spaces in cities don't have to be purely functional or purely entertaining—they can be thoughtfully designed to inspire imagination, foster connections, and enhance the overall quality of urban living."

### Finally, what impact does submitting your projects for the REKA Awards have on your team's growth and design approach?

Submitting to the REKA Awards is both a milestone and a learning journey for our team. It pushes us to reflect critically on our design process, articulate our ideas with clarity, and evaluate how our work contributes to the larger design community. The exposure also challenges us to raise our own standards, knowing our projects will be viewed alongside some of the best in the industry. The process fuels growth, encouraging us to stay innovative, collaborative, and purposeful in shaping spaces that matter. ■




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INSIDE MIID

# THE PEOPLE THE PASSION & THE PURPOSE

In this fun new segment, we pick the minds of the MIID council members to find out who they are, and what makes them tick.

▼ **MIID Council Members & Advisors 2024-2026**
Location: Forest Furniture, Bangsar





# IDr Ts. Norji Nasir

## MIID Council Member 2024-2026

*Norji is a Lecturer at the Centre of Studies for Interior Architecture at Universiti Teknologi MARA (UiTM) Cawangan Selangor, Kampus Puncak Alam. She possesses eight years of professional industry experience in addition to sixteen years of academic service.*

### Tell us about the portfolios that you have been assigned to and your scope of work in them.

I am truly honoured to have been elected as a Council Member of the Malaysian Institute of Interior Designers (MIID) for the 2024–2026 term.

As Chairman of the Education Committee, I am committed to fostering an inclusive environment where mutual support and continuous development are everyday practices. Design education today demands a thoughtful, collaborative response—one that empowers students, supports faculty, strengthens cooperation between institutions and industry, promotes research and innovation, and raises standards across the board. I aim to connect students, academia and practitioners to nurture the next generation of designers while ensuring ongoing professional growth for those already in practice.

As a member of the Membership Portfolio, I work to grow and strengthen MIID by listening to members' needs, improving engagement, and developing strategies to attract and retain talented professionals.

Through the Events Portfolio—specifically REKA Sessions and REKA Workshops—I contribute to planning and delivering high impact programmes that serve as platforms for knowledge exchange, professional discourse and creative inspiration. These gatherings allow designers to share ideas, challenge conventions and deepen our shared identity as a profession.

### What has been the most surprising or eye-opening part of serving on the Council so far?

What has surprised me most is the depth of commitment I've seen—distinct portfolios handled with care, endless collaboration with stakeholders, and a quiet, relentless dedication from senior members whose mentorship reshaped my view of public service. Those daily acts of showing up, listening and patiently building consensus have taught me that leadership is less about titles and more about collective will; I leave each meeting humbled, determined and quietly proud, because when committed people gather for the right reasons, ordinary days quietly become the most beautiful chapters of change.

### During your term, what is your vision or goal for MIID?

I remain deeply committed to MIID's mission of maintaining the highest standards of professionalism and design excellence. Practically, this involves championing ongoing professional development so members stay informed about evolving technologies, sustainability practices, and regulatory requirements. It also means enhancing mentorship and entry pathways for young designers, ensuring talent is nurtured from education into meaningful careers. Furthermore, it entails forging stronger partnerships with industry, government, and educational institutions to ensure interior design is recognised as vital to policies on the built environment, wellbeing, and economic growth.

### What initially drew you to the field of interior design, and how has your journey evolved since then?

My initial interest in interior design wasn't a carefully mapped-out plan but a lucky detour. After working in the industry for several years, I realised I had found a new passion—teaching. I enjoy sharing industry insights, mentoring students, and helping them gain the understanding and confidence to enter the field. Teaching enables me to blend craftsmanship, process, and human connection—the core elements that drew me in initially—and turn them into a way to make a greater impact. Today, my journey feels like a hand-drawn floor plan that gradually fills with colour—an unexpected route that taught me to value both vision and construction, practice and pedagogy. I still wake up excited by the possibility of turning spaces into places that matter—and I teach with the quiet hope that each student will one day design not only rooms, but better lives. Ultimately, what began as a casual choice has become my vocation, and every new class, site and sketch is a small, thrilling act of belonging to a story much bigger than myself.

### As an educator, what are ways that you inspire your students?

Teaching has always been my passion; it's the part of my

work that gives everything else meaning. I show students how to listen to clients, interpret context, and notice subtle clues that turn a brief into a meaningful solution. I bring real industry challenges into the studio—live briefs, site visits, contractor coordination, and budget limits. These moments teach resilience, problem-solving, and professional habits that no textbook can fully capture. I also celebrate curiosity and craftsmanship—encouraging experiments with materials, drawing, model-making, and thoughtful detailing so that creativity remains rooted in competence.

Equally important is guiding them through the longer journey of becoming a professional. I don't just train doers; I nurture thinkers, collaborators, and ethical practitioners who understand responsibility, client care, and the value of lifelong learning. I provide honest yet encouraging feedback, set high expectations, and create opportunities for students to present, make mistakes safely, and try again.

Ultimately, my goal is to ignite a quiet fire—to help each student find their voice so they can design with empathy, intelligence, and joy. When a former student messages me that a space they designed positively changes someone's day, I am reminded why I teach—to turn knowledge into acts of care. That, to me, is the sweetest form of success—a classroom full of small beginnings that will one day shape countless homes, workplaces, and lives.

### What's your go-to stress-relief activity after a long day?

After a long day, I have a small set of simple pleasures that restore my energy and spirit. I play badminton to clear my head (but hardly to find time), watch Netflix to unwind, and sometimes window-shopping (not to buy), but to find inspiration and motivate myself further. These little routines recharge me so I can return to my work refreshed, and somehow those quiet moments make tomorrow seem brighter.

### Next place (country, city, etc.) you want to visit and why?

I'm excited about the idea of visiting Barcelona, Italy, and New Zealand because each destination promises a truly enriching experience. Barcelona's vibrant architecture and lively street scenes invite you to celebrate the joy of life; Italy's rich history, art, and delicious cuisine create a timeless, sensory delight; and New Zealand's breathtaking, pristine landscapes offer a peaceful retreat that sparks quiet wonder beneath its expansive skies sky.

### Favourite local dish?

"I have a simple culinary love: *Asam Pedas*—truly forever. I crave it daily; its bold, tangy flavours feel like home in a spoon. I prefer to enjoy it in a calm, unhurried place where each bite becomes a small ritual that restores my energy and steadies my mind.



## Ar. IDr Nur Safuraa Abd Razak

MIID Council Member 2024-2026

*Ar. IDr Nur Safuraa Abd Razak, Founder of Nu Studio Works and NU-SA Architect, has 10 years' experience in architecture and interior design, specialising in multi-housing, hospitality, commercial, institutional projects, and spatial branding (PXD).*

### What inspired you to take up the role of MIID Council Member this term?

I've been fortunate to receive guidance and support throughout my career. I want to give back, be part of a team, and help others grow in the design community.

### How would you describe your current role and responsibilities on the Council?

I chair #iamReka, finding creative ways to reach potential members and create safe, inclusive spaces where young designers can connect, learn, and feel inspired. I also contribute to Professional Practice initiatives and Communications, helping share knowledge, resources, and updates with the broader MIID community.

### How do you plan to engage and support MIID's young and emerging designer community?

I try to meet people where they are—through music, food, arts, and books. I want them to see that anything is possible and understand how MIID can support their careers.

### What are the challenges of running your own practice and the pros and cons of doing both Architecture and Interior Design?

Wearing multiple hats is tricky! Sometimes I need to focus on one discipline per project to maintain quality. But doing both lets me create holistic and user-focused designs.

### What kind of Architecture or Interior jobs do you look forward to doing?

Commercial projects are my favourite—bringing a brand's identity from digital into physical spaces that people can actually experience. Translating brand storytelling into space is always exciting.

### What book are you reading currently and how is it going so far?

I'm flipping between "Make Time" by Jake Knapp and "Modes of Design Enquiry" (Print No. 4, Indonesian publisher). Both inspire how I manage time and stay creatively motivated.

### If there is something very Malaysian about you, what is it?

The "Boleh" attitude—I always find a way. And I can never give up on nasi!

### Give us a favourite quote from a person of influence.

"Happiness is only real when shared."—Christopher McCandless. In design, I believe our work only truly matters when it's done for people.

### What's the most bizarre superpower you'd want to have?

I'd love to fly—but ironically, I'm afraid of heights!

### Tell us about all the interesting things you do/ make outside work.

I'm an official wear tester for NikeCraft, one of only 82 people worldwide selected during the pandemic, and the only Malaysian chosen at the time. I built a sculpture that was exhibited at Rockefeller Center and, since then, have become more active in the local streetwear scene. Led by the artist Tom Sachs, NikeCraft has been an incredible creative experience—I've travelled to Korea to experience the Space Programme and recently participated in the ISRU Camp for the launch of Mars Yards 3.0, one of the rarest and most sought-after Nike shoes. Beyond that, I continue to engage in design programmes and initiatives globally, collaborating with creative peers and exploring innovative approaches in architecture and design.

I also love to travel, having visited around 40 countries, which constantly inspires my work and exposes me to different cultures, architecture, and design philosophies. Recently, I've picked up bouldering, which I enjoy because it combines creativity and problem-solving—a "me vs myself" challenge that pushes both body and mind.

### A place you'd like to visit and why?

I want to visit Sri Lanka and do a Geoffrey Bawa tour. I can't believe I haven't done it yet—it's a dream to experience his architecture firsthand.

### How would your friends describe you in three words?

Passionate, sensitive, creative.



## Donny Lee Wei Kuan

MIID Council Member 2024-2026

*Donny Lee, Founder and Lead Designer of Chi Design Sdn Bhd, with 20 years experience in the interior design industry, specialises in high-rise residential tower common spaces for leading property developers.*

### What are the portfolios in MIID you oversee this term?

This term I am Chairman for Business Development, Chairman for Annual Ball, Representative of MIID for TIMBER DIP, as well as REKA North committee member.

### What do you hope to achieve or contribute during your term as a Council member?

My vision is to become the bridge that connects MIID, designers, organisations, and industry players, fostering collaboration that benefits all parties. I am committed to broadening MIID's presence among designers throughout Malaysia and to driving the growth and advancement of the Malaysian interior design industry.

**In what ways can we encourage the ID industry players to become partners with MIID? How can we ensure they contribute and benefit at the same time?**

By promoting education and the exchange of knowledge and experience across every stage of the interior design cycle, we can cultivate stronger collaboration among professionals and elevate the entire interior design ecosystem in Malaysia.

**What values do you try to bring into your design work?**

My aspiration is for every person who enters my designed spaces to feel inspired, connected, and desire to return—not just for the space itself, but for the experience it creates.

**What keeps you motivated during challenging times?**

My motivation comes from the goal of instilling confidence in clients and making them proud of the creativity and excellence of Malaysian designers. Compared to the greater mission of showcasing our nation's talent on both local and global platforms, every challenge feels small but worthwhile.

**If you weren't a designer, what career would you have pursued?**

I could see myself as a watercolour artist, running an art studio; as I deeply love how colours naturally flow and splash on paper to create stories. Through this, I hope to share my experience and skills, bringing life and inspiration to people, while conveying meaningful messages to the public, where I find healing in my life.

**You love karaoke—Why? Is this a way to de-stress or do you just love singing?**

I started singing when I realised it not only boosts my confidence, but also brings people together. The sense of progress and small improvement in every performance has been deeply satisfying.

**What's the best part about being Malaysian to you?**

The beauty of "mixing languages" is that everyone can still understand—much like Malaysia's fashion and food, which blend the best of many cultures. This harmony of diversity has truly impressed and shaped my life.

**Craziest design you have ever been assigned to do?**

Every design is crazy for us as we constantly strive to explore and introduce new materials, fresh details, and innovative possibilities to stay at the forefront of trends and creation. We believe that small improvements in every project will pave the way for greater success in the future.

**Tell us something we don't know about you.**

I love music and I play the saxophone.

**Most interesting place (outside Malaysia) you have visited and why?**

The most remarkable place I have visited so far is Xi'an. Its rich historical heritage creates a striking juxtaposition with the city's modern architecture and fashion, forming a perfect blend of past and present, which form the scenery I will never forget.

**Who is someone you deeply admire, and how have they shaped who you are today?**

The designer that I admire the most is Philippe Stark, whereby he designs everything—from buildings to everyday objects—and bring design to daily life. This perspective has shaped my own view of interiors as art pieces, where every angle tells a story and invites people to return, experiencing the space as part of their daily lives.



## IDr Fakhul Zaman Md Yusoff

### MIID Council Member 2024-2026

*With nearly three decades in the industry since 1996, Fakhul combines professional practice with teaching, since 2003, whilst running his Interior Design practice, Studio Imax. He has nurtured young designers and currently serves as Senior Teaching Fellow at Sunway University's School of Architecture.*

**What are the current portfolios under your responsibilities as Council?**

Apart from serving as Chairman of REKA Sessions, I am

also Co-Chair for Professional Practice and a committee of REKA Design Week 2025. These roles allow me to contribute meaningfully to both industry events and professional growth initiatives.

### How did the decision to step up and join the MIID Council this term come about?

I've always been a regular at MIID events, and in fact, once served as a Council Member back in the MSID days. I had to step back then to focus on my PhD. Now that I'm back, it feels like a natural step to continue contributing to the interior design community.

### Which area of the design industry in Malaysia do you feel MIID can strengthen, and how?

For me, the biggest gap lies between professional practice and education. MIID has always played the role of a bridge, but I believe with well-tailored programmes and collaborations, we can close this gap even further. When both sides connect meaningfully, the industry will progress much stronger.

### What inspired you to pursue a career in design education alongside your professional practice?

Passion. I believe education and practice should not exist in silos—they must feed into each other. By nurturing both sides, we create a cycle of shared knowledge and resources that ultimately benefits the wider community.

### What challenges do you see today's design students facing that are different from when you started teaching?

Digitalisation has changed everything. Students today are fast, resourceful, and incredibly knowledgeable at an early stage. But the challenge is patience—in this "everything at your fingertips" era, there's less time to reflect deeply. I remind students that slowing down to understand the process is not a setback. It's what transforms knowledge into skills, confidence, and wisdom that can truly serve others.

### What is unique about being a Malaysian?

Our vibrancy. We are culturally rich, diverse, and truly representative of Asia in all its colours, traditions, and flavours. This richness is our unique identity.

### If you could have dinner with a local person of influence, who would it be and why?

It would be Tun Dr Mahathir Mohamad...again! I had the privilege of a lunch session with him at Yayasan Perdana in 2009, together with fellow MSID Councils. His vision and experiences are still inspiring, and I would love the chance for another conversation.

### Most memorable projects you have ever been assigned to do?

There are many, but two that stand out are my very first project—the TV3 Sri Pentas Corporate Floor, which was a real baptism by fire—and The Datai, where I experienced the demanding but rewarding process of working with foreign architects and endless attention to detail.

> "For me, the biggest gap lies between professional practice and education. MIID has always played the role of a bridge, but I believe with well-tailored programmes and collaborations, we can close this gap even further. When both sides connect meaningfully, the industry will progress much stronger."

### Tell us something we don't know about you.

Well, that's what I'd call a trick question! My answer is: you'll just have to get to know me better.

### How do you balance your professional commitments with your personal life outside of MIID/work?

To be honest, balance is never easy. You can't serve both equally at all times—but with proper planning, communication, and awareness from the people around you, it can work. I make sure commitments are clear, appropriate, and well-timed, so both professional and personal responsibilities get the attention they deserve.

### Most interesting places (outside Malaysia) you have visited and why?

I've visited Seoul, Busan, Sydney, Bali, and Bandung in recent years. I'm always drawn to Asian cities—their rich culture and unique lifestyles shape the identity of entire nations. I'd say I'm an "all-Asian" soul at heart, inspired by our region's diversity and progress.

### Favourite nasi lemak or mamak hangout place?

Easy! Nasi Lemak Tanglin is my go-to for nasi lemak, and for mamak hangs, it has to be Original Kayu Nasi Kandar. Both never disappoint!



# Tennyson Chia

## MIID Council Member 2024-2026

*Tennyson Chia, founder of Sachi, has over 15 years' experience specialising in corporate, commercial, and automotive interior architecture across Malaysia and Southeast Asia.*

### What committees or initiatives within MIID have you been assigned to?

I am currently serving in the Business Development Council within MIID, where I focus on strengthening industry linkages, collaborations, and opportunities that benefit our members and the wider design community.

### What is your vision or goal for MIID during your term as a Council Member?

My vision is to see MIID grow into a more globally connected and industry-relevant platform, one that not only uplifts Malaysian designers but also showcases our talent on the international stage. I hope to champion meaningful collaborations, sustainable practices, and create real business opportunities for our members.

### Which area of the design industry in Malaysia do you feel MIID can strengthen, and how?

I believe MIID can further strengthen the bridge between education, industry, and government. By creating stronger platforms for young designers, students, and emerging practices, we can nurture a pipeline of talent that is future-ready, while also aligning with the needs of industry stakeholders.

### How do you stay inspired and keep up with trends in the ever-evolving design industry?

I stay inspired by observing how people live, work, and interact with spaces. Beyond global trend reports, I draw from everyday experiences such as travel, family life, nature, even conversations with peers. For me, design is not just about aesthetics only, it's about the evolving human experience.

### What's a misconception people often have about interior design that you'd like to change?

A common misconception is that interior design is purely about impressing people with "decorating" or "making things look pretty." In reality, interior design is about problem-solving, functionality, sustainability, and enhancing human wellbeing with aesthetics as one important layer.

### What challenges have shaped you the most in your career?

Navigating projects with multiple stakeholders, working miracles with budgets, and evolving client expectations has shaped me deeply. These challenges taught me resilience, patience, and the importance of clear communication and teamwork.

### What's a skill or hobby outside of design that people might be surprised to know you have?

I enjoy storytelling and writing, often weaving narratives into my design concepts or even bedtime stories for my child. It helps me think about design not just as space, but as a lived story.

### What is unique about being a Malaysian?

Being Malaysian means being part of a richly diverse cultural tapestry. Our mix of traditions, languages, and influences gives us a unique perspective as designers. One that blends global awareness with local depth. It's a blesssing.

### On your long daily commute to and from home – do you listen to music, podcasts, make calls, etc.?

Mostly a mix. I listen to podcasts for learning, music for relaxation, and sometimes make calls to catch up with colleagues or friends. It's my way of turning commute time into either growth or reflection.

### You seem to manage a good work and personal/ family life balance, share some tips!

For me, balance is about setting boundaries and being fully present. When I'm at work, I give 100% focus and when I'm home, I give the same to my family. I also consciously schedule family time the way I schedule meetings, because both are equally important.

### A dream country or city you'd love to design a project in.

I'd love to design a project in Japan. Their deep respect for craft, culture, and simplicity resonates with me, and I think it would be inspiring to merge Malaysian sensibilities with Japanese context.

### One thing on your bucket list.

One day, I'd love to author a book, part memoir, part design journey that captures the intersections of culture-crossed, family, and design thinking journey in my life.

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## MIID REKA SABAH WORKSHOP 2025

# MANAGING & DELIVERING DESIGN PROJECTS

**WHEN**
**5 July 2025**

**WHERE**
**Hyatt Centric, Kota Kinabalu, Sabah**

Text by **IDr Tay Ei Ling**

The Malaysian Institute of Interior Designers (MIID) successfully hosted the MIID REKA Sabah Workshop in Kota Kinabalu on 5 July 2025, marking the second major MIID event in Sabah. The workshop, themed "Managing & Delivering Design Projects", was attended by 70 participants and spearheaded by Co-Chairs Adjunct Professor IDr Mohamad Faisal Ghazali and IDr Tay Ei Ling, with the Sabah Committee led by IDr Sarah Abu Husin taking the lead in execution.

Generously supported by **Home Master TDS Sdn Bhd (Main Sponsor)**, **Cosentino (M) Sdn Bhd (Co-Sponsor)**, and **Polyron Industries Sdn Bhd (Sub-Sponsor)**, the event brought together industry professionals for a day of high-impact knowledge sharing and interactive learning.







## Session 1 – Managing Design Projects

The first session was conducted by **Balaratnam Vijayasingam**, Operations Director – APAC at The Instant Group. Over 90 minutes, he provided an in-depth exploration of project management in interior design, covering administration, structure, planning, execution, and common challenges.

He stressed that successful project delivery hinges on **four key elements** – *safety, cost, timeline, and quality* – and that structured processes and thorough documentation are vital to ensure **control**, **assurance**, and **transparency**. He further emphasized **auditability** as a critical tool for tracking progress, guiding decision-making, and maintaining accountability throughout a project's life cycle.

## Session 2 – Transforming Ideas to Reality

The second session, led by **Ar. IDr Dr. Tan Loke Mun**, Principal of DrTLM Architect, took participants on a creative journey from conceptualisation to realisation. He shared **the power of sketches** and his approach to design development, demonstrating how ideas evolve into tangible, impactful spaces.

















## Interactive Engagement

Both sessions concluded with **30-minute interactive workshop exercises**, where participants collaborated in small groups to apply the concepts they had just learned. The hands-on activities encouraged teamwork, sparked discussions, and helped solidify the day's lessons into practical strategies.

## A Step Forward for MIID in Sabah

The event's success reinforced MIID's commitment to fostering professional development in Sabah's design community. With overwhelming positive feedback from attendees, MIID looks forward to organising more such impactful programmes to benefit its members and elevate the standard of interior design practice in the region. ■




## REKA SESSION 56

# BOLD & BEAUTIFUL

### Brutal, Controversial & Unapologetic

**WHEN**
**17 July 2025**

**WHERE**
**Ceratrade (M) Sdn Bhd, Petaling Jaya**









MIID REKA Session 56 lit up the night on 17 July 2025, uniting the design community at Ceratrade (M) Sdn Bhd, Petaling Jaya, for an evening of inspiration, connection, and creativity, thanks to our generous Session Sponsor, Ceratrade (M) Sdn Bhd and Gani Marble Tiles. Guided by the bold theme Bold & Beautiful: Brutal, Controversial & Unapologetic, the session featured two trailblazing speakers whose work continues to challenge conventions and spark dialogue within the design community.

The evening kicked off with a lively welcome by the emcee, followed by opening remarks from the session sponsor, **Max Tan**, the Product & Branding Specialist from Ceratrade (M) Sdn Bhd.

The first speaker, **Sarah Rahman**, a LAM Graduate interior designer and Royal College of Art alumna, delivered a compelling presentation that explored the tension between tradition and innovation. As the founder of Studio Andragogiy, she shared her vision for education-



















driven design and its ability to question norms, ignite dialogue, and ultimately reshape spaces and mindsets. Her work exemplifies a fearless approach that is both grounded and provocative.

Following that, **Dr. Jalaini Abu Hassan**, took the stage with his signature blend of wit, intellect, and unapologetic critique. Renowned for his multi-disciplinary approach, he unpacked how art and design intersect in powerful, sometimes controversial ways—urging designers to embrace risk and authenticity in their creative journeys.

The session wrapped up with a spirited Q&A, where attendees engaged with the speakers on topics ranging from artistic integrity to pushing boundaries within client briefs. A token of appreciation was presented to both speakers, followed by refreshments and vibrant networking—an ideal close to an evening that was as thought-provoking as it was empowering. ■





## #iamReka 5.0 | Volume 2 : Book Club

# "READING BETWEEN THE LINES"

### Exploring Ideas and Inspirations Beyond Design

**WHEN**
**19 July 2025**

**WHERE**
**Intersit Office, Damansara Uptown, Petaling Jaya**

After the resounding success of Vision Board Vol. 1, MIID continued the momentum with **#iamReka 5.0 | Volume 2: Book Club – "Reading Between The Lines"**. This unique session offered a refreshing perspective by connecting the world of books and publishing with the practice of design. It highlighted how reading, writing, and storytelling can inspire, inform, and influence designers in their creative journeys.

The theme "Reading Between The Lines" emphasized that interior design is more than just creating spaces—it is also about cultivating thought, reflection, and narratives that shape the human experience. By anchoring the discussion on books, the session encouraged participants to explore the value of literature and publishing as tools for professional and personal growth.







## Featured Speakers and Perspectives

The session gathered a distinguished panel of speakers, each bringing a unique lens on the relationship between books and design:

- **Nazir Harith Fadzilah** – from Tintabudi Bookshop, Nazir spoke from the perspective of owning an independent bookstore and engaging in publishing. He highlighted the role of books as vessels of ideas, knowledge, and memory, and how literature can enrich the way designers think about culture and society.
- **Ashran Bahari & Naadiya Hani** – representing Suburbia Projects / Studio Karya, the duo shared their journey of publishing books as architects while also designing and owning a bookstore. Their experience demonstrated how architecture and publishing can intersect, where spatial design and literature come together to create a cultural hub for ideas and dialogue.
- **Suffian Shahabuddin** – of 6ix Design Office, a professional architect and published author, shared his personal journey of writing and releasing his own book. He reflected on how the process of publishing gave him a deeper appreciation for documenting ideas, curating narratives, and contributing his voice to the wider design discourse.

Together, the speakers presented diverse but interconnected viewpoints, showing how books can serve as inspiration, platforms for knowledge exchange, and as a bridge between design practice and the wider creative community.












## Reading, Reflecting, and Designing

The Book Club format encouraged an **open, reflective dialogue** rather than a formal presentation. Each speaker's story drew attention to how books shape ways of thinking, and how publishing can act as a parallel practice to design—both rooted in narrative, meaning, and context.

Attendees were encouraged to consider how "reading between the lines" mirrors the design process; looking beyond the surface, uncovering deeper meanings, and translating abstract ideas into tangible outcomes.

## Engagement and Response

Held at Intersit Office, Damansara Uptown, Petaling Jaya, the session attracted a strong turnout of young designers, eager to explore design through a fresh and unconventional lens. The turnout exceeded expectations, with even more attendees than the allocated seating capacity.

Feedback from participants was highly positive, with many describing the Book Club as **intellectually stimulating, intimate, and refreshing**. The slower, more reflective format allowed for meaningful conversations and opened up new ways of thinking about design as a discipline that extends far beyond the built form.







## Networking and Community Building

As with every #iamReka initiative, the session did not end with the talks. Following the discussion, attendees stayed on for **informal networking**, connecting with the speakers, fellow designers, and peers. Conversations flowed freely, from sharing personal inspirations to discussing the challenges of publishing and practicing design in Malaysia.

This networking aspect underscored the heart of the #iamReka platform: **fostering genuine connections, building community, and inspiring one another to grow both personally and professionally**.

## Looking Ahead

With **#iamReka 5.0 | Volume 2**, MIID successfully highlighted the importance of books, publishing, and critical reflection in shaping thoughtful and well-rounded designers.

MIID extends heartfelt thanks to the speakers—**Nazir Harith Fadzilah**, **Ashran Bahari**, **Naadiya Hani**, and **Suffian Shahabuddin**—for sharing their journeys, and to all attendees for contributing to the dialogue.

A special appreciation goes to **Intersit Office** for generously hosting and being the main sponsor of this edition of #iamReka. Their support and partnership helped make this initiative possible.

As the **#iamReka series** continues to grow, each volume reaffirms the value of open conversations in empowering young designers and building a stronger, more reflective design community.

Stay tuned for the next volumes of #iamReka 5.0, where new formats and themes will continue to inspire, connect, and shape the future of Malaysian interior design. ■



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# APSDA AWARDS GALA DINNER 2025

## Celebrating Design Excellence

**WHEN**
**3 August 2025**

**WHERE**
**Shangri-La The Fort Manila, Philippines**

The APSDA Awards Gala Dinner 2025 was a remarkable celebration of creativity, innovation, and excellence in interior design, held on 3rd August 2025 at Shangri-La The Fort Manila, Philippines. This prestigious event, held in collaboration with esteemed member Philippine Institute of Interior Designers (PIID), brought together distinguished designers, industry leaders, sponsors, and guests for an unforgettable evening honouring outstanding achievements in the Asia-Pacific interior design community.

Introduced in 2021, the APSDA Awards is a biennial event recognising the best and brightest designers for their exceptional projects, professionalism, and contributions to advancing the field of interior design.

This year, the APSDA Awards proudly showcased 42 finalists in the Project of the Year category, highlighting the remarkable diversity and talent across the Asia-Pacific region. The Project of the Year spans 11 subcategories, covering Entertainment & Leisure, Exhibition, F&B, Hospitality, Public, Residential (Apartment/ Condo), Residential (Landed, >150sqm), Residential (Landed, <150sqm), Residential (Show Unit), Retail, and Workspace. These categories celebrate outstanding projects that demonstrate creativity, innovation, and excellence in interior design.

The Personality of the Year category featured five winners across Designer of the Year, Young Designer of the Year, Design Educator of the Year, Design Journalist of the Year, and Special Recognition.

The Interior Products of the Year category celebrated three winners in Residential Furniture, Contract Furniture, and Space Lighting, reflecting innovation and excellence in design materials and solutions.

For this edition, a new special category—the Special Award for Best Project in the Countries/Territories—was introduced. Seven winners were selected, each representing an outstanding project from a participating nation or territory. To qualify, a country or territory must have at least five entries (not from the same company) in the Project of the Year category. This award recognises local design excellence and encourages deeper engagement within national design communities.

The APSDA Awards Gala Dinner 2025 was also a momentous occasion for APSDA itself, as it unveiled the refreshed brand identity, designed by Design For Tomorrow. The new logo reflects APSDA's forward-looking vision and commitment to fostering excellence, collaboration, and innovation across the Asia-Pacific interior design community.

The evening was made even more memorable thanks to the warm hospitality of PIID, whose support and dedication ensured a seamless and elegant celebration. Guests were treated to an inspiring showcase of award-winning projects, engaging presentations, and a night of networking and celebration that truly highlighted the vibrancy of our profession.

APSDA extends their deepest gratitude to their partners, sponsors, and distinguished guests for making this evening truly exceptional. Congratulations once again to all the winners of APSDA Awards 2025—your achievements continue to raise the standard of interior design across the region. ■









# MIID VARSITY DIALOGUE 7.0

## Developing a Malaysian Interior Design Body of Knowledge (IDBoK)

**WHEN**
**16 August 2025**

**WHERE**
**Tunku Abdul Rahman University of Management and Technology**

On 16 August 2025, the Malaysian Institute of Interior Designers (MIID) convened academic leaders, industry practitioners, accreditation authorities, and education stakeholders for Varsity Dialogue 7.0, a full-day workshop focused on the development of a Malaysian Interior Design Body of Knowledge (IDBoK). The event was hosted by Tunku Abdul Rahman University of Management and Technology (TAR UMT) under the theme "Developing the Malaysian Interior Design Body of Knowledge."

Varsity Dialogue 7.0 was administered by the Education Committee, chaired by IDr Ts. Norji binti Nasir of the MIID Education Committee, assisted by Co-chair IDr Ts. Nor Zaihan Mad Zain and Education Advisor IDr Nur Diana Mohamed Rosli. Ts. Idaura Fadhya Ibrahim (TAR UMT) led the event, which was assisted by four additional sub-education committees: Mike Teo, Asst. Prof. IDr Baizura Hanim Bidin, Ts. Dr. Muhammad Faizal Abdul Rani, and Azlin Suzana. Over 60 participants from 15 institutions participated in structured working groups and panel discussions, providing vital input for a unified, contextualised IDBoK that combines global best practices with Malaysia's educational and professional scenes.



## Opening session and keynote addresses

The programme began with welcome remarks by emcee Mike Teo, followed by an opening address from Ts. Dr. Wong Wai Fang, Dean of the Faculty of Built Environment at TAR UMT. The keynote address, "Why Malaysia Needs Its Own IDBoK" given by the MIID President, set the strategic framework for the day's talks. The presentation, "IDBoK: Accreditation Perspective on Global Local Adaptation" by Prof. (B) Dr. Syed Ahmad Iskandar bin Syed Ariffin, Head of the Council of Architectural Accreditation and Education Malaysia (CAAEM), focused on accreditation factors and the importance of matching local skills with international standards. A token of appreciation was presented to the host and keynote speakers, and industry panellists and facilitators were awarded certificates of attendance, culminating with a group photograph.







## Working groups and thematic focus

Participants commenced workshop activities at 10:00 a.m., working in six thematic groups, each comprising academic representatives from different institutions and supported by industry panellists and facilitators. The themes ranged from foundational knowledge, design process to technical expertise, communication, professional practice, and curriculum considerations.

Each group was guided by an experienced facilitator and enriched by the perspectives of industry panellists. The workshop brought together the expertise of Adjunct Prof. IDr Norshafina Ibrahim, Adjunct Prof. IDr Joe Chan Wan Hoe, Ar. IDr Chris Yap, Assoc. Prof. IDr Azimin Samsul bin Mohd Tazilan, IDr Sirajul Fahmi bin Muhamad, and IDr Tay Ei Ling, alongside the guidance of facilitators Assoc. Prof. IDr Mohammad Zani bin Mohammad Zain, IDr Mohd Redzwan Hisham bin Bidin, Dr. Zarina binti Za'abar, Ts. Dr. Muhammad Faizal bin Abdul Rani, Dr. Muhammad Firzan bin Abdul Aziz, and Azlin Suzana binti Abu Aman.

Academic and professional oversight was provided by Prof. (B) Dr. Syed Ahmad Iskandar bin Syed Ariffin and Assoc. Prof. Dr. Khairul Anwar ensured alignment with workshop objectives and guided discussions as needed.



## Deliberations and outcomes

The plenary session, with participation from industry and institutional representatives, framed the working session. Six working groups engaged in focused discussions on knowledge areas, professional competencies, and scope-of-practice issues relevant to the interior design discipline.

The deliberations provided an opportunity to balance theory with practice, strengthen technical capabilities, embed sustainability and digital readiness, and ensure alignment with accreditation requirements and professional standards. Each group produced targeted recommendations, which were presented in plenary for cross-validation and consolidation. The session concluded with the adoption of the consolidated recommendations and closing remarks by Assoc. Prof. Dr. Khairul Anwar (Universiti Teknologi Malaysia), outlined the next steps for moving the work forward.















## Acknowledgements and next steps

MIID expresses its appreciation to TAR UMT for hosting and co-organising Varsity Dialogue 7.0, and it thanks all industry panellists, facilitators, and institutional representatives for their expert contributions and active participation.

The collaborative spirit demonstrated during the workshop is essential as MIID continues to explore the development of a cohesive, Malaysian-centred IDBoK.

Moving forward, MIID will collaborate with the Council of Architectural Accreditation and Education Malaysia (CAAEM) under the Malaysian Board of Architects (LAM) to support this initiative, which aims to significantly influence interior architecture education in Malaysia. The outcomes of this research will serve as a reference for MAPS's long-term planning in developing two key documents: the Interior Design Body of Knowledge (IDBoK) for Malaysian Higher Education, and the updated Policy and Procedures for Accreditation of Interior Architecture Programmes. ■



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# ARCHITECTURAL + DESIGN SPECIFIER MARKET 2025

**WHEN**
**20-21 August 2025**

**WHERE**
**EQ Kuala Lumpur**

The Architectural + Design Specifier Market (ADSM) 2025, co-organised by TAC Management Sdn Bhd and the Malaysian Institute of Interior Designers (MIID), successfully concluded on 20–21 August 2025 at EQ Kuala Lumpur. Over two days, interior designers, architects, and building specialists came together to explore cutting-edge solutions, share insights, and strengthen collaborations in the design industry.

A key highlight of the event was the **Designers' Specification Forum**, which featured expert speakers from our participating building specialists. Mr. Harshit Shukla from 3M Corp shared insights on enhancing brand experiences while innovating for sustainability, Mr. Richard Tan from Beltiston Sdn Bhd explained essential terminology for building acoustics, Mr. Daniel Pang from NS BlueScope Malaysia discussed steel material selection for lasting, modern elegance, Ms. Ashiwini Rajenthran from Moorgen Malaysia introduced intelligent living solutions with Moorgen Smart Home, Mr. Shawn Deng from Sans Souci Lighting showcased how lighting can transform interior spaces, and Mr. Jake Tan from Admira presented custom APOD laminate designs, offering participants creative ways to personalise interiors. The forum provided participants with valuable knowledge on innovative materials, technologies, and practical applications, empowering them to make informed, creative, and impactful decisions in their projects.









The **Business Matching Meetings** offered a unique 1-to-1 platform for interior designers and architects to engage directly with over 20 building specialists. These sessions allowed participants to explore products, discuss project-specific solutions, and form meaningful professional connections that can lead to long-term collaborations.

ADSM 2025 successfully brought together interior designers, architects, and building specialists for two days of innovation, insights, and hands-on learning. With the Designers' Specification Forum and Business Matching Meetings, participants explored the latest materials, technologies, and solutions, gaining practical knowledge to elevate their projects and stay at the forefront of the design industry. The event demonstrated the value of collaboration, knowledge sharing, and forward-thinking design, reinforcing ADSM's position as a leading platform for shaping the future of interior design and architecture. ■












## #iamReka 5.0 | Volume 3

# BIM AND THE BRAIN; DESIGNING WITH HEART AND HARDWARE

**WHEN**
**23 August 2025**

**WHERE**
**MTTC Academy, Damansara Uptown, Petaling Jaya**

The third installment of #iamReka 5.0, titled **BIM and the Brain; Designing with Heart and Hardware**, was successfully held at MTTC Academy, Damansara Uptown, Petaling Jaya. This session placed a strong focus on the intersection of digital tools and human-centered design practice, sparking conversations on how innovation, technology, and storytelling coexist in today's interior design industry.

## Session Kickoff

The session began with registration and light refreshments, followed by a warm introduction to the #iamReka platform. Participants were given a glimpse into its past highlights, current directions, and what lies ahead for this growing initiative.

From there, the programme moved into a **Show & Tell Panel Discussion**, which featured quick tool demonstrations—including Revit, SketchUp, Enscape, and Morpholio—paired with a casual panel dialogue and live Q&A. This interactive format set the tone for the rest of the day, where learning and experimentation took center stage.

The session was moderated by **Jacky Loke**, an educator in Interior Architecture and Design Technology. Passionate about merging creativity with digital tools such as 3D printing and modelling, Jacky facilitated the dialogue seamlessly, setting the tone for a lively and engaging discussion on the role of technology in design.

## Speakers & Highlights

The panel featured a diverse lineup of speakers, each bringing unique insights from their own practice and design journey:

- **Aiman Imran** – *BIM Lecturer at MTTC College*. With a background in architecture and an Autodesk certification, Aiman advocates for the adoption of AI, VR, AR, and TVET education in the design field. He shared his perspective on how technological innovation is shaping the future of design learning and professional practice.
- **Leonard Mak** – *Architect & Designer*. Leonard took the audience through his transition from traditional workflows—working on butter paper—to adopting digital platforms like Trace on iPad. His story reflected the balance between preserving creativity and embracing efficiency through technology.
- **Kashfi Emir** – *Director, Studio Three*. Known for his work in contemporary retail, residential, and hospitality design, Kashfi shared how narrative and culture can be embedded into spaces. He emphasized that while tools enhance workflow, the heartware of storytelling and meaning is what truly defines impactful design.
- **Suffian Shahabuddin** – *Architect, 6ix Design Office*. With 18 years of international experience across Asia, Australia, and Europe, Suffian specialises in BIM and large-scale healthcare, commercial, and residential projects. He discussed the critical role of BIM in managing complex projects and ensuring collaboration across disciplines, while also reflecting on how digital platforms bridge global practices.









## Workshops and Interactive Displays

The event was designed to immerse participants in hands-on exploration and interactive learning.

**Zone A – Hands-On Workshops**
Participants rotated through stations focusing on different tools and approaches:

- Revit for Interior Design
- SketchUp + Enscape
- Emerging Tools (such as Cohom, Morpholio, etc.)

These workshops allowed students and young professionals to engage directly with the software, gaining practical skills and insights from experienced facilitators.

**Zone B – Interactive Displays**
Complementing the workshops, Zone B showcased the integration of BIM in practice, AR/VR in interior design, and immersive digital demos. Attendees had the chance to try new technologies firsthand, including "try-on-space" experiences that bridged design imagination with real-time visualisation.

## Key Takeaways

The discussion highlighted that while hardware and software are essential in modern design workflows, it is the **heartware—empathy, creativity, and narrative—that gives design its soul**.

Attendees resonated with the theme, noting how each speaker offered a different entry point into technology: from education and TVET training, to transitioning from manual sketching, to embedding culture in practice, and managing large-scale projects with BIM.

The event also encouraged young designers to view digital adoption not as a replacement, but as **an extension of their creative voice**.




## Engagement

The event attracted a vibrant mix of students, emerging designers, and industry practitioners, all eager to sharpen their skills and exchange knowledge. Feedback highlighted the value of the **hands-on format**, which moved beyond passive listening to active making, leaving participants with **new perspectives, confidence, and curiosity** for digital design.

As one participant remarked, the session was "a bridge between classroom learning and real-world practice," highlighting the role of #iamReka in preparing designers for the future of the profession.

## Closing & Acknowledgements

The day concluded with group photos, reflections, and refreshments, leaving participants energised and inspired to continue exploring the intersection of design and technology.

MIID extends its gratitude to **MTTC Academy** for hosting and co-sponsoring this edition of #iamReka, and to all facilitators, speakers, and participants who made it a success.

With **BIM and the Brain; Designing with Heart and Hardware**, #iamReka 5.0 once again reaffirmed its mission of nurturing young designers through knowledge, practice, and community. ■



#iamReka 5.0

# The Energy of a Space



**Moderator**
Amirah Zakaria



**Speaker**
Lee Sin



**Speaker**
Ronnie Khoo



**Speaker**
Adli Nazrin



**Speaker**
Azlan Nazam

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## REKA SESSION 57

# IMMORTAL SPACES

## Legacy of Adaptive Reuse








**WHEN**
**11 September 2025**

**WHERE**
**Poltrona Frau Kuala Lumpur Flagship, Bangsar**

MIID REKA Session 57 was held on Thursday, 11 September 2025, from 5:00pm–9:00pm at the Poltrona Frau Kuala Lumpur Flagship, Bangsar. With the theme Immortal Spaces: Legacy of Adaptive Reuse, the session spotlighted two distinguished speakers who shared their perspectives on how adaptive reuse preserves cultural identity while shaping future-ready spaces.



















The evening began with a warm welcome by the emcee, followed by opening remarks from the event sponsor; **Edmund Dominick**, Assistant Sales Manager for Poltrana Frau. The first speaker, **Ar. IDr Cheryl Quan Hwai Teng**, explored the architectural possibilities of adaptive reuse, emphasizing how design can both honour the past and meet the demands of contemporary life. She highlighted the importance of balancing sustainability, heritage, and innovation—demonstrating how thoughtful interventions can breathe new purpose into existing structures.

Next, **Evelyn Wong** expanded the conversation from an interior design perspective, illustrating how adaptive reuse can redefine spatial narratives and user experiences. Her presentation emphasized design's transformative role in creating enduring environments that remain culturally resonant and functionally relevant. She encouraged designers to embrace their responsibility in ensuring that spaces evolve while retaining their soul.

The session concluded with an engaging Q&A, where participants discussed practical approaches, challenges, and opportunities in adaptive reuse. Tokens of appreciation were presented to both speakers, followed by refreshments and networking—rounding off an inspiring evening of dialogue, learning, and connection within the design community. ■

# JOURNEY TO APSDA GENERAL ASSEMBLY 2025





**WHEN**
**18 September 2025**

**WHERE**
**Taipei, Taiwan**

Text by **IDr Tay Ei Ling**

The MIID delegation attended the APSDA General Assembly (GA) 2025 in Taipei, Taiwan, hosted by the Chinese Society of Interior Designers (CSID). Representing Malaysia were President IDr Norshafina Ibrahim, Deputy President IDr Joe Chan, and Honorary Secretary IDr Tay Ei Ling as official delegates, with IDr Mohd Faisal Ghazali joining as an ACOF Committee Member and GA Observer, and Ar. IDr Chris Yap as APSDA Chancellor ACOF Committee. The GA marked an important milestone for the Asia-Pacific design fraternity, where the election of the new APSDA Board took place.

The Assembly warmly welcomed the new term's leadership, with MIID's **IDr Joe Chan being elected as Deputy President**—a proud moment for Malaysia and MIID in continuing to strengthen regional collaboration and leadership within the design community. The three-day programme was thoughtfully curated by the host, CSID Taiwan. It featured an insightful itinerary that included a **visit to the Home Deluxe showroom**, and an **exclusive tour of the Taiwan Design Research Institute (TDRI)**, led by Principal Chang, offering delegates a deep dive into Taiwan's evolving design landscape, innovation culture, and research-based creative development.












A highlight of the journey was the **special invitation to attend the 17th Taiwan Interior Design (TID) Award Ceremony**, held at the iconic Taipei Performing Arts Centre, a building by renowned architect Rem Koolhaas. The evening celebrated Taiwan's finest interior design achievements, bringing together designers, industry leaders, and associations from across Asia to honour creativity, excellence, and the spirit of design.

MIID wishes to thank **IDr Lai Siew Hong** for his tenure representing MIID as an APSDA Board Member for the past term. His contributions had continued to put MIID in a leadership role within the regional design fraternity once again. As the new APSDA term begins, MIID wishes **IDr Joe Chan** all the best in his role and anticipates that with his vast experience in Interior Design, he is able to bring MIID to greater heights with his leadership role in APSDA.

The MIID delegation's participation in APSDA GA 2025 not only reaffirmed Malaysia's active presence in the regional design community, but also strengthened ties among member countries, paving the way for future collaborations, knowledge exchange, and the shared advancement of interior design across the Asia-Pacific region. ■






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# THE RIPPLE EFFECT OF RETAIL SLOWDOWN ON INTERIOR DESIGN

Text and Images courtesy of **Joseph Wong**

The announcement by Retail Group Malaysia (RGM) to revise the nation's retail growth forecast for the remainder of 2025 has cast a shadow of economic uncertainty, with projected growth falling to 3.1% from an earlier 4.3%. While these figures immediately concern retailers, they also have a profound and direct impact on a related but often overlooked sector: commercial interior design.

The health of the retail industry is intrinsically linked to the demand for creating new and renovating existing commercial spaces. As retailers respond to a more cautious consumer climate, interior designers must adapt their strategies from being purely aesthetic-focused to becoming strategic, cost-conscious and data-driven partners.

The commercial interior design market thrives on a cycle of expansion. When retailers are bullish about the economy, they invest heavily in new store launches, brand refreshes and flagship store renovations. This creates a robust pipeline of high-value projects for designers.

The current economic outlook, however, signals a contraction in this investment. Instead of embarking on a costly, full-scale redesign, many retailers will likely opt for smaller, more targeted projects that promise a quicker return on investment (ROI). This means designers must shift their focus from grand, multi-million-ringgit projects to providing agile, modular and high-impact solutions.

This reality is further compounded by the mixed performance of retail subsectors. The RGM report highlighted a decline in sales for department stores and home furnishing, electrical and electronics subsectors. This is a clear red flag for interior designers who specialise in these areas. Conversely, essential retail categories like mini-markets, convenience stores and pharmacies are forecasting positive growth. This presents a critical opportunity for designers to pivot their focus. Mini-markets, in particular, are evolving from simple convenience shops to community hubs and last-mile e-commerce fulfillment centers. Designing for these spaces requires an understanding of logistics, consumer flow and efficient use of limited space—a far cry from the creative flair needed for a fashion boutique. Designers who can successfully transition and demonstrate expertise in these resilient subsectors will be better positioned to weather the economic headwinds.

Beyond the immediate numbers, designers are also grappling with rising operational costs for their clients. The RGM report mentions an increase in minimum wage to RM1,700, an electricity tariff hike for businesses and new tax changes on select luxury items. These factors directly squeeze a retailer's operating budget, making every ringgit spent on a design project a subject of intense scrutiny. As a result, interior designers can no longer afford to be just service providers; they must become strategic consultants who can justify the value of their work. This involves:

- **Cost-effectiveness:** Prioritising durable and locally sourced materials to mitigate the impact of global supply chain disruptions and import costs.
- **Sustainability:** Offering eco-certified materials and energy-efficient lighting solutions that not only appeal to a growing segment of environmentally conscious consumers but also reduce the client's long-term utility costs.
- **Data-driven design:** Leveraging analytics and AI to inform design decisions. For example, using foot traffic data to optimise store layouts and product placement.

The economic slowdown, however, is not just a threat; it is a catalyst for innovation. With consumers becoming more cautious about their discretionary spending, physical retail spaces must offer something more than just products to compete with the convenience of e-commerce. This is where experiential design comes into its own, providing a new frontier for interior designers. The physical store is transforming into a brand destination or retail-as-a-service hub and designers are at the forefront of this evolution.



**Left:** A notable trend among businesses in Malaysia is the increasing adoption of hybrid retail models, which seamlessly integrate two or more distinct product categories or services into a single, cohesive space.



**Left:** Leveraging technology to offer valuable content, such as product demonstrations or quick, nutritious recipes, can significantly enhance the in-store experience and encourage repeat visits.

The goal is to create immersive, multi-sensory environments that engage customers on a deeper level. This could involve integrating:

- **Interactive technology:** Designing spaces that feature large digital displays that can be updated in real-time, smart mirrors that allow customers to virtually try-on clothes or augmented reality (AR) installations that show how a piece of furniture would look in their home.
- **Hybrid spaces:** Blending traditional retail with other functions, such as a café within a bookstore, a co-working space inside a furniture store or a pop-up gallery within a clothing brand's flagship. These multi-functional spaces increase dwell time and create new revenue streams for the retailer.
- **Biophilic design:** Incorporating natural elements like living walls, indoor plants and natural light to create a calming and aesthetically pleasing environment. This not only enhances the customer experience but also aligns with the growing global focus on wellness and sustainability.

For interior designers, mastering these trends is no longer optional. The industry is moving from a transactional model to a collaborative one, where designers work closely with retailers to create resilient, future-proof spaces. It requires a shift in mindset—from focusing on a single project's completion to building long-term partnerships that involve ongoing optimisation and adaptation. The report's mention of a recovery in the personal care sector, for instance, signals an opportunity for designers to specialise in creating intimate, luxurious spa-like environments that justify higher prices and foster brand loyalty.

**The designers who succeed will be those who can seamlessly blend aesthetics with practicality, technology with sustainability and creative vision with a sharp understanding of their clients' bottom line.**

Ultimately, the RGM report on Malaysia's retail outlook serves as a wake-up call for the interior design industry. The landscape is changing, driven by economic pressures and evolving consumer expectations. The challenges are real but they are outweighed by the opportunities for designers who are willing to pivot, innovate and embrace their role as strategic partners in building the future of retail. The designers who succeed will be those who can seamlessly blend aesthetics with practicality, technology with sustainability and creative vision with a sharp understanding of their clients' bottom line. ■




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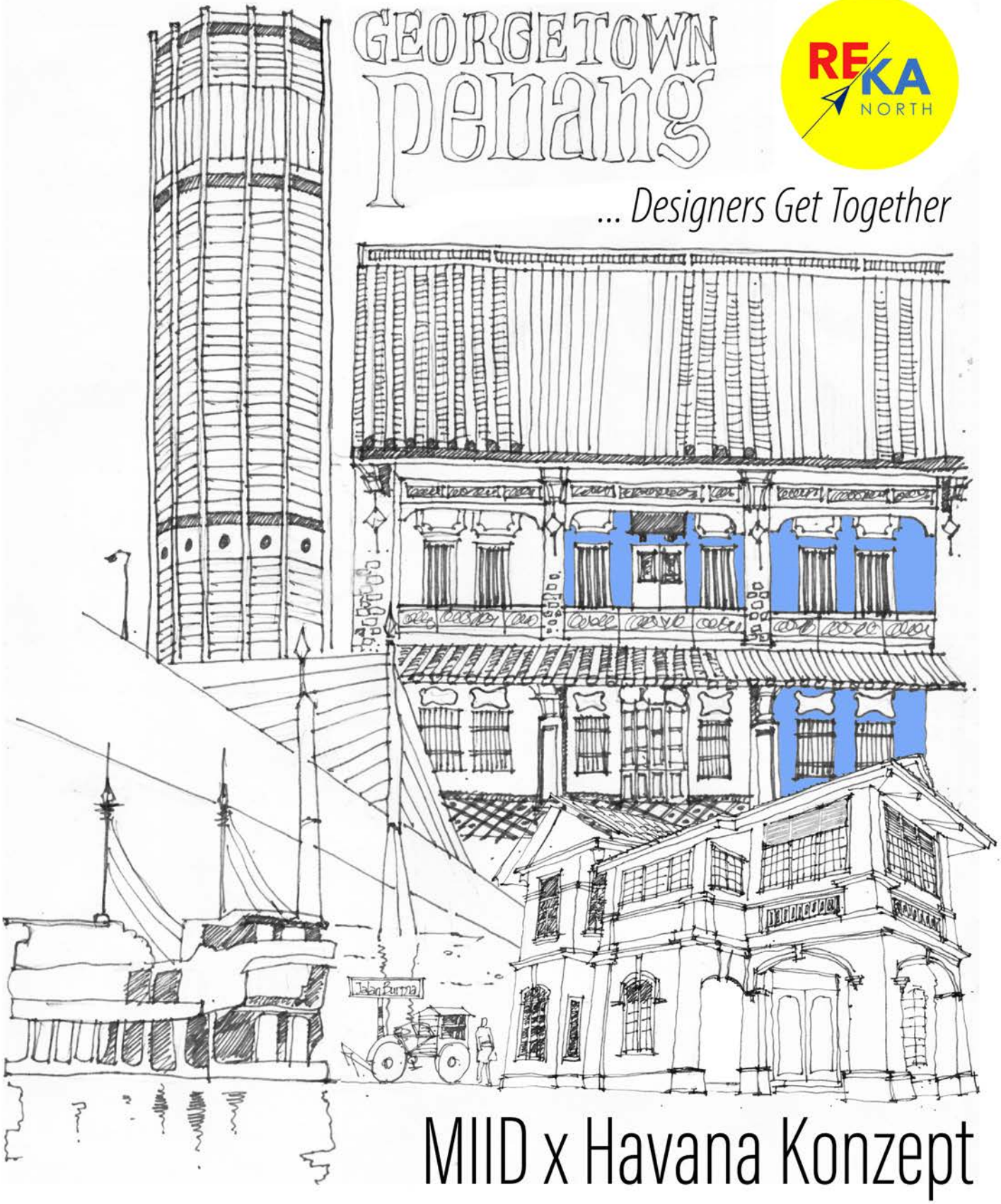
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# UNEXPECTED
## Crafted Retail



by **Ramesh Subramaniam**

Ramesh is the Design Director – International at M Moser Associates Sdn Bhd, Kuala Lumpur. He has been an Associate Member of MIID since 2021.

Good design is not simply seen—it's felt. It lives in the hush that greets you when you cross a threshold, in the brush of fabric against your skin, in the way light softens or sharpens the objects around you. These interiors don't sell only objects; they sell moments. They draw you into atmospheres where material, texture, and light carry equal weight with product. They remind us that beauty isn't decoration—it's a sensation.



## Glasshouse Stillness

*Gaya Ceramics, Jakarta*

Stepping into this space feels like walking into a pause button pressed mid-day. The air is clear, filtered by the pitched roof and softened by a woven banana fiber canopy that tempers the glare into something almost dreamlike. Rows of ceramics glimmer inside glass cabinets, each piece echoing back a fragment of the light. Metallic mugs and glazed plates shift their hues depending on where you stand, as though inviting you into a quiet dialogue with surface and reflection.

Green plants stretch upward from the center, interrupting the geometry with life. Their presence balances the cool sharpness of glass and clay, softening the edges with breath and shadow. There's a rhythm to the display: repetition without monotony, symmetry anchored by organic imperfection. You feel hushed here, as though speaking too loudly might ripple through the calm. It's a greenhouse for objects, but also a sanctuary for the mind—where contemplation grows alongside craft.

**Ceramics and plants in bloom—objects staged like still life in a greenhouse of calm.**



## Looping Gesture

*Pop Up Store, Shanghai*

Here, design doesn't sit still—it moves. A ribbon of timber slices through the store, looping in great arcs that feel both playful and commanding. It twists upward, dips down, and rises again, doubling as both sculpture and display. Clothes hang effortlessly from its bends; accessories perch on its ledges as though gravity has been reimagined.

The rest of the room is pared back: dark ceiling, pale floor, spotlighting that follows the wooden ribbon like a stage performer. The result is a kind of kinetic energy, as if the space itself is alive, unspooling in front of you. Walking through, you can't help but follow the arc—your body mimics the gesture, your gaze sweeps along its curve. This isn't just a store—it's an experience that insists on memory. You leave not only with objects but with a sense of movement that lingers in your body long after.

**A timber ribbon in motion—sculpture becomes structure, and retail becomes experience.**



## Shelves as Stage
### *Claymen, Delhi*

Here, restraint is the script. The room is pared down to bare essentials: white brick walls, polished concrete underfoot, and shelves lit like theatre stages. On them sit delicate ceramics, surreal sculptures, tiny botanicals in vessels that almost vanish into the light. The arrangement is deliberate—every object given its own breath, its own pause. It's not cluttered; it's choreographed.

As you walk in, your pace slows instinctively. The lighting is soft but exacting, coaxing shadows that cradle each piece like punctuation. You don't scan the room; you notice. A single curve of porcelain. A strange, playful form that seems alive. The effect is intimate, almost reverential—you lean in, whisper with your eyes, study with your hands tucked away. The gallery doesn't demand attention; it teaches it. This is a place where silence isn't empty, but charged, where objects become more than decoration—they become meditations.

**Minimal shelves, maximal focus—each object framed as a quiet performance.**

## Factory Chic
### *Zamani Collection, Shanghai*

The first thing you notice is scale: the vastness of a warehouse stitched together with history. Walls are left intentionally raw—brick exposed, plaster peeled—holding on to their imperfections like badges of time. Underfoot, rugs spill across the floor like giant canvases unrolled. Some are vivid with dragons and floral scrolls; others muted with abstract landscapes. Their softness contradicts the harshness of the room, layering comfort over decay.

Light floods in through industrial skylights, catching the textures of wool and dye, igniting colours that shift throughout the day. It's a space that speaks in contrasts: the fragility of carpet against the sturdiness of concrete, the ancient craft of weaving against the mechanical hum of ducts overhead. Walking through, you feel like a wanderer in a gallery where history is lived, not archived. Each rug becomes a story you could take home, a fragment of tradition that softens the present. There's something grounding here—an emotional tether to the continuity of making, unbothered by time.

**Rugs across concrete—woven stories softening the rough edges of history.**







## Bamboo Cathedral

***John Hardy Workshop, Ubud, Bali***

Entering this space feels almost sacred. The ceiling rises dramatically, woven in bamboo ribs that crisscross like the structure of a great cathedral. The scale inspires awe, but the material grounds it—bamboo warm, fragrant, textured, alive. The floor beneath is polished smooth, a golden plane that reflects the light spilling in from the tall openings at the edges.

Furniture curves gently, soft seating islands breaking the rigidity of the triangular form. Display cases sit like altars along the sides, showcasing craft not as commodity but as offering. The acoustics are hushed, softened by the woven skin of the walls; your footsteps seem to vanish into the floor. It's a space that humbles you—not through grandeur, but through intimacy with nature. Walking here, you don't just look at design—you feel it. The architecture itself breathes, reminding you of your own smallness within something vast, yet tender.

**A soaring canopy of bamboo—architecture as sanctuary, where nature and design breathe as one.**

## Why It Matters

What these spaces reveal is that retail is no longer about product alone. It's about atmosphere, about memory. Texture, material, and light aren't backdrops—they are the story. When done well, they don't just frame objects; they reframe how you feel in the presence of those objects.

You leave with more than a purchase. You leave with a rhythm, a scent, a sense of quiet awe. Good design clings—it folds itself into your experience and returns to you later, in flashes of memory. That's the gift of spaces like these: they remind us that beauty is not passive. It's participatory. It lives in the body, and it lingers. ■

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The ANEST COLLECTIVE approach offers a different path—the power of restraint, the eloquence of empty space, the luxury of allowing the mind to wander and wonder.

# The Beauty of Unfinished Stories

## ANEST COLLECTIVE Chengdu

Text by
**Dr Jerry Chong,**
**Credentials Asia**

Photos Courtesy of
**The Golden Pin Awards**

### Where Italian Poetry Meets Chinese Commerce in an Unexpected Dance

In the heart of Chengdu's glittering International Finance Center, where luxury brands compete for attention with polished perfection and mirror-bright surfaces, something quietly revolutionary is happening. Step into the ANEST COLLECTIVE boutique, and you'll find yourself in a space that dares to whisper when others shout—a retail environment that celebrates the beauty of incompleteness.

GOLDEN PIN DESIGN AWARD

## The Paradox of Intentional Imperfection

What does it mean to design incompleteness? This question haunts every corner of Waterfrom Design's latest creation for the Italian luxury brand ANEST COLLECTIVE. Here, in their second boutique location, the designers have crafted something that challenges our most fundamental assumptions about retail spaces: that they must be finished, polished, complete.

Instead, they've given us gaps. Scattered elements. Traces of creation left deliberately visible, like brushstrokes on a canvas that the artist chose not to blend away.

"We wanted to magnify the often-overlooked 'unfinished' aspects in the design process," the designers explain, and suddenly we understand we're not just shopping—we're witnessing the act of creation itself.

The boutique becomes a cultural bridge, suggesting that luxury isn't about displaying wealth but about creating space for contemplation, for the customer to complete the story in their own way.



## Poetry in Commercial Space

ANEST COLLECTIVE was born from a poetic impulse—to create garments that transcend the frantic cycles of fashion, clothing that speaks to something deeper than seasonal trends. This philosophy breathes through every surface of their Chengdu boutique. The space doesn't merely house products; it embodies the brand's very soul—that quiet Italian sensibility that finds beauty in restraint, elegance in understatement.

Walk through this boutique, and you're walking through a meditation on time itself. While fast fashion screams for immediate attention, ANEST COLLECTIVE's philosophy whispers of garments that will age gracefully, of style that accumulates meaning through life's experiences. The space mirrors this temporal poetry—elements that appear incomplete today may reveal their full purpose tomorrow, or perhaps their beauty lies precisely in never being finished at all.





## The Architecture of Anticipation

Every gap in the design becomes a question mark, every unfinished surface an invitation to imagine. The customers don't just browse; they become co-creators in the spatial narrative, filling the intentional voids with their own interpretations, their own stories.

This is retail design as philosophical statement. In Malaysia, where our shopping centres often overwhelm with sensory abundance, the ANEST COLLECTIVE approach offers a different path—the power of restraint, the eloquence of empty space, the luxury of allowing the mind to wander and wonder.







## East Meets West in Unfinished Harmony

There's something profoundly Eastern in this Western brand's approach to space. The Japanese concept of wabi-sabi—finding beauty in imperfection and impermanence—seems to dance with Italian craftsmanship values. In Chengdu, a city where ancient tea culture meets modern commerce, this fusion feels not accidental but inevitable.

The boutique becomes a cultural bridge, suggesting that luxury isn't about displaying wealth but about creating space for contemplation, for the customer to complete the story in their own way.

## Lessons for Malaysian Retail Design

What can Malaysian designers learn from this bold experiment in incompleteness? Perhaps it's time to question our own assumptions about what makes a successful retail space. In our tropical climate of abundance—lush landscapes, vibrant cultures, rich traditions—maybe there's room for the poetry of less.

The ANEST COLLECTIVE boutique suggests that customers are hungry for something beyond the transaction. They want to be part of a story, to feel they're discovering rather than simply purchasing. They want spaces that respect their intelligence, their imagination, their need for meaning beyond material acquisition.



## The Future is Unfinished

As we stand at the threshold of an age where artificial intelligence can generate perfect images in seconds, where digital perfection is increasingly accessible, perhaps the most radical act is to celebrate the unfinished, the human, the imperfect.

The ANEST COLLECTIVE Chengdu boutique doesn't just sell clothes; it sells permission to embrace incompleteness. In doing so, it offers us a vision of retail's future—not as temples to consumption, but as spaces for contemplation, imagination, and the quiet luxury of time itself.

In the end, the most beautiful stories are often the ones left unfinished, inviting us to write the ending ourselves.

**The ANEST COLLECTIVE Chengdu IFS boutique represents more than interior design—it's a manifesto for a new kind of luxury retail, one that trusts customers to be active participants in the brand story rather than passive consumers of finished narratives.** ■





# RIDING THE WAVES

The recent laying of the foundation stone marks the beginning of construction in Reggio Calabria for the project designed by Zaha Hadid Architects.

Courtesy of
**DDN Issue 301**

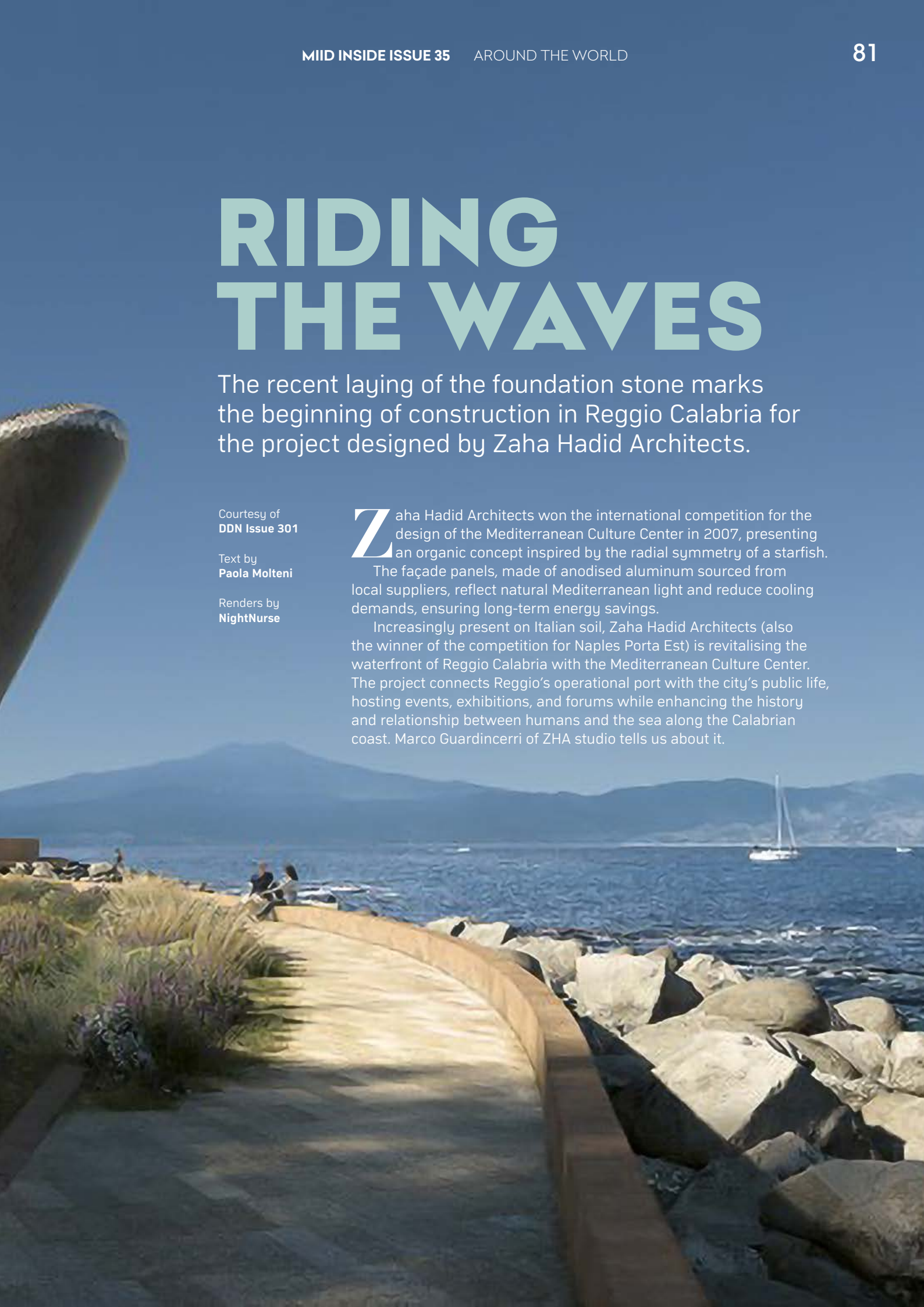
Text by
**Paola Molteni**

Renders by
**NightNurse**

Zaha Hadid Architects won the international competition for the design of the Mediterranean Culture Center in 2007, presenting an organic concept inspired by the radial symmetry of a starfish.

The façade panels, made of anodised aluminum sourced from local suppliers, reflect natural Mediterranean light and reduce cooling demands, ensuring long-term energy savings.

Increasingly present on Italian soil, Zaha Hadid Architects (also the winner of the competition for Naples Porta Est) is revitalising the waterfront of Reggio Calabria with the Mediterranean Culture Center. The project connects Reggio's operational port with the city's public life, hosting events, exhibitions, and forums while enhancing the history and relationship between humans and the sea along the Calabrian coast. Marco Guardincerri of ZHA studio tells us about it.




MUSEO del MEDITERRANEO



The building takes a continuous, curving form, inspired by the organic shape of a starfish—its arms extending naturally into the landscape.

### What is your vision of architecture related to culture and leisure?

Our vision begins with the idea that culture is lived, not just seen. Like a Mediterranean piazza shifting from market to evening event, the architecture adapts while staying authentic. The Centre is a dynamic place for exhibitions, gatherings, and reflection. Permanent galleries anchor the visitor journey. Temporary ones adjust to current needs, like a journal whose pages change. The auditorium hosts recitals or debates, recalling ancient theatres. The aquarium deepens our link to the sea by immersing visitors in regional marine life. Massive cantilevers act as canopies, giving shade and a sense of welcome. Inside, a large foyer serves as a communal plaza, allowing spontaneous encounters.

### How do you balance the influence of Mediterranean civilisations with contemporary architectural innovation?

Mediterranean heritage teaches that new ideas build on tradition. Here, the building takes a continuous, curving form, inspired by the organic shape of a starfish—its arms extending naturally into the landscape. Clad in recycled aluminium, the facade catches light like sun-warmed limestone, subtly referencing coastal geology. Rather than fragmented forms, the unified starfish-inspired geometry creates fluid continuity, echoing natural patterns found along Mediterranean shores. Where thick masonry once provided cooling mass, advanced materials now fulfill that role, continuing a practical dialogue. The smooth surfaces, minimal openings, and restrained details embody Mediterranean practicality updated through contemporary construction methods.





**In what ways does the Centre of Mediterranean Culture promote interaction between visitors, citizens, and the surrounding landscape?**

This architecture fosters connection. Generous canopies and open entries create a forecourt for gatherings, terraces that frame the water, and pathways that spark discovery. Inside, a main spine links exhibitions, the aquarium, and social areas to encourage shared experiences. This circulation spine acts like a public street, allowing visitors and locals alike to freely encounter one another. Strategically located at the end of Reggio Calabria's lungomare, the museum becomes the final destination of a continuous coastal path. This placement connects the city through a unified waterfront route, transforming the Centre into both an endpoint and starting point—a new urban landmark that draws life and movement from across the city. ■

The centre's interiors create a visual and sensory narrative inspired by the Mediterranean and the rich marine life of the strait.



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MOMU

# CINEMATIC CITY
## INSIDE A MALL

Text and Images courtesy of
**ADF (adfwebmagazine.jp)**

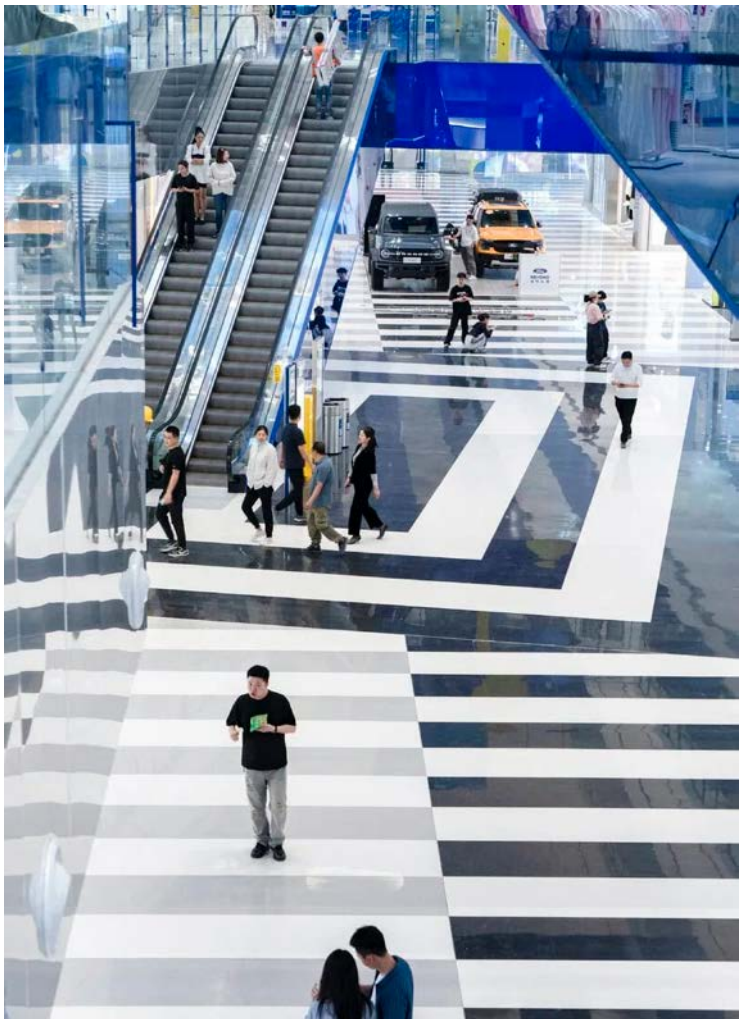




## CapitaMall Skyview brings Chongqing's streetscape indoors

In the heart of Chongqing's bustling Ranjiaba district, CapitaMall Skyview by CLOU Architects reimagines the traditional shopping mall by turning it into a playful, immersive exploration of urban life. Designed by architecture firm CLOU, the 100,000-square-meter development reflects the layered complexity and cinematic allure of Chongqing's unique topography—an urban labyrinth of staircases, bridges, alleys, and iconic blue street signs that cut through its concrete terrain.

CapitaMall Skyview does more than sell goods and services—it captures the essence of a city built on levels. Taking cues from the city's structure, the mall creates an interior streetscape that mirrors Chongqing's vertical density. Visitors navigate a series of interlinked plazas, walkways, bridges, and atriums, each reflecting the local spirit while offering a modern, intuitive shopping experience.



What distinguishes CapitaMall Skyview is its commitment to storytelling through space. Every element—from architectural design to signage—contributes to a narrative rooted in the city's culture. The mall's interior mimics a journey through urban streets, transforming mundane shopping routines into a sensory experience. Colours, textures, and materials are deliberately chosen to trigger nostalgia while reinforcing functionality.

The design employs bold visual contrasts—most notably, Chongqing's signature blue street signs juxtaposed against monochrome backdrops—to evoke both familiarity and vibrancy. These signs are more than aesthetic—they symbolise guidance and orientation within the chaotic charm of the city, and their presence in the mall offers a sense of comfort and continuity for local visitors.





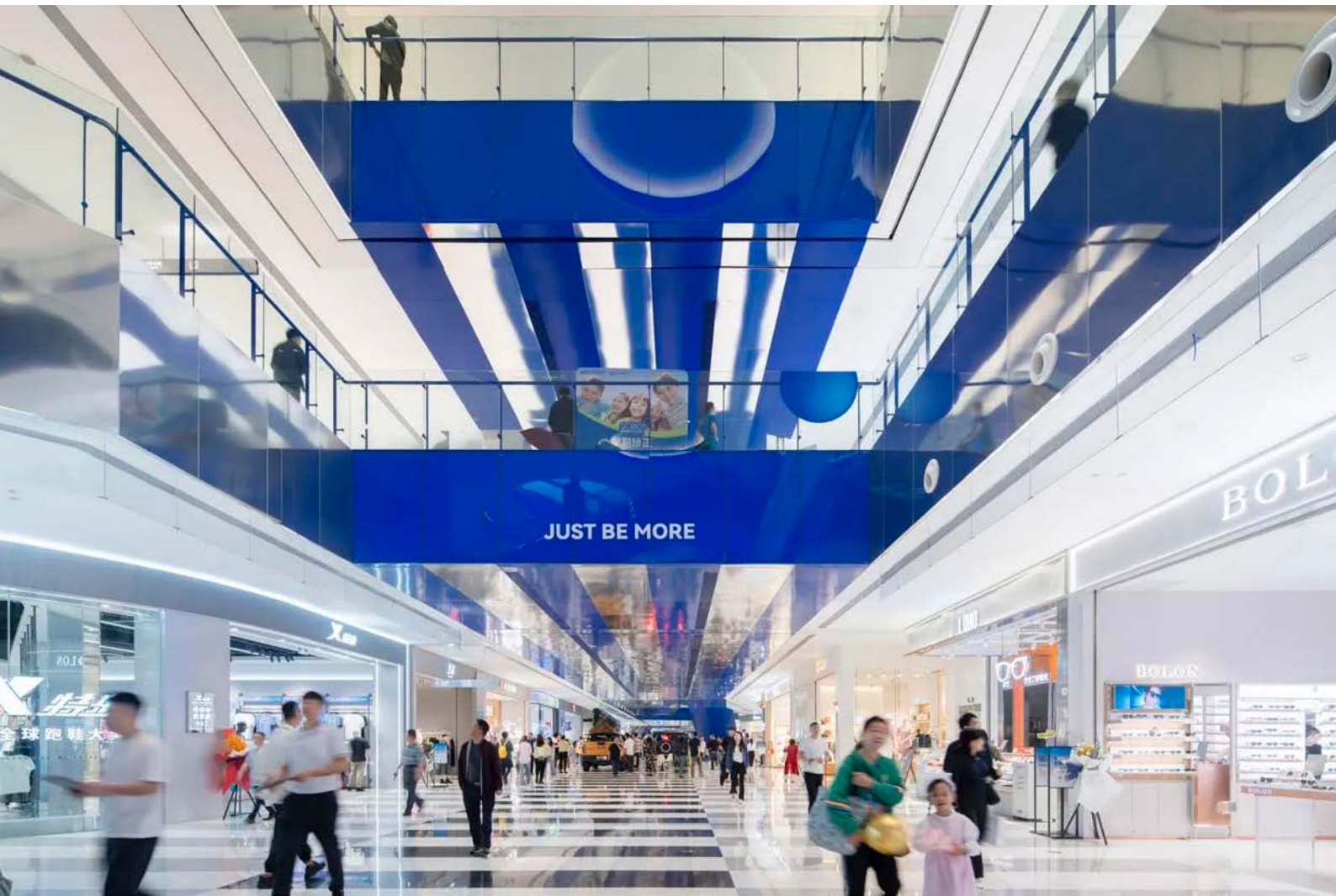


Inside, CLOU creates a spatial rhythm that balances movement and pause. Dynamic features like bridges, balconies, and lifts not only connect multiple levels but also function as visual anchors that help users orient themselves. The design leverages wayfinding as a core feature. Floor textures, ceiling details, and lighting work together to guide visitors organically, allowing them to explore without relying on excessive signage.

Where signs are used, they are seamlessly integrated. Typography is clean and legible, with Century Gothic for English and Noto Sans SC for Chinese. Colour coding—red for Level 1, yellow for Level 2, and blue for Level 3—adds another layer of intuitive navigation, while neutral tones define the basement levels. Materials such as Klein Blue panels, silver anodised stainless steel, and white aluminium give the mall a sleek, contemporary identity that is both visually striking and functionally clear.

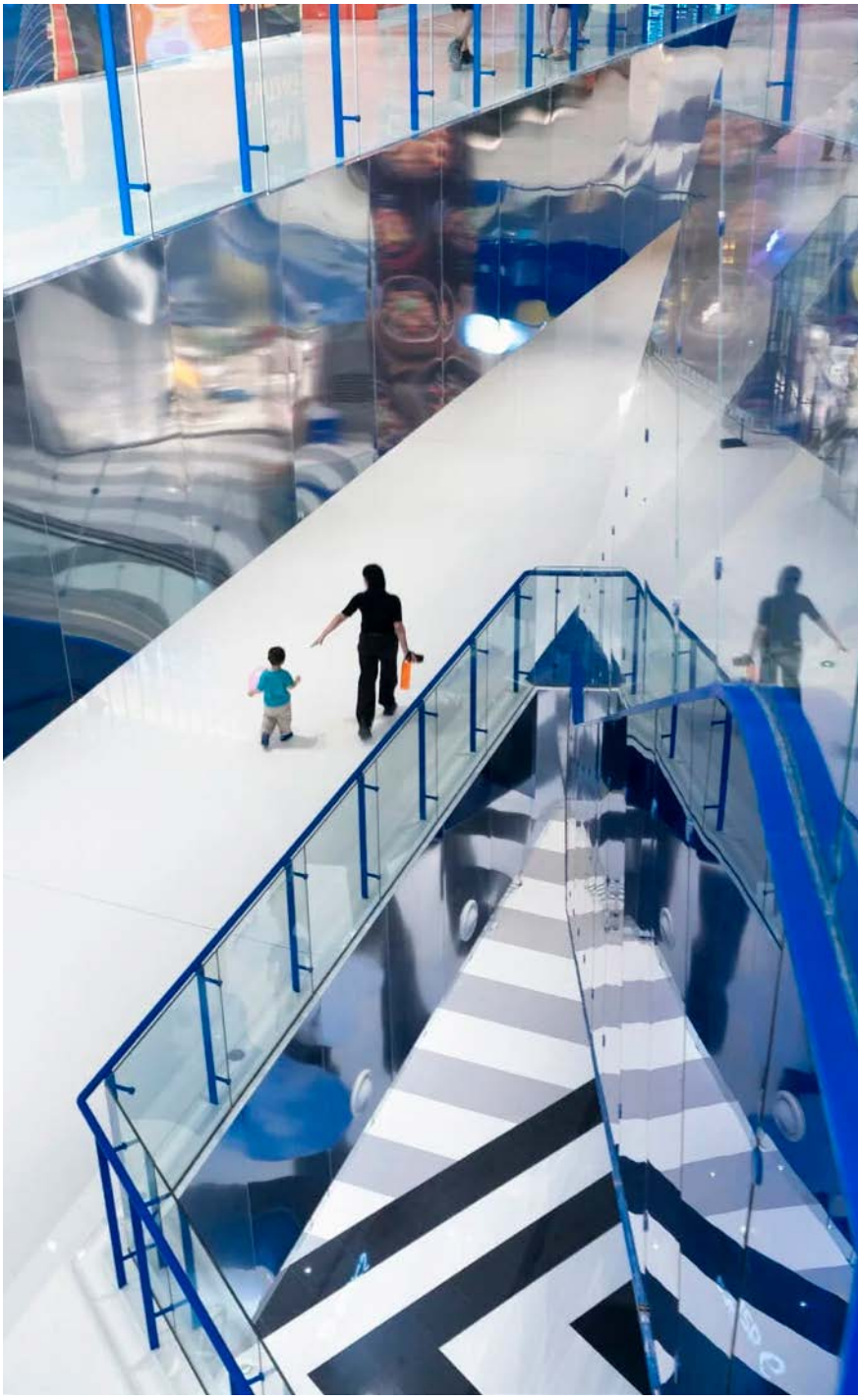



**The design employs bold visual contrasts—most notably, Chongqing's signature blue street signs juxtaposed against monochrome backdrops—to evoke both familiarity and vibrancy.**



But CapitaMall Skyview is more than an architectural feat—it's a social hub. The space invites community gathering, whether through its edutainment zones, retail options, or casual cafés that line the walkways. In this environment, every corridor becomes a potential meeting place, and every atrium, a miniature plaza. The mall encourages social interaction in the same way Chongqing's streets do—organically, through chance encounters and shared spaces.

Ultimately, CapitaMall Skyview doesn't just recreate the streets of Chongqing—it distills their spirit into a modern, walkable interior. It is a tribute to a city defined by its movement, culture, and complexity. By transforming urban nostalgia into contemporary experience, the mall becomes not only a shopping destination, but a reflection of Chongqing itself: layered, cinematic, and alive. ■





**About CLOU Architects**

Founded by Jan Clostermann, CLOU is a cosmopolitan team of architects and designers in Beijing, Shanghai, and Lisbon, with one central mission: to design the best social spaces in the world. Their work focuses on the most vibrant places in today's world: retail and leisure destinations, large mixed-use complexes, and community hubs. They design projects that place the human being at centre stage, creating new environments for social encounters and authentic collective identities.

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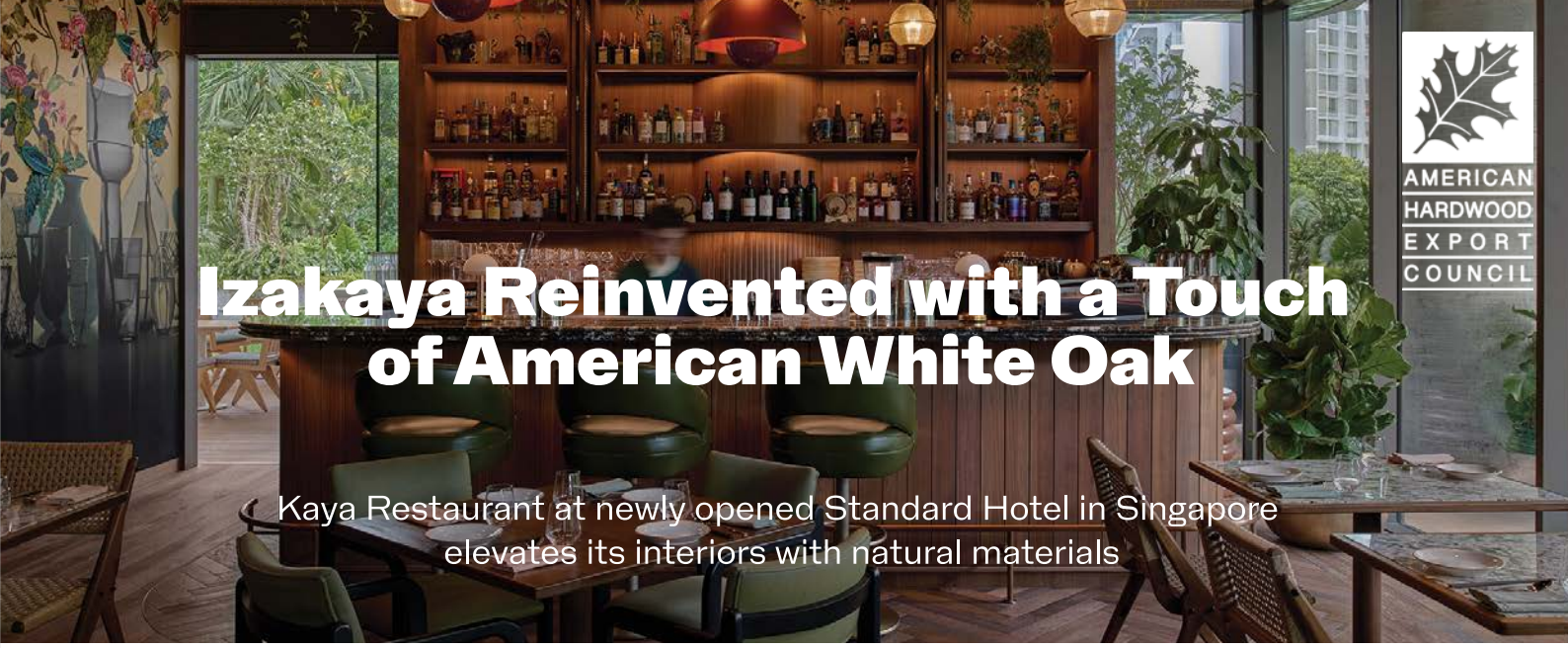
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AMERICAN HARDWOOD EXPORT COUNCIL

# Izakaya Reinvented with a Touch of American White Oak

Kaya Restaurant at newly opened Standard Hotel in Singapore elevates its interiors with natural materials

Arguably the yummiest spot in The Standard in Singapore, Kaya at the Standard's bold new take on the classic Japanese izakaya experience reinvents it in surprising and delightful ways. Designed by Colin Seah of Ministry of Design, the interiors play up the hotel's love and obsession with all things rich in biophilia and mid-century modern, intensifying it with pizzazz through their selection of carefully crafted custom furniture, a dramatic ceiling scape of hanging greenery, custom feature lighting and an immersive sense-surround mural.



For the American white oak flooring, Ministry of Design worked with timber specialists World of Wood Floors (WOW). Mohammad Zain Bin Abdul Hamid, WOW's managing director talks passionately about wood, "There's something deeply personal about wood. It has warmth, texture, and character that you just don't get from other materials. Every board tells a bit of a story through its grain, its natural markings, even its imperfections. When we use wood, especially American hardwoods, we're not just thinking about how it looks, but how it feels in a space. It softens a room, makes it more inviting, and adds a kind of quiet depth. People instinctively connect with it. It grounds the design and gives it soul."





This biophilic nature of American hardwood made it an ideal choice for Kaya Restaurant. Zain explains, "The vision for the space in Kaya was all about warmth, connection, and a kind of quiet sophistication. We focused on creating a finish that felt worn-in, welcoming, and a little storied, like it had already lived a few good years. We hand-worked the wood to bring out its natural texture and gave it just the right amount of distressing so it felt authentic, not manufactured. Everything was tailored to the restaurant's palette and lighting, so the floor doesn't just sit there, it really helps shape the mood. It's the kind of space where you want to stay a little longer, and we love that the floor plays a role in that."

WOW used traditional techniques including hand-brushing to give new timber the look and feel of a more aged hardwood. This deliberately enhanced the character of the oak, with a one-of-a-kind look in every board. Each was carefully worked to reveal the natural grain, enhance its tactile quality, and highlight subtle imperfections that brought warmth and authenticity to the modern interiors.

The result is flooring that carries the charm of old wood whilst crafted from sustainably sourced new American hardwood. It's a deliberate blend of old-world soul and modern precision - ideal for a space that demands both beauty and a strong narrative of craftsmanship.

WOW are no strangers to specifying American hardwood species and recognise that each species has its own personality. Zain comments, "Walnut is rich and elegant, hickory is tough and full of contrast, and maple has this soft, subtle charm. One of the things we really value about American hardwoods is not just their beauty, but their reliability and sustainability. They're responsibly sourced, incredibly durable, and they age beautifully. Compared with some other timbers we have available to us, American hardwoods just have this solid, time-tested feel that fits perfectly with our approach to craftsmanship."

American hardwood's variety, beauty, durability and sustainability support WOW on their continuing quest to create not just floors, but foundations for storytelling, atmosphere, and timeless design.



All photos by Jovian Lim



# SMALL WONDERS

Once left for dead, independent retailers are luring luxury customers away from high-end department stores with private shopping, top-notch styling, and access to the most coveted items—if you're sufficiently important.

Courtesy of
**Robb Report Malaysia, March 2025**

Words by
**Christina Binkley**

Illustrations by
**Yvette Earl**



In a weekday morning in summer last year at the Elyse Walker boutique in Los Angeles, Molly Rabuchin has three racks loaded with provisions for clients who want to come by later that day.

No—it's four racks. Now five, and it's barely noon. The black metal contraptions are custom-made for the store and include low white shelves for shoes, like rolling fashion shopping carts. Molly (as her clients know her) ties ribbons around them to protect the goods from the clutches of other shoppers. One rack awaits a client who rushed in earlier to prepare for an upcoming trip to Saint-Tropez. She wants loose clothes. "I'm a sweat-er. I don't want to sweat. I'll be dancing," the woman said. Molly has selected a Celine bias-cut dress, various pieces from Ulla Johnson, Johanna Ortiz, and Dolce&Gabbana, bathing suits from Fendi and Saint Laurent, a pile of Bottega Veneta, and Fendi sandals and bags.

A rack near the dressing rooms is reserved for a regular who's headed to Cannes. There's another for a customer with closets in the Hamptons, Rome, and Los Angeles who wants Molly to clean them all out. (She's happy to oblige.) Molly is packing a tissue-paper-lined box to be delivered to a woman who needn't trouble herself to come to the store to see a cosy beige reversible Gucci-logo cardigan and a few other temptations. Nearly a third of the Elyse Walker stores' sales are 'on memo' like this one, sent to clients' homes where they can try on at their leisure and buy what they keep. Is it any wonder that Elyse Walker and many other independent luxury-fashion sellers are thriving?

A decade ago, logic held that high-end department-store chains, elite online retailers, and brands' own shops would put an end to independently operated fashion emporiums. The thinking was that indies couldn't compete with the endless merchandise and full runway collections available at retail Goliaths such as Barneys New York and Neiman Marcus. Big European labels pulled back on wholesale accounts, cutting out smaller speciality stores to develop their own end-to-end distribution chains, enabling them to reap an even bigger share of the profits. At the indies, the hand-wringing became audible.

But it appears that reports of this retail extinction were premature. The venerable Boyds in Philadelphia, owned and run by the same family since its 1938 founding, opened a second space two years ago and in 2023 reported its biggest sales year. Elyse Walker, who began with one boutique in 1999, now owns eight shops in wealthy enclaves of California and New York as well as a small e-commerce business; barrelling toward US$100 million in annual sales, she recently expanded into luxury-fashion rentals. Beth Buccini has built a small empire with seven Kirna Zabête boutiques in New York, Pennsylvania, Florida, and Nashville. Meanwhile, private clients spend between six and seven figures a year with Betsy Ross—yes, it's her real name—without ever stepping into what one would consider a shop. The Mitchells Stores, including Wilkes and Marios, now span from San Francisco, Palo Alto, and Seattle to Greenwich and Westport, Connecticut, while Hirshleifers, founded in 1910 and still family-owned, is supplying Khaite, Chanel, and Loewe in the Long Island town of Manhasset.

At the same time, Barneys and Matches are gone, living on only as intellectual property. Troubles and struggles abound at Net-a-Porter, Farfetch, and Saks Fifth Avenue. Neiman Marcus only recently emerged from a bankruptcy reorganization, and in July last year, after years of on-and-off negotiations, Saks parent HBC announced it would acquire the chain, along with its sibling store, the singular Bergdorf Goodman, for US$2.65 billion. Amazon is a key investor in the deal, which will create the newly named Saks Global. But whether bigger will translate to better is far from decided.

Meanwhile, the venerable French chain Printemps is preparing to experiment this spring with a venue in Manhattan's Financial District, where it will swap a something-for-everyone mentality for individuality and service. At 5,017sqm, the two-level space at One Wall Street seems to be trying to split the difference between the majors and the upstarts. One hallmark of the former that it's not forsaking: restaurants. Printemps will reportedly have five dining options, from casual to high-end.

Why are the Goliaths failing rather than the Davids? Consider your nearest independent bookstore. In the late 1990s and early aughts, logic held that national chains such as Borders and Barnes & Noble would drive the little guys to an early grave. Instead, Borders was bankrupt by 2011 and Barnes & Noble—now chock-full of tech and gift items—scrambled its strategies but has failed to meet its peak revenues of 2018. Amazon has transformed into a delivery-logistics platform that also sells some books.

It's the indies, the ones savvy enough to personally cater to their clientele's needs and desires, that are flourishing. Membership in the American Booksellers Association (tagline: Helping Indie Bookstores Thrive Since 1900) has nearly doubled since 2016, with a recent count of 2,433 members, more than 200 over the previous year.

The association argues that the success of these small shops comes from the way they act as community




hubs, enriching local cultural life and contributing to economically vibrant neighbourhoods.

The same can be said—and this is crucial—of independent fashion shops. Those that are succeeding emit a similar kind of social energy as a buzzy restaurant and serve their audience well.

"I only have about 30 minutes, because I'm going to the (museum name redacted) with my client, who's the chair of the board, to see (major exhibit name redacted)," says Betsy Ross, who dotes on a fortunate list of women from a two-bedroom apartment-cum-salon on East 77th Street in New York. One former bedroom is for her two full-time fitters. Ross has been in business for more than 30 years; her sales, which are by appointment only, have doubled over the past four. "Now I'm having growing pains," she laments. "I'm backed up for weeks with alterations."

She adds: "I deal with high-powered, high-net-worth women who don't want to go into stores." She doesn't share their names, but their ranks have included a former FLOTUS. All appointments are one at a time. "My clients want privacy. They don't want to see another person."

They also want a stylist who understands their taste, social life, professional demands and—most importantly—their body. Ross's seamstresses alter at least 80 per cent of the apparel she sells. For all that service, clients respond with loyalty and outsize spending.

At Kirna Zabête, Beth Buccini encourages her sales associates to dress shoppers in a mix of labels of varied renown and price points, so a single outfit might include Saint Laurent, Toteme, and Maria McManus, a sustainability-focused label from New York. The aim is to create an individual look that no one but the client is wearing. Buccini built her business on customers' desire for someone else to more or less tell them what to wear. "That's what we do; we wardrobe," she says.

Typically around 372 to 743sqm, these digestible emporiums aren't weighed down by the same leases as a 32,516sqm department store, so they don't have

to overbuy just to fill space—and customers don't have to hike a kilometre from designer dresses to a shoe department that has its own postal code.

Not to be overlooked is the agility that comes with being a founder- or family-run enterprise. Decisions can be made without passing quarterly board reviews; managers needn't battle bureaucratic minutiae. There's room for entrepreneurial originality.

But perhaps most significantly, indies such as Kirna Zabête and Betsy Ross command a loyalty that runs deeper than brand names, because it's built on real human relationships—something that design houses might consider as they strategise on sales channels. When Dior began cancelling wholesale accounts last year, Ross was initially alarmed. She had been selling in excess of US$200,000 from the house per year, she says, making it one of her larger vendors.

"Of course I was upset," Ross admits. But it turns out that her customers are loyal not to Dior but to Ross. "My clients didn't bat an eye," she says. Alexander McQueen, Missoni, Erdem and Giambattista Valli stepped into the breach. "It didn't hurt my business at all."

The meaning of community has been diluted in the digital age, with Reddit and Instagram groups forming among disparate people who will never meet. These fashion retailers, though, nurture in-real-life ties that often include generations of family and friendships. At Elyse Walker this past summer, six acquaintances arrive separately, seemingly by happenstance, but end up shopping as an amoebic unit, undulating around the store while discussing Citizens jeans and a Johanna Ortiz blouse with a clay geometric pattern. An older man wanders through with an aging corgi in a harness, looking for his wife and daughter.

After nearby schools let out for the day, several sales associates grin as a group of middle school– aged boys march single file across the shop to the oversize sofas that turn Walker's space into something of a family room. No grown-ups appear to corral the boys, though some mother must have introduced one of them to the comfy sitting area at some point. After three or four minutes, they rise and file out. "Why do you like it here so much?" one boy asks the leader, who briefly grabs a Tod's flip-flop before setting it down again. "Because of the couches," he replies.

Molly chuckles. At the moment, she's awaiting the widow of a French rock star, who has flown Molly around the world on holidays. One of the racks (there are now six in total) has been well stocked for this Very Important Client. When she finally arrives, svelte in a quilted gold Saint Laurent belt and lemon-yellow Wranglers, a taupe Celine bag slung over her shoulder, she peruses her reserved items without a glance at the rest of the meticulously merchandised shop—until she spies a pair of trousers among the Cannes customer's nearby cache. Molly removes them, along with a top, from the rival rack, saying, "It's okay, she hasn't seen it yet."

The two women search for a Saint Laurent jumpsuit. They chat for an hour. Neither makes a move toward a dressing room. The rack will be delivered on memo to the client's home. She and Molly agree to meet for dinner the following Tuesday. *Bisou bisou*.

Molly, a single mother raising a six-year-old son who sometimes visits her on the job and is affectionately known to many regulars, works on commission. She sells more than US$3 million worth of fashion each year, making her one of Walker's top stylists.

Molly's roughly 50 regulars rely on her to be their personal dealer, standing by to supply their fashion fix—and manage hurt feelings. Last spring, two clients bumped into each other at a wedding in Cabo. One texted Molly, she recalls with an apologetic smile, upset that the other (much better) customer had obtained a particular dress.

"When you're in my store, we're little micro-influencers," Walker says of sales associates like Molly. Their client relationships, and Walker's nimble oversight, have enabled her business to survive the predatory moves of the big brands. "We had a seven-figure business with Bottega Veneta. Then they opened a store right next door to us," she recalls, leaving her looking to replace lost revenue at that location. "So we expanded jewellery and added seven new handbag brands." Walker's in- store sales grew a healthy eight per cent last year.

Boyds, where sales rose nine per cent in fiscal 2023, is located in a couple of towns in Pennsylvania. But the store takes its best customers on field trips to New York, where they pre-select items from wholesale showrooms for the following season. Andrew Gushner, who with his brother Alex represent the family's fourth generation to join the business (their father, Kent, is president), says, "The number one reason we continue to thrive is the relationships we have with clients."

That, and alterations. Boyds employs 25 full-time tailors. If you're skilled with a needle and thread, the store is looking to hire you. To help keep tailors from being poached, the Gushners placed the department not in the typical dreary basement but on the

building's fifth floor, which streams with natural light. "If we could hire 10 more tailors tomorrow, we would," Alex says. "It's probably the best place for us to invest money, in my opinion."

One clue as to how clients view these independents is what happens in a crisis. During the 2008 financial meltdown, when it felt so unseemly to be spending on designer clothes that women were rumoured to be skulking out of Hermès with unmarked shopping bags, Ross says new high-profile types sought out the privacy of her boutique. "People were like, 'Where am I going to shop? I can't be seen in Bergdorf's.'"

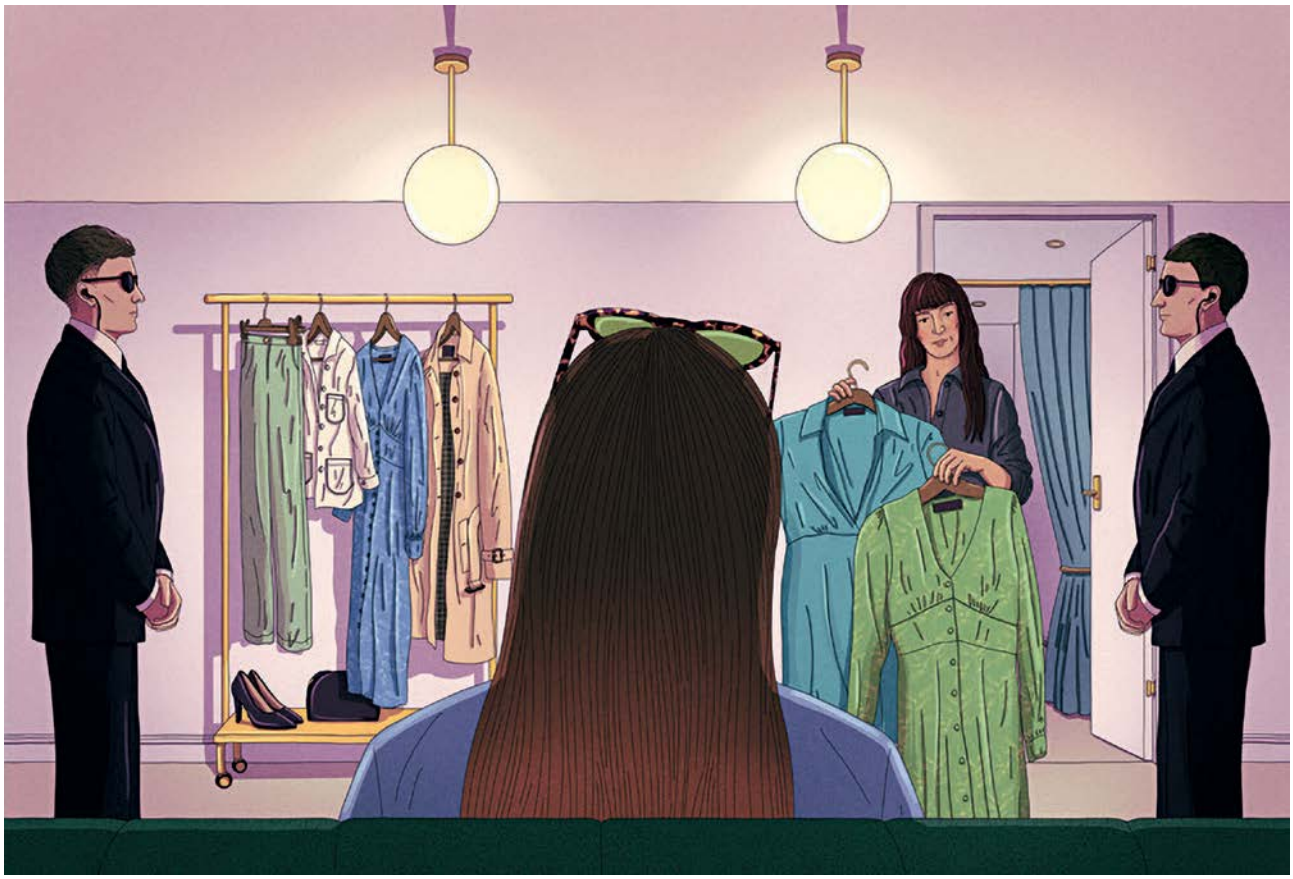
When the pandemic shut down brick-and-mortar locations in 2020, revenues at department stores plummeted. Yet many high-end indie retailers experienced their best year ever. Women in need of pandemic wardrobes—cashmere sweatpants and everything that went with them—turned to salespeople like Molly, whose phone numbers were in their contact lists. They made private appointments and received home deliveries on memo. Many never looked back.

"I met people!" Molly says about 2020, when she began posting "flat lays"—photographs of clothes and accessories arranged on the floor as if worn by an invisible 2-D model—on Instagram. Soon, strangers were direct-messaging her about what she had that was new. A woman holed up in Florida in one of her four homes stumbled upon the account and became a VIC. They didn't meet in person until this past spring, when Elyse Walker did a pop-up event in the Sunshine State.

Things are going well enough that Walker feels confident that mega labels such as Prada and Dior, after years of pulling away from the wholesale business, will soon come seeking access to her clients. "The pendulum is going to swing back in two years," she predicts.

After all, it may be straightforward to buy a handbag online or in a label's own boutique. But when packing for St. Barts, few shoppers want to spend days assembling a wardrobe by traipsing from store to store, dressing and undressing in changing rooms ad infinitum, and arranging for alterations on their own. They want real help. They want a trusted eye.

They want Molly. ■



REKA CONFERENCE 2025

08 NOV 2025 [SAT]

THE INTERNATIONAL INTERIOR DESIGN CONFERENCE OF THE YEAR

# ACROSS BORDERS: DESIGN VOICES

SUNWAY UNIVERSITY

https://www.miid.org.my/events

**8**

LAM CPD POINTS

Scan to book



**Sameep Padora**
sP+a
India



**Alvin Tjitrowirjo**
alvinᵀ
Indonesia



**Artur Sharf**
YODEZEEN
US/UK/Ukraine



**Ramesh Seshan**
Seshan Design
Malaysia



**Tim Kwan**
Office AIO
China/New Zealand

IN CONJUNCTION WITH REKA 2025 DESIGN WEEK

BROUGHT TO YOU BY miid

MIID CORPORATE PARTNERS
PLATINUM CATEGORY: DAIKIN HOME CENTRAL AIR CONDITIONING, PASAYA HunterDouglas
GOLD CATEGORY: TOTAL COATING & CONSTRUCTION SOLUTIONS, ADMIRA, GANI MARBLE TILES, TOP MIX GO GREEN
MAIN SPONSORS: TOTAL COATING & CONSTRUCTION SOLUTIONS, PASAYA HunterDouglas
CO-SPONSOR: GUOCERA
SPONSOR: Artwright
VENUE HOST: SUNWAY UNIVERSITY School of ARCHITECTURE & DESIGN
MEDIA PARTNERS: ACGMEDIA designspeak asia metropolitan

# EVENT CALENDAR

## 2025

| Date | Events and Activities | Venue |
|---|---|---|
| **February 14-15** | **MIID Council Brainstorming Retreat & Council Meeting 2025** | Vana Vasa Resort |
| **February 20** | **MIID REKA Session 54 :** Emergent Technologies: AI and XR as Catalysts for Revolutionary Design | Mandi B.P Sdn Bhd |
| **February 22** | **#iamReka 5.0 \| Vision Board Vol. 1 :** "Time to Manifest" | Marble Emporium 2.0 |
| **March 27** | **IDLE Prep & Learning Sharing** | MIID Secretariat |
| **April 10** | **MIID REKA Session 55 :** Designing Impact: Lessons from the Best | JEMCO Manufacturing Sdn Bhd |
| **April 25** | **MIID Sarawak Get-together** | Kantin at The Granary, Kuching |
| **May 23** | **REKA Converge :** Carved in Stone | Stone Empire Marketing Sdn Bhd |
| **May 30** | **A Feast of Dialogue** | Brick Studio by Metal Bees |
| **July 5** | **MIID REKA Sabah Workshop :** Managing & Delivering Design Projects | Hyatt Centric, Kota Kinabalu |
| **July 17** | **MIID REKA Session 56 :** Bold & Beautiful: Brutal, Controversial & Unapologetic | Ceratrade |
| **July 19** | **#iamReka 5.0 \| Vol. 2 :** "Book Club – Reading Between the Lines" | Intersit |
| **August 16** | **Varsity Dialogue 7.0** - Developing the Malaysian Interior Design Body of Knowledge (IDBoK) | TAR UMT |
| **August 20-21** | **Architectural + Design Specifier Market (ADSM) 2025** | EQ Hotel KL |
| **August 23** | **#iamReka 5.0 \| Vol. 3 :** BIM and the Brain | MTTC College |
| **September 11** | **MIID REKA Session 57 :** Immortal Spaces: Legacy of Adaptive Reuse | Poltrona Frau (Kuala Lumpur Flagship) |
| **September 18-20** | **APSDA General Assembly** | Taiwan |
| **September 26** | **REKA Converge :** The Art Of Crafting Beautiful Surfaces : Melamine Face Chipboard | Panel Plus Product (M) Sdn Bhd |
| **October 1-4** | **Design Exhange Expedition (DEX)** | Bangkok, Thailand |
| **October 7** | **MIID SEED Programme Launch** | Hyatt Regency KL Midtown |
| **October 9** | **MIID REKA Session X :** Health Raiser : Where Wellness Meets Design "Pushing boundaries in fitness, design & wellbeing" | Technogym Experience Center Kuala Lumpur |
| **October 11** | **"20TUJUH:12" MIID Students' Saturday 2025** | SEGi University, Kota Damansara |
| **October 25** | **#iamReka 5.0 \| Vol. 4 :** The Energy of a Space: Invisible layers In Design | New Way Showroom, Puncak Alam |
| **October 25 - November 9** | **REKA Design Week (RDW) 2025** - Treasure Hunt Guide Map & Satellite Event | Various Venues, KL |
| **November 1-2** | **#iamReka 5.0 \| Vol. 5 :** #iamReka X SneakerLah 2025 | Mines International Exhibition & Convention Centre |
| **November 6-9** | **REKA Design Week (RDW) 2025** - RDW Hub | Pavillion Damansara Heights |
| **November 8** | **REKA Conference 2025** - Across Borders: Design Voices | Sunway University |
| **November 15** | **REKA Sarawak Conference :** Sanctuary | The Waterfront Hotel, Kuching |
| **November 22** | **MIID 14th Annual General Meeting (AGM)** | Saint-Gobain Prima, Bangsar |
| **December 5** | **MIID REKA North** - Designers Get Together Session | Havana Konzept (HQ), Penang |
| **December 12** | **MIID Annual Ball and Awards Night 2025 :** Mysterious - Where Elegance Meet Enigma | Nexus Connexion, Bangsar |

*The above schedule is subject to change without prior notice. Please refer to MIID official social media channels, or contact the MIID Secretariat for the latest updates.

REKA SESSIONS

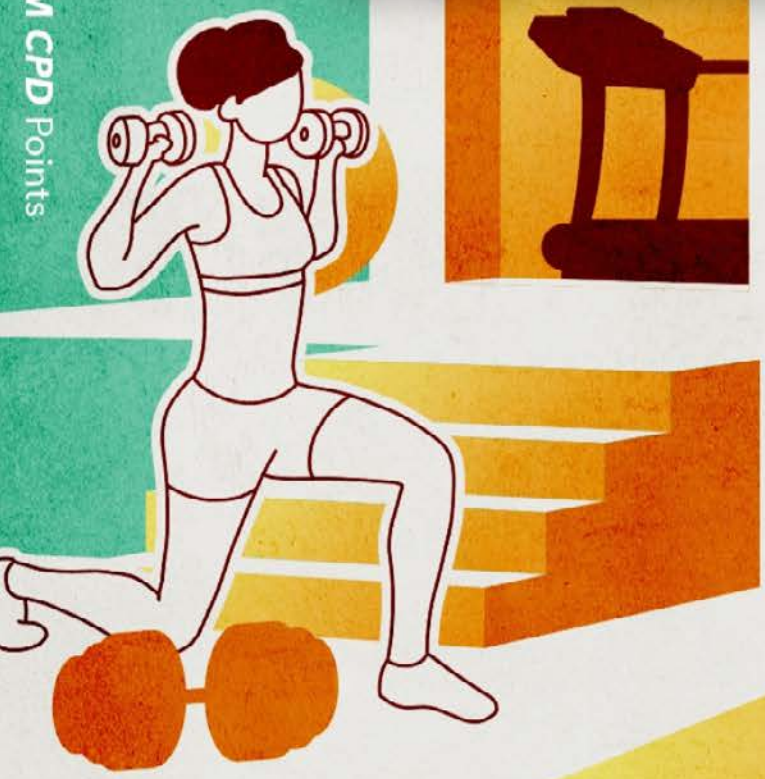
REKA MIID sessions 20/25 X

TECHNOGYM

# HEALTH RAISERS

## Where Wellness Meets Design

4 LAM CPD Points



### Pushing Boundaries in Fitness, Design & Wellbeing

This session explores how interiors can shape healthier lifestyles, blending spatial innovation with human wellbeing. From fitness-inspired environments to restorative spaces, this session challenges interior designers to push boundaries, rethinking how form, materiality, and spatial flow elevate physical and mental health. Join us in redefining wellness-driven design for Malaysia's evolving future.



**Speaker 1**
*Michaela Ribova*



**Speaker 2**
*Bianca J. Purkis*

**4 LAM CPD POINTS**

**SCAN TO REGISTER**

**Exclusive for MIID MEMBERS**
(Fellow/Ordinary/Graduate/Academic/ Associate & Industry) Only

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# MIID MEMBERSHIP

Updated as of 30th September 2025

## ▼ NEWLY REGISTERED MEMBERS

### MIID CORPORATE MEMBERS

| NAME | MIID NO. |
|---|---|
| CHUNG WEN CONG | M 1079 |
| WONG CHI WEI | M 1080 |
| HOR SUE ANN | M 1081 |
| NG XIAO CHYN | M 1082 |
| CHAN KAH ENG | M 1083 |
| IRYANI BINTI IDROS | M 1084 |
| FOO MAU JACK | M 1085 |
| AFI MUHAIMIN BIN JAMALLUDIN | M 1086 |
| MOHD ALIF BIN AZMI | M 1087 |
| EE YONG HUI | M 1088 |
| NUR SYAHIDA BINTI MOHD ARIF | M 1089 |
| CHIAM CHUN-JEN | M 1090 |
| NGAN CHEE HAO | M 1091 |
| AZLAN SYARAWI BIN MOHAMED MOKHTAR | M 1092 |
| LAURIDSON LIAW FU KANG | M 1093 |

### MIID ACADEMIC MEMBERS

| NAME | MIID NO. |
|---|---|
| MUHAMAD AMIRUL AIMAN BIN MOHD ALADIB | E 103 |

### MIID ASSOCIATE MEMBERS

| NAME | MIID NO. |
|---|---|
| TEH CHEE WAH | A 217 |
| BILLY YU CHENG SOON | A 218 |
| HNG KUAN CHEAT | A 219 |

### MIID BODY CORPORATE - INDUSTRY

| NAME | MIID NO. |
|---|---|
| HVN PANEL (M) SDN BHD (HAVANA KONZEPT) | BC-I/100 |
| KYRO MANAGEMENT SDN BHD | BC-I/101 |

### MIID STUDENT MEMBERS (NEW MEMBER SUMMARY)

| INSTITUTION | TOTAL |
|---|---|
| CITY UNIVERSITY | 14 |
| INTI INTERNATIONAL UNIVERSITY & COLLEGE | 19 |
| MANAGEMENT AND SCIENCE UNIVERSITY | 5 |
| MOBIUS ACADEMY | 6 |
| NEW ERA COLLEGE | 12 |
| SEGI COLLEGE SUBANG JAYA | 20 |
| SUNWAY UNIVERSITY | 46 |
| TAYLOR'S UNIVERSITY | 1 |
| THE ONE ACADEMY SUNWAY | 16 |
| UCSI UNIVERSITY | 3 |
| UiTM PUNCAK ALAM | 24 |
| UITM SERI ISKANDAR | 3 |
| UNITAR INTERNATIONAL UNIVERSITY | 31 |
| UNIVERSITI SAINS MALAYSIA | 20 |

REKA AWARDS 2025

MALAYSIA'S PREMIER INTERIOR DESIGN AWARDS

miidrekaawards.com.my

# THE SUBMISSION IS NOW CLOSED

*THE FINALISTS WILL BE REVEALED IN NOVEMBER 2025*

*THE WINNERS WILL BE ANNOUNCED ON 12 DECEMBER 2025 AT MIID ANNUAL BALL & AWARDS NIGHT @ NEXUS CONNEXION*

# THANK YOU & GOOD LUCK

ORGANISED BY mid

CORPORATE PARTNERS (PLATINUM CATEGORY) DAIKIN HOME CENTRAL PASAYA HunterDouglas

(GOLD CATEGORY) NIPPON PAINT TOTAL COATING & CONSTRUCTION SOLUTIONS ADMIRA GANI MARBLE TILES TOP MIX GO GREEN

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AWARDS SPONSOR ADF Aoyama Design Forum

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# DIRECTORY

Updated as of
30th September 2025

## DESIGN FIRMS

| COMPANY NAME | ADDRESS | CONTACT | CONTACT PERSON |
|---|---|---|---|
| **ARCRADIUS WORKS SDN BHD** | 703 Block B<br>Phileo Damansara 2,<br>Jalan 16/11,<br>47301 Petaling Jaya | 03-7955 0661 | Mohamad Faisal Ghazali |
| **BLU WATER DESIGN SDN BHD** | E-2-1, Block E, Second Floor<br>Megan Avenue 1,<br>189 Jalan Tun Razak,<br>50400 Kuala Lumpur | 03-2163 4689 | Lai Siew Hong |
| **CHINPAKLOONG DESIGN GROUP SDN BHD** | Level 07 Boutique Office 1 (B01-C),<br>Menara 2 KL Eco City,<br>No 3 Jalan Bangsar,<br>Kampung Haji Abdullah Hukum,<br>59200 Kuala Lumpur | 03-7492 2182 | Ar Chin Pak Loong |
| **CHRISTOPHER TAN DESIGN** | 16-2-8 Jalan Sri Jati 1,<br>58200 Kuala Lumpur | 012-450 2862 | Christopher Tan |
| **DUOZ SDN BHD** | VO2-07-11, V Office 2,<br>Lingkaran SV<br>Sunway Velocity<br>55100 Kuala Lumpur | 03-9202 0201 | Zaidan Bin Md Tahir |
| **ESSENTIAL DESIGN INTEGRATED SDN BHD** | 21 A+B+C Jalan SS 22/19,<br>Damansara Jaya<br>47400 Petaling Jaya, Selangor | 03-7710 0799 | Wong Pei San |
| **IDENT-3 SDN BHD** | No 48-2 Jalan Dataran Wangsa<br>Dataran Wangsa<br>53300 Wangsa Melawati<br>Kuala Lumpur | 03-4141 6807 | Nik Ida Juliana Nik Mohamed |
| **INNOVATIVE SPACE DIMENSION SDN BHD** | Unit C-2-2 Block C,<br>Pacific Place Commercial Centre,<br>Jalan PJU 1A/4 Ara Damansara,<br>47301 Petaling Jaya | 03-7832 2202 | Alia Suhaida |
| **KTEO INTERIOR DESIGN** | No 68A First Floor<br>Jalan SS15/4B<br>47500 Subang Jaya | 03-5637 6246 | Teo Kui Soon |
| **MAJIDAH DESIGN SDN BHD** | Unit 102, Lensa Villa, Wisma Lensa<br>No.1 Jalan Kasah, Medan Damansara<br>50490 Kuala Lumpur | 03-2276 3881 | Siti Majidah |
| **OOI DESIGN & ASSOCIATES SDN BHD** | 39-2 Kinrara Niaga 3<br>Jalan Bk 5A/2, Bandar Kinrara<br>47180 Puchong, Selangor | 03-8071 0333 | Loke Seok Eng |
| **RJ DESIGN STUDIO SDN BHD** | Unit 2, Sentul Works<br>11, Jalan Strachan<br>Off Jalaan Sultan Azlan Shah<br>55100 Kuala Lumpur | 03-9543 2595 | Rosli Jussoh |
| **SKALA DESIGN CONSULT SDN BHD** | No 26 Jalan 4/76C,<br>Desa Pandan,<br>55100 Kuala Lumpur | 03-9282 2818 | Mohd Nassir Ab Jabar (Haji) |
| **YS CHIN INTERIOR** | 30-1, Jalan PJU 1/3D,<br>Sunwaymas Commercial Centre,<br>47301 Petaling Jaya, Selangor | pchinys2021@gmail.com | Patrick Chin |

# INDUSTRY

| COMPANY NAME | ADDRESS | CONTACT DETAILS | CONTACT PERSON | NATURE OF BUSINESS |
|---|---|---|---|---|
| **A & A CONCEPT DESIGN & CONTRACT SDN BHD** | 11 Jalan Nikmat<br>Taman Gembira<br>58200 Kuala Lumpur | Tel: 03-7980 6633/6699<br><br>consultant@aa-group.com.my | Agnes Ang | Interior Fit-Out Contract, Design & Build Contract Services, Project Management Services |
| **ADMIRA LAMINATES SDN BHD** | No 11 Jalan PJS 7/21<br>Bandar Sunway,<br>46150 Petaling Jaya,<br>Selangor | Tel: 03-5624 1180<br><br>marketing@admira.my | Queenie Chea<br>shandy.chiong@admira.sg | Decorative Laminates |
| **ADNEX INTERIOR SOLUTION SDN BHD** | 30-1 Jalan Kuchai Maju 8<br>Off Jalan Kuchai Lama<br>58200 Kuala Lumpur | Tel: 03-5569 7707 | Ooi Kar Ling (HR & Admin)<br>admin@adnexinterior.com | ID Fit-out Contractor |
| **ADVANTES GROUP SDN BHD** | D-3-3 Menara Mitraland<br>No 13A Jalan PJU 5/1<br>Kota Damansara, PJU 5<br>47810 Petaling Jaya | Tel: 03-7660 5188<br><br>HR@advantesgroup.com | May Gan | 1. Interior Deisgn & Fit Out Works & Services<br>2. Construction<br>3. Architectrural Works & Services |
| **AGROW CORPORATION SDN BHD** | Wisma King Koil, 2C-4,<br>Level 3, Jalan SS6/6,<br>Kelana Jaya<br>47301 Petaling Jaya, Selangor | Tel: 03-7805 4748<br><br>enquiry@agrow.com.my | Nurain Nazurah<br>nurain@agrow.com.my | Sanitary Wares & Fittings, Locks & Ironmongery, Wall Coverings, Innovative Lighting, Healthcare Products |
| **AHB TECHNOLOGY SDN BHD** | 10 Persiaran KLCC, Level 16,<br>Naza Tower, Platinum Park,<br>50088 Kuala Lumpur | Tel: 03-9212 0822 | Chua Yee Ping<br>012-209 9665<br>yeeping@artwright.com | Artwright, Spacecom, Cappellimi, Fursys + Sidiz, Ahrend, Frezza |
| **ARMARIOR SDN BHD** | Lot 10 Jalan Perusahaan<br>Utama, Taman Perindustrian<br>Selesa Jaya,<br>43300 Balakong, Selangor | Tel: 03-8961 8228<br><br>info@armarior.com.my | Yvonne Lim<br>yvonnelim@armarior.com.my | Bespoke Interior Design & Fit Out |
| **B.E DÉCOR SDN BHD** | 23GM, Jalan Perdana 4/6,<br>Pandan Perdana<br>53300 Kuala Lumpur | Tel: 03-9281 0091 | Tan Chong Hin<br>barry@bedecor.com | Supply & Install Carpet Tiles & Vinyl Flooring |
| **BACTERIA FREE WATER FILTERS (M) SDN BHD** | No. 7, Jalan SS13/3F<br>Subang Jaya Industrial Estate<br>Subang Jaya<br>47500 Selangor | Tel: 03-5633 8281 | Keff Yong Kheng Foo<br>keff@bacfree.com.my<br><br>Aaron Lim Kuok Xian<br>aaronlim@bacfree.com.my | Outdoor Filters and Indoor Filters, Commercial and F&B Filters, Dispensers For Corporate and Household Usage, UV Disinfection Systems |
| **BASICS DECOR SDN BHD** | 17-2 Jalan Dinar B U3/B,<br>Taman Subang Perdana,<br>Sek U3,<br>40150 Shah Alam | Tel: 03-7846 5201<br><br>basics.decor@gmail.com | Teo Wee Kok<br>019-3333798 | Interior Decoration, Renovations, Joinery Works & Loose Furniture |
| **BELLABAY SDN BHD** | P7-15, One South Jalan OS,<br>Seri Kembangan<br>43300 Selangor | Tel: 03-8958 1766 | Kenny Teh<br>012-238 0866<br>bellabay66@gmail.com<br><br>Sharon Wong<br>012-381 0866<br>sharon.bellabay@gmail.com | Broadloom Carpet, Modular Carpet, Rugs Carpet, Hard Flooring and Wallcloth Solutions |
| **BINA WAREHOUSE SDN BHD** | 22 Jalan Kampung Attap<br>50460 Kuala Lumpur | Tel: 03-2274 6111 | Henry Kok<br>yiling@binawarehouse.com | Trading of Sanitary Ware, Tap Fittings, Kitchen Furniture, Kitchen Appliances |
| **BOFI (MALAYSIA) SDN BHD** | Lot 43, Jalan BRP9/2A<br>Bukit Rahman Putra<br>47000 Sungai Buloh<br>Selangor | Tel: 03-6156 6360 | Julian Yeoh<br>julian@bofi.com.my | Kitchen Cabinet Manufacturer, Wardrobe Cabinets Manufacturer |
| **CORSICA CONCEPT FURNITURE SDN BHD** | Shoplot 33, (16442),<br>1st Floor, Junction 5<br>Commercial Centre,<br>Jalan Tun Hussein Onn,<br>97000 Bintulu, Sarawak | Tel: 085-658 791 | Chung Ling Fah<br>mandychung5796@hotmail.com | Trading of Furniture |

| COMPANY NAME | ADDRESS | CONTACT DETAILS | CONTACT PERSON | NATURE OF BUSINESS |
|---|---|---|---|---|
| **DAIKIN MALAYSIA SALES & SERVICE SDN BHD** | Lot 50, Jalan BRP 8/2, Persiaran Bukit Rahman Putra 3, 47000 Sungai Buloh Selangor | Tel: 03-7953 8386 | Wang Najing wang.najing@daikin.com.my | Marketing and Servicing of Air Conditioners and Freezers |
| **ECOSIL SOLUTION SDN BHD** | Lot PT 1565 Nilai Industrial Estate 71800 Nilai Negeri Sembilan | Tel: 06-799 2296 | Alicia Wan admin@ecosil.com.my | 1. Supply & Install of Heat & Acoustic Insulation For Building Industry 2. Supply & Install Acoustic Ceiling Panel (ACP) 3. Supply & Install Acoustic Wall Tiles (AWT) |
| **ESTYLO SDN BHD** | No.23-2 Second Floor Jalan PJS 11/28b, Sunway Metro, Bandar Sunway 47500 Petaling Jaya, Selangor | Tel: 03-8021 5199 estylosb@gmail.com | Chu Kim Yong 012-260 9199 | Interior Design and Renovation Works |
| **FID ATELIER SDN BHD** | No 17-2 (2nd Floor) Jalan 13/142 Taman Orkid Desa 56000 Cheras, Kuala Lumpur | Tel: 03-9108 1523 | Foo Shin Teck 012-221 1522 foost@fidatelier.com.my | Design & Build Interior Fit-Out and Finishing |
| **FUTURE DECO MARKETING SDN BHD** | Lot 2704-C Jalan Kampung, Kampung Baru Sungai Buloh, Sungai Buloh, 47000 Selangor | Tel: 03-6148 9936 | Cally Liew steadyculture.cally@gmail.com | Solid Surface, Quartz Stone, Fino Slate, N Veneer, Provide Measurement & Installation On Site, Fabricate & Customisation Services |
| **GLOBAL TITANIUM COATING SDN BHD** | No 33, Jalan Hi-Tech 3/1, Kawasan Perindustrian Hi-Tech 3, Jalan Sg Lalang 43500 Selangor | Tel: 016-216 0055 | June Siew globaltitaniumcoatingsb@gmail.com | Manufacturing and Processing All Steel Related Products |
| **GNG DISTRIBUTORS SDN BHD** | No 15, Jalan Pendidik U1/31, Seksyen U1, Hicom Glenmarie Industrial Park, 40150 Shah Alam, Selangor | Tel: 03-5569 4779 | Agnes Kok agnes@terracotta.com.my | Pool Tiles, Wall & Floor Tile, Wall Facade |
| **GOODRICH GLOBAL SDN BHD** | M-2-2, Block M, Plaza Damas, Phase II Jalan Sri Hartamas 1/70a 50480 Kuala Lumpur | Tel: 03-6201 5757 | Nichole Hoo 012-3053354 nichole.hoo@goodrichglobal.com.my | Wall Covering, Carpet, Flooring, Fabric |
| **GREEN APPLE GALLERY SDN BHD** | No 117-1 Jalan Radin Tengah Bandar Baru Sri Petaling 57000 Kuala Lumpur | Tel: 011-2610 2102 info@greenapplehome.com.my | Chan Kim Lai 016-333 6286 | Built-In Furniture Manufacturer, Marble Piere, Designer Furniture |
| **HISTRONG DESIGN (M) SDN BHD** | No.8, Jln BS 7/1C Taman Bukit Serdang 43300 Seri Kembangan Selangor | Tel: 012-497 7355 | Chuah Wen Xu wenxu@myhistrong.com Chuah Qin Ming qm@myhistrong.com | 1. Bamboo Fiber Panel 2. Aluminium Ceiling Panel 3. Aluminium Inlay 4. Cloud Design Software 5. Software Training |
| **HVN PANEL (M) SDN BHD (HAVANA KONZEPT)** | 10B, Jalan Masjid Negeri, Jelutong 11600 Penang | Tel: 04-828 8919 | Julian Ong julian.ong@havanaconnect.com Clifton Kung clifton.kung@havanaconnect.com | Staron Solid Surface |
| **IN STRIKE SDN BHD** | PT210 Jalan KPB 12A Kawasan Perindustrian Kg Baru Balakong 43300 Seri Kembangan | Tel: 03-8961 4427 | David Lim 016-9203628 davidlim@instrike.com.my | Full ID Renovation Services, Turnkey Project Management |
| **INNOVA IDX SDN BHD** | No 8, Jalan PBS 14/16 Taman Perindustrian Bukit Serdang 43300 Seri Kembangan Selangor | Tel: 03-8942 2366 | Seong Thye Foong chkua@innovatex.com.my Marvin Foong Jian Yean marvin_foong@hotmail.com | Wholesale of PVC Leather & Fabric |

| COMPANY NAME | ADDRESS | CONTACT DETAILS | CONTACT PERSON | NATURE OF BUSINESS |
|---|---|---|---|---|
| **JALEX SDN BHD** | Bangunan Jalex,<br>Lot 3750, Lorong 2D,<br>Off Jalan Bukit Badak,<br>Kg Baru Subang,<br>40000 Shah Alam, Selangor | Tel: 03-7846 2088<br><br>jalex@jalex.com.my | Anna Chan<br>anna@jalex.com.my | 1. Interior Fit Out<br>2. Supply Marble, Granite, Quartz, Terrazzo, Sintered Stone |
| **JEMCO MANUFACTURING SDN BHD** | 10th Floor, Menara Hap Seng<br>No 1 & 2, Jalan P. Ramlee<br>50250 Selangor | Tel: 03-8961 8888 | Edwin Yap<br>edwin@jme.com.my<br><br>Amir<br>amir@jme.com.my | Manufacturing - Retail Fixtures, Modular Fixtures |
| **JOURNEY OF TRANSFORMATION ARTISAN SDN BHD** | 60, Sri Bahari Road<br>10050 Georgetown<br>Penang | Tel: 016-414 1126 | Jan Yap<br>janyap8.jota@gmail.com<br><br>Jennifer Cheong<br>jenclh.jota@gmail.com | Project Management; Restoration & Adaptive Reuse |
| **JUBIN BMS (1990) SDN BHD** | No. 6, Jalan Kencana Emas<br>2/1, Kawasan Perindustrian<br>Tebrau III, 81100 Johor | Tel: 019-716 7698 | Nicole Foo Bee Lan<br>nicole.jubinbms@gmail.com<br><br>Wong Wen Fu<br>wongwf@jubinbms.com.my | Dealers in building materials and hardware |
| **JUBIN CANTIK SDN BHD** | 2, Jalan Jenaris 2C,<br>Taman Perindustrian Sri Jenaris Kajang<br>43000 Selangor | Tel: 03-8744 2312 | Mohd Saniy Bin Suleiman<br>marketing@jubincantik.com | Decorative Tiles Supplier |
| **KIAN CONTRACT SDN BHD** | 1st Floor, No. 1 (Lot 47),<br>Jalan PBI 4, Jalan PBI 3,<br>47000 Sungai Buloh,<br>Selangor Darul Ehsan | Tel: 03-6151 2533<br><br>hello@kian.com | amir@kian.com | Contract Furniture, Furniture Manufacturing |
| **KYRO MANAGEMENT SDN BHD** | Block I, 2nd Floor, Unit No.7,<br>Intermediate Type,<br>Metro Town,<br>88300 Sabah | Tel: 016-832 5628 | Choong Keng Yew<br>info.kyro@gmail.com<br><br>Vera Ng Yit Man<br>verang.ym@gmail.com | Supply Hotel Lock System |
| **LUXX NEWHOUSE FURNITURE SDN BHD** | No 5 Jalan Utarid U5/14<br>Seksyen U5,<br>Mah Sing Industrial Park,<br>40150 Shah Alam, Selangor | Tel: 03-7847 5277 | marketing-my@luxxnewhouse.com | LG Hi-Macs Acrylic Solid Surface, Compac Engineered Quartz, Didio Italian Engineering Slab |
| **MATIC OFFICE SYSTEM SDN BHD** | 45e-2a (Level 2) Bangunan Bangsaria, Jalan Maarof,<br>Bangsar<br>59000 Kuala Lumpur | Tel: 03-2201 2045 | Jeft Wong<br>jw@maticdegree.com | Office Chair, Office System Furniture, Office Desking System, Office Collabration Furniture, Office Acoustic System |
| **ME INDUSTRIES SDN BHD** | 23, Jalan Cecawi PSB 6/19a,<br>Seksyen 6, Kota Damansara,<br>47810 Petaling Jaya,<br>Selangor | Tel: 03-6157 8550 | Chong LH<br>info@mefloor.com<br><br>Goh Pi Yao<br>goh@mefloor.com | Solid Hardwood Flooring (Merbau, Red Balau, White Oak, Walnut, Burmese Teak), Engineered Wood Flooring (White Oak, Walnut), Krono Original Laminated Floor, Stone Plastic Composite (SPC), Chengal Outdoor Decking, Moso Bamboo Decking, Wood Plastic Composite (WPC), Timber, Polymer and PVC Skirting |
| **MEEK CONCEPT (M) SDN BHD** | C-3-8 Medan Connaught Centre,<br>Jalan 3/144A<br>56000 Kuala Lumpur | Tel: 012-681 1289 | Foong Yii Chang<br>info@meekconcept.com<br><br>Chang Meei Yii<br>meeiyii@meekconcept.com | Loose Furniture and Furniture Customisation |
| **MG PLUS SDN BHD** | Room 1, 15-2, Dinasti Sentral,<br>Jalan Kuchai Maju 18,<br>Jalan Kuchai Lama<br>58200 Kuala Lumpur | Tel: 03-6201 3999 | Coco Liew<br>admin@metricsglobal.com.my | Construction |

| COMPANY NAME | ADDRESS | CONTACT DETAILS | CONTACT PERSON | NATURE OF BUSINESS |
|---|---|---|---|---|
| **MLG DESIGN & CONSTRUCTION SDN BHD** | Level 11, Unit 11 (J)<br>Wisma Boon Siew<br>No.1 Jalan Penang<br>10000 Penang | Tel: 04-291 5178 | Bernnie Wong<br>bernnie.wong@mlg-design.com | Building and Civil Engineering Work, Infrastructure and Interior Fit-Out Construction |
| **NIRO CERAMIC SALES & SERVICES (M) SDN BHD** | Lot 2 Persiaran Sultan<br>Seksyen 15<br>40200 Shah Alam, Selangor | Tel: 03-5033 9333 | eleda.zaaba@nirogroup.com | Trading of Ceramic Tiles |
| **ONE INTERNATIONAL GROUP SDN BHD** | Lot 2, Level 9,<br>Menara Great Eastern 2,<br>50, Jalan Ampang,<br>Kuala Lumpur City Centre<br>50450 Kuala Lumpur | Tel: 03-2161 3833 | Nur Ashikin<br>nur.ashikin@oigroup.com.my | Design & Build, Interior Fit-Out, Renovation and Refurbishment Works |
| **OPPEIN LIVING SDN BHD** | No. 39-1 Jalan OP 1/1<br>One Puchong Business Park<br>Puchong 47160 Selangor | Tel: 03-8075 0822 | Ruvin Wong<br>ruvin@vcsinterior.com<br><br>Elise Tan<br>elise@oppein.com.my | Wholesale of Household Furniture |
| **PANEL PLUS PRODUCTS (M) SDN BHD** | Level 6, Menara 1 Dutamas,<br>Solaris Dutamas<br>No.1 Jalan Dutamas 1,<br>Kuala Lumpur<br>47810 Selangor | Tel: 03-7624 8012 | Julian Ong<br>julianong@panelplus.com | Melamine-Faced Chipboards (MFC), Anti Fingerprint Melamine Faced Panels, High Pressure Laminates (HPL) & Edgings, Particle Baords, Medium Density Fiberboards & High Density Fiberboards |
| **PARAGON CARPET DISTRIBUTION SDN BHD** | Lot 14, Jln CJ 1/1,<br>Kws Perindustrian Cheras Jaya,<br>Batu 11 Cheras<br>43200 Selangor | Tel: 03-9086 1100<br><br>enquiry@paragon.com.my | Jessie Tang<br>jessie@paragon.my | Distribution and Trading of Commercial Carpet |
| **PLM INTERIORS SDN BHD** | B15-3, Block B, Dataran Palma<br>Jalan Selaman 1, Ampang<br>68000 Selangor | Tel: 03-4278 4088 | Jimmy Predeep<br>bd@plmgrp.com | Interior Fit-Out, Mechanical & Electrical Engineering Fit-Out Construction |
| **QUEL INTERNATIONAL SDN BHD** | No 35 Jalan PJU 5/21<br>The Strand<br>Kota Damansara<br>47810 Petaling Jaya | Tel: 03-6142 4223<br><br>enquiries@quelfurniture.com | Ho Lai Kuan | Furniture Supplier to F&B, Hotels, Corp Office, Education, Design & Build, Interior Fit-Out, Kitchen & Wardrobe |
| **RIGEL TECHNOLOGY (M) SDN BHD** | Wisma Rigel<br>No 16 & 18, Jalan 3/33b,<br>MWE Commercial Park,<br>6 1/2 Miles, Off Jalan Kepong,<br>52000 Kuala Lumpur | Tel: 03-6258 6016 | Carrie Tan<br>tan.carrie@rigel-group.com<br><br>Vivien Chong<br>sales.my@rigel-group.com | Supply of Rigel Sanitaryware and Fittings to Project and Retail Industry, Bathroom Sanitaryware Products, Bathroom Faucets/ Fittings, Bathroom Accessories, Bathroom IOT Products |
| **ROCA MALAYSIA SDN BHD** | Level 3A, West Wing,<br>Quattro West<br>No.4, Lorong Persiaran Barat<br>46200 Petaling Jaya<br>Selangor | Tel: 03-7952 2522 | Nirmala Devi<br>nirmala.devi@my.roca.com<br><br>Ros Nor Nadhirah Joohari<br>nadhirah.joohari@my.roca.com | Manufacturing & Sales of Sanitary Ware & Fittings |
| **SAINT-GOBAIN MALAYSIA SDN BHD** | No.1. Jalan Sultan Mohamad 4<br>Kawasan Perindustrian Bandar Suleiman<br>42000 Port Klang<br>Selangor | Tel: 03-3169 5588 | Amanda Chan<br>amanda.chan@saint-gobain.com | Manufacturer of Drywall/ Gypsum Board, Plaster & Mortar, Tile Fixing & Construction Chemical & Waterproofing |
| **SANIEURO SDN BHD** | Lot B-LG-1 Jalan 9,<br>Connaught Avenue,<br>Taman Bukit Cheras,<br>56000 Kuala Lumpur | Tel: 03-9108 2199<br><br>sales@sanieuro.com | Thomas Tuan<br>accadmin@pakai.com | Sanitary Ware, Assisted Living Products, Sensor Water Dispenser |

| COMPANY NAME | ADDRESS | CONTACT DETAILS | CONTACT PERSON | NATURE OF BUSINESS |
|---|---|---|---|---|
| **SE ACTIVE SDN BHD (TECHNOGYM)** | Unit 5- 6, Level 6,<br>The Boulevard Offices<br>Mid Valley City<br>Lingkaran Syed Putra<br>59200 Kuala Lumpur | Tel: 03-2202 3500 | Lawrence Lim<br>lawrence.lim@se-active.com | Supply, Distribute, Delivery, Testing and Comissioning Gym Equipment |
| **SENG HUP LIGHTINGS & DECOR SDN BHD** | Lot 18, Batu 10, Lebuhraya Persekutuan Sungai Way Free Trade Industrial Zone<br>47300 Petaling Jaya, Selangor | Tel: 03-7877 9920 | Eddie Tan<br>eddietan.shld@gmail.com<br><br>Stephen Tew<br>senghup.shld@gmail.com | Lighting Products, Cast Aluminium Outdoor Furniture |
| **SENG LIY ENGINEERING (M) SDN BHD** | No.28 Jalan Tiram 14<br>Taman Perindustrian Tiram<br>Jalan Sungai Tiram, Ulu Tiram<br>81800 Ulu Tiram, Johor | Tel: 07-861 2730 | Heidy Low<br>heidy.low@sengliy.com.my<br><br>Adiss Ko<br>adiss.ko@sengliy.com.my | Dealers & Suppliers of Building Materials |
| **SHAHNAZ INTERIORS** | 333-F Level 1 & 2<br>Jalan Teluk Wanjah<br>05200 Alor Setar<br>Kedah | Tel: 013-431 4343 | Nazrin Shahnaz<br>infoshahnaz@gmail.com | General Building Construction, Electronic Components and Supplies, Office Equipment and Accessories and Supplies |
| **SIGNATURE KITCHEN SDN BHD** | Lot 24 Jalan Teknologi<br>Taman Sains Selangor 1<br>Kota Damansara<br>47810 Petaling Jaya, Selangor | Tel: 03-6286 7000 | admin@signaturekitchen.com.my | Total Home and Living Solutions |
| **SINARAN PROFIL (M) SDN BHD** | NO.62, Jalan TSB 9,<br>Taman Industri,<br>47000 Sungai Buloh,<br>Selangor | Tel: 03-6140 5908 | Diana Gatot<br>accounts@sinaranprofil.com.my | Distributor of Formica Laminate, Spektrum Laminates and Trading of Plywood, MDF Boards, Chipboard and Timber, Supply of Fabricated Post-Forming Laminate Tops, Laminated Panels. |
| **SKYWISE STRATEGY GROUP SDN BHD** | No 22 & No 24 Jalan 20/38A<br>Taman Sri Sinar<br>51200 Kuala Lumpur | Tel: 03-62701820 | Khoh Kean Haur<br>khoh@skywise.com.my<br><br>Michelle Han<br>michelle@skywise.com.my | Renovation & construction works; Offices equipments & furnitures trading; Erect & construct houses/ buildings; Demolish, rebuild, enlarge, alter and improvement works |
| **SPACE ALLIANCE CONTRACTS SDN BHD** | No.11, Jalan SC 6<br>Pusat Perindustrian Sg Chua<br>43000 Kajang, Selangor | Tel: 03-8741 9066 | Darren Chang<br>info@sagrp.com.my | Interior Fit Out Works, Building Construction |
| **SPACE PRODUCTS SDN BHD** | No.9 Jalan Tiaj 3/1/3,<br>Taman Industri Alam Jaya II,<br>42300 Bandar Puncak Alam<br>Selangor | Tel: 012-345 3402 | Chong Siew Fah<br>sfchong@spaceproducts.com.my<br><br>Chong Pui Fung<br>karenchong@spaceproducts.com.my | Manufacturing of building material |
| **STANZO COLLECTION (M) SDN BHD** | No 172a, Jalan Maarof,<br>59000 Bangsar,<br>Selangor | Tel: 03-2333 0508 | Low Yoong Shein<br>yoonglow@stanzocollection.my | Sofa, Dining Table, Kitchen, Wardrobe, Bed, Chair |
| **STONEHENGE SURFACES SDN BHD** | 68 Jalan TSB 9,<br>Kota Damansara,<br>47000 Petaling Jaya, Selangor | Tel: 03-6156 6888 | Braden Ho<br>braden@beaufix.com | |
| **SUN SYNERGY SDN BHD** | 17c Jalan PJS 1/33<br>Taman Petaling Utama<br>46150 Petaling Jaya, Selangor | Tel: 03-7773 3755 | Kok Shui Ng, Edwin<br>admin@sunsynergy.my | Latham Australia, Trading & Contract Works, Progress Profile |
| **SUNRAY CONSTRUCTION & INTERIOR SDN BHD** | 12A, Jalan Udang Harimau 1,<br>Kepong Business Park,<br>51200 Kuala Lumpur | Tel: 03-6179 2389<br><br>swc@sunray.com.my | Tony Leong<br>tonyleong@sunray.com.sg | Main Contractor in Interior Fit-Out, Building Works, MEP Services |

| COMPANY NAME | ADDRESS | CONTACT DETAILS | CONTACT PERSON | NATURE OF BUSINESS |
|---|---|---|---|---|
| **SYARIKAT LIAN PING ENTERPRISE SDN BHD** | 52-54, 5 1/2 Miles<br>Jalan Kelang Lama<br>(Kampung Pasir)<br>58000 Kuala Lumpur | Tel: 03-7782 8100 | Haslinda Bt. Hashim<br>info@lianping.com.my<br><br>Set Yoke Hong<br>yhset@lianping.com.my | 1. Interior Renovation & Contract Furniture for Hotels, Resorts, Club Houses, Service Apartments, Departmental Stores, Office & Residential Projects, etc.<br>2. Custom Made Furniture for Projects<br>3. Kitchen Cabinet & Built-In Wardrobe for Projects |
| **TACHITICA SDN BHD** | No 3, Jalan TPK 1/6,<br>Taman Perindustrian Kinrara,<br>47180 Puchong Selangor | Tel: 03-8076 2409<br><br>sales@tachitica.com | Patrick Teo<br>patrickteo@tachitica.com | Supply & Install Indoor & Outdoor Manual & Motorised Blinds for Commercial & Residential Industries |
| **TAK PRODUCTS & SERVICES SDN BHD** | No.1 Jalan PJS 7/21<br>Bandar Sunway<br>47500 Subang Jaya<br>Selangor | Tel: 04-358 1338 | Helen Poong<br>helenpoong@tak.com.sg | Importers, Exporters, Wholesalers, Retailers and Manufacturers of High Pressure Laminate Sheets |
| **TAT MING INTERNATIONAL SDN BHD** | Unit B-18-7, Tower B,<br>Pavillion Embassy,<br>Kompleks Pavillion Ampang,<br>200 Jalan Ampang<br>50450 Kuala Lumpur | Tel: 03-6416 4793 | Patrick Teng<br>patrick.teng@tatming.com<br><br>Joyce Chu<br>joyce.chu@tatming.com | Retailer for Wallpaper, Flooring, Fabric, Digital Print Decoration Material and Other Related Products |
| **TECH AV CONCEPTS SDN BHD** | F-05-1,2 & 3,<br>Plaza Kelana Jaya<br>Jalan SS7/13A, Kelana Jaya<br>47301 Petaling Jaya, Selangor | Tel: 03-7865 3866 | Bryan Lee<br>bryan@tac.com.my<br><br>Ernest Ang<br>ernest@tac.com.my | 1. Lutron Lighting Control System<br>2. Lutron Drapes/ Curtain Control System<br>3. Sound and Visual Control System<br>4. Pipe-In Music System<br>5. Karaoke System<br>6. Led Screen Panel System<br>7. Madrix Lighting System<br>8. Security and Access Control System<br>9. Wifi System |
| **UNITED CARPET SDN BHD** | No.26, Jalan Sri Hartamas 8,<br>Taman Sri Hartamas<br>50480 Kuala Lumpur | Tel: 03-7726 8311<br><br>projects@unitedcarpet.com.my | Darryl Yap<br>darryl@unitedcarpet.com.my<br><br>Sammy Yam<br>simin@unitedcarpet.com.my | Retail Sale of Carpets and Rugs |
| **VIRGO LAMINATES SDN BHD** | No.10 Jalan Ekoperniagaan 1/27,<br>Taman Eko Perniagaan,<br>81100 Petaling Jaya<br>Selangor | Tel: 03-7496 7677 | Tiwari Uma Kant<br>ukt@virgohpl.com<br><br>Yumi Lee<br>yumilee@virgohpl.com | High Pressure Laminates, Phenolic Compact Board, Kitchen Top, PVC Edging |
| **VISIONARY SOLUTIONS SDN BHD** | 10 Boulevard, A-G-08,<br>Block Allamanda,<br>Lebuhraya Sprint PJU 6A,<br>47400 Petaling Jaya, Selangor | Tel: 03-7710 5877 | Ooi Kah Hin<br>kahhin.ooi@visionary.com.my | Dyson Airblade Hand Dryers, Blueair Air Purifiers, Kitchenaid Products, Bluewater Water Purifiers, iRobot Robot Vacuums and Mops |
| **W. ATELIER SDN BHD** | Block 3, Hap Seng Business Park, No. 12 Persiaran Perusahaan, Section 23,<br>40300 Shah Alam, Selangor | Tel: 03-5545 2223<br><br>info.my@watelier.com | Anna Ooi<br>anna.o@watelier.com | Bathroom, Kitchen and Wardrobe Supplier |
| **WINTECH METAL PROCESSING SDN BHD** | 180, Jalan 5,<br>Kawasan Perindustrian Olak Lempit, Banting,<br>42700 Selangor | Tel: 03-3149 2377 | Elain Chong<br>elain@wintech.com.my<br><br>Dixon Loong<br>dixon@wintech.com.my | Acoutsic Pods Manufacturer, Metal Storages Manufacturers, Metal Fabrication |
| **ZENSE RESOURCES SDN BHD** | D-2-53A, Block Dahlia<br>10 Boulevard Lebuhraya Sprint<br>47400 Petaling Jaya<br>Selangor | Tel: 03-7733 3305 | Wendy Khaw<br>admin@zense.com.my | Interior Renovation Works, Trading of Furniture |

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