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JEREMY SUN

[Embracing Green with ipse ipsa ipsum]
(or Nouveau Potanics with ipse ipsa ipsum)

IPSE IPSA IPSUM, A SINGAPOREAN FURNISHINGS BRAND INTRODUCES **AQUA ORB** COLLECTION



Singapore, 1 May 2020 – Launched in Singapore in 2016, Ipse Ipsa Ipsum is a furniture and accessories brand with a growing international presence. Aimed at discerning homeowners, Ipse Ipsa Ipsum handcrafts beautiful furnishings at accessible price points that appeal to a burgeoning group of homeowners who are looking to own key pieces in their homes. In May 2020, Ipse Ipsa Ipsum launches the **Aqua Orb** collection.

Aqua Orb, a self-watering plant system that naturally purifies and enhances indoor air quality.

The product concept was inspired by people's growing aspirations to conserve nature as well as to bring nature into their homes and offices, without necessarily having green fingers themselves. **Aqua Orb** comes with clay pallets for easy planting and maintenance.

On top of the plant's natural ability to purify air, the microbes added to the clay pallets act as a natural air detoxifier to remove indoor air pollutants such as odour and VOCs which are often found in our homes and offices.

Aqua Orb is made of natural material and crafted with refined artistry. The glass water reservoir is made of mouth blown glass, with its base plated in copper. The cone that houses the clay pallets and hold the plant is made of marine grade steel for its anti-rust property. The spherical form of **Aqua Orb** symbolises our Earth that provides water and air to sustain all life form.

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Saurabh Mangla, founder and Creative Director of Ipse Ipsa Ipsum worked in collaboration with the veteran Singaporean designer, Jeremy Sun, from incubation of the idea of **Aqua Orb** to bringing it to reality. The **Aqua Orb** collection consists of 2 sizes, with affordable retail prices. The collection showcases Ipse Ipsa Ipsum's design philosophy of artfully integrating elements of technology into their furnishings.

Ipse Ipsa Ipsum is a subsidiary of Sam & Sara, a furniture brand that has been established for over 10 years. Founded by Saurabh Mangla and Ruchika Singhal, Ipse Ipsa Ipsum aims to work closely with local and international designers, to showcase Singapore's unique design language on a global platform. In doing so, the brand provides budding designers with an avenue to display their skills through opportunities to work with unique materials, alongside traditional craftsmen to create one-of-a-kind designs.

With a main goal to help elevate Singapore to becoming a creative design capital, Ipse Ipsa Ipsum has been making rounds internationally, actively promoting their brand and designs at trade shows and conventions in Germany, United Kingdom and China. Founded on the core philosophy of "Live the Ordinary Extraordinarily", Ipse Ipsa Ipsum redefines our living spaces with their creation of mindfully designed, accessible and luxurious products that can accent everyday life.

Three main tenets that are pivotal to Ipse Ipsa Ipsum's design philosophy are Inquisitiveness, Imagination and Integrity. The brand harnesses Inquisitiveness, which fuels a child-like curiosity and exploration for ordinary objects and making them extraordinary. Imagination envisions possibilities beyond what is commonly expected. Lastly, Integrity ensures that the right thing is done and that all the products are manufactured in a responsible way.

About Ipse Ipsa Ipsum

Launched in Singapore in 2016, Ipse Ipsa Ipsum is a local furniture and accessories brand with a growing international presence. Created for homeowners looking to own key furniture pieces for their new home, it is also apart of a collaborative effort to work closely with local and international designers to help showcase their pieces to the global market. The brand is founded on the core philosophy of "Live the Ordinary Extraordinarily" — which aims to redefine our living spaces with accessible and luxurious mindful designs elevated with elements of nostalgia and surprise. Ipse Ipsa Ipsum means "himself, herself and itself" in Latin, and the brand empowers these three groups within the Ipse Ipsa Ipsum community of craftsmen, creators and consumers—by providing a platform for designers and craftsmen to work together and create handcrafted, unique furnishings, for consumers at accessible price points. All Ipse Ipsa Ipsum pieces combine a high level of craftsmanship with unique materials, coupled with customisation options to enliven the living space in myriad ways.

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