ipse ipsa ipsum

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Singapore September 2023





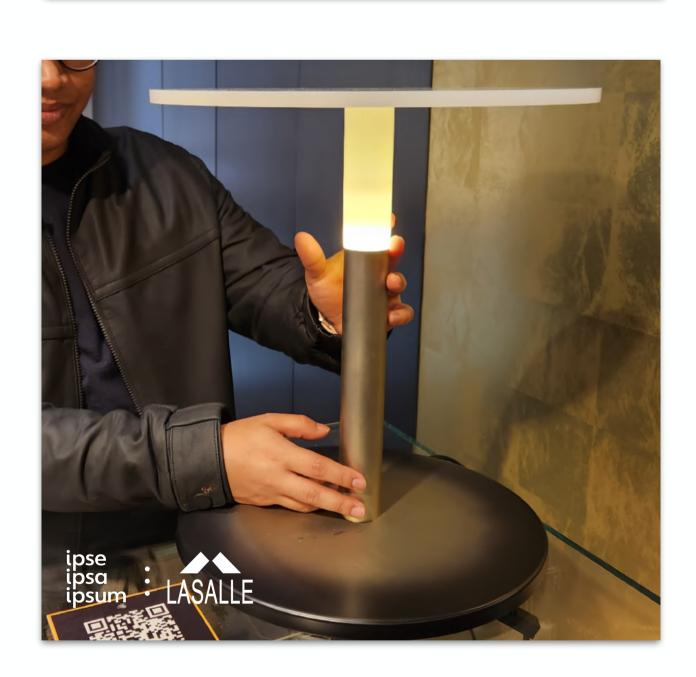
ipse ipsa ipsum Project SURYA & Al-Lab at SUTD on SDW Singapore 2023



This September, 2 meaningful projects under ipse ipsa ipsum make a strong comeback in this upcoming Singapore Design Week. Marking SDW's 20th anniversary milestone, this year's festival theme of "Better by Design" reflects the DesignSingapore Council's commitment to champion design and creativity, coalescing design that is born from a strong sense of creative purpose and crafted for positive impact. The festival is divided into three pillars: Design Futures, Design Marketplace, and Design Impact.



In the same vein as Design Futures, Generative-Ipse introduces new capabilities for interior design through artificial intelligence.



In partnership with artist Immanuel Koh and the Artificial-Architecture arm of the Singapore University of Technology and Design (SUTD), the interactive AI prototype generates perfectly matching interiors in real time, based on any chosen furniture designed by ipse ipsa ipsum. This allows designers and customers to curate their personal style from Coastal Modern, Boho Chic, Transitional Contemporary, and more. Visitors can participate in Generative-Ipse through cutting-edge EEG and eye tracking technology to reflect perception through gaze and brainwaves measurements. Koh shares the journey and impact through an insightful talk, coupled with workshops from Artificial-Architecture researchers Elissa Hartanto and Ashley Chen.



Following the Design Impact pillar on the other hand, Project SURYA's goal is to produce innovative lighting concepts, capable of synthesizing technology and cultural references to give life to sensory experiences within common spaces. The partnership aims to uphold each student's vision in bringing fine-quality, handcrafted pieces to life. From vintage oil lamps to shadow play to artisanal glass blowing, their works feature different interpretations and inspirations of one of India's oldest traditions, envisioned with particular attention to usage of natural materials and solar energy to power their creations.



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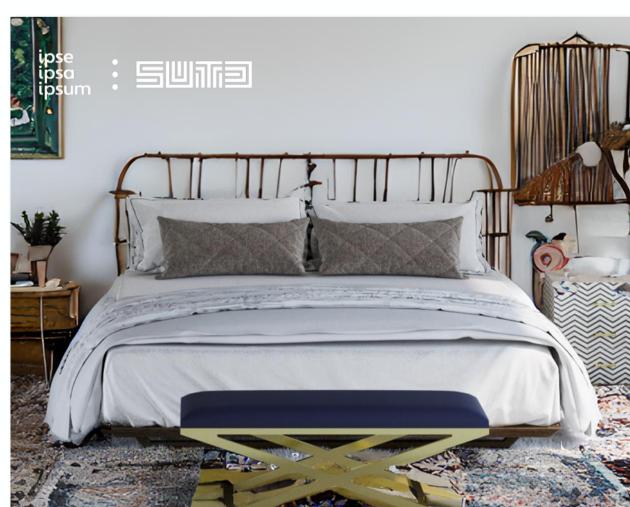


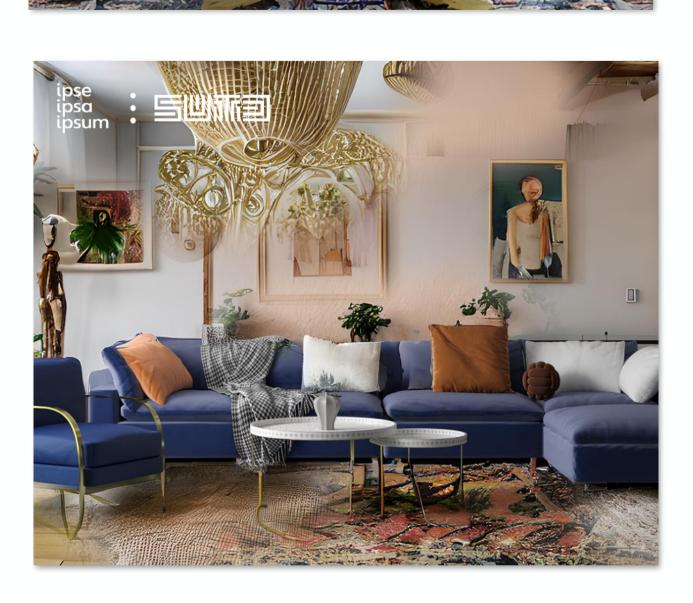












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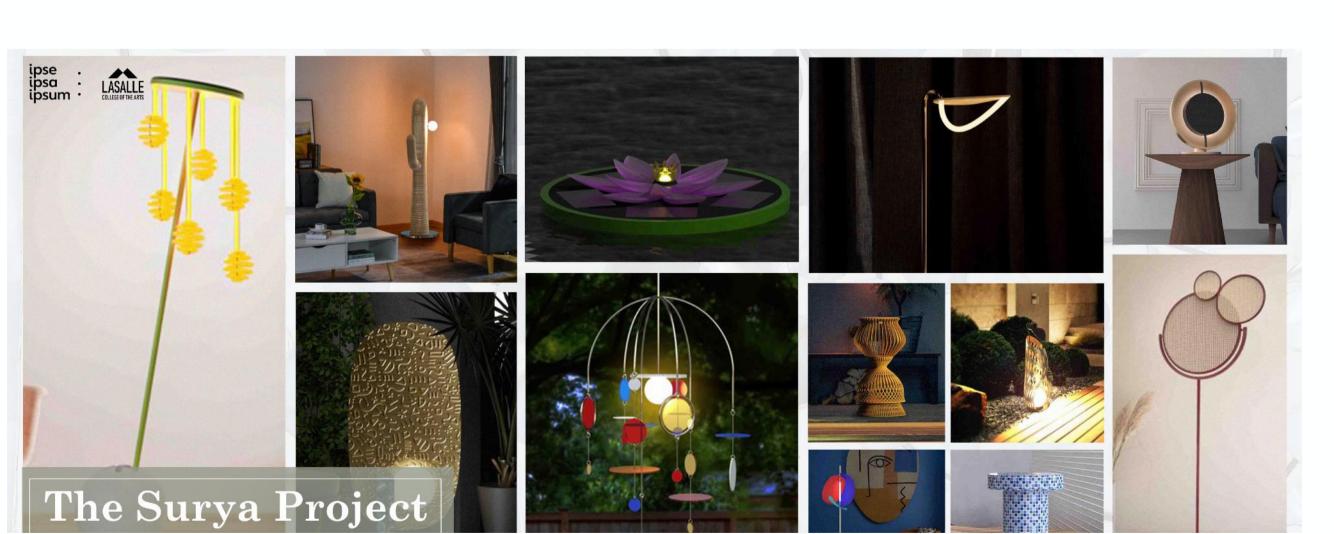
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Along with the product exhibit comes a series of talks by the students themselves, sharing the origin and thought process behind their meaningful output. Catch LASALLE scholars Lim Kay Li and Hariz Ilmani bin Zulkefi as they bring depth to the artworks by relating it to their own design ideologies: Kay Li's holistic, ecocentric, and fun stylings; and Hariz' expressive and elegant ethnographic approach.

From design to reality, ipse ipsa ipsum effectively translates each artist's powerful narrative into a tangible story of style and sustainability, through high-quality craftsmanship that opens up meaningful opportunities. These concepts build the very essence of what ipse ipsa ipsum reflects in its tapestry of individuals, artisans, and designers. With its name aptly translating to "himself, herself, itself", the brand has been a staunch advocate and consistent collaborator across various disciplines, creating individualized pieces that transform ordinary living spaces into extraordinary places.

Past and future. Human and machine. Art and science. Tradition and technology. All worlds come together in this powerful and symbolic statements from ipse ipsa ipsum at the Singapore Design Week 2023. Check out artwork exhibitions, enriching talks, and interactive workshops at the showroom: Project SURYA on 26th September, and Generative-Ipse on 29th September, at the Tan Boon Liat Building from 11 AM to 7 PM. See you there and let your imagination run wild!





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