

ipse
ipsa
ipsum



THE SINGAPORE FURNITURE INDUSTRIES COUNCIL



SRA RETAIL AWARDS 2022

Singapore August 2023

Sustainable Design with Artificial Intelligence

The future of furniture design is here, with luxury homeware brand ipse ipsa ipsum right at the forefront.

Introducing the world's first physically constructed furniture design and historical piece in one, made possible by human creativity and artificial intelligence.

Designed by artist and professor Immanuel Koh, the Neural Artefact Black / Re-Store features a beautifully crafted bench that is also proudly sustainable, made from partially charred teak upcycled from disused sampans, furniture, and other architectural pieces.

The design research is powered by the Artificial-Architecture arm of the Singapore University of Technology and Design (SUTD), using a custom fine-tuned Text-to-3D Diffusion Model and Neural Radiance Fields (NeRF). Specially developed by Koh himself, the AI model is trained with a mix of 3D-scanned imagery of antique Asian furniture found in the collections of the Asian Civilisations Museum and Peranakan Museum, and 2D imagery of sampans, or small wooden boats that once traversed the Singapore River. Finally, the vision was brought to life through the excellent craftsmanship of ipse ipsa ipsum.

Koh's artistry and our carpenters' handiwork come together not only to showcase Singapore's humble heritage, but also uplift the livelihood of our artisans through advancements that create meaningful income opportunities for them and their community.



www.ipseipsa.com

@ipseipsaipsum

@ipseipsaipsum.LiveThe OrdinaryExtraordinarily

www.ipseipsaipsum.com

AR Feature

ipseipsaipsum Linktree

www.ipseipsaipsum.com

founder@ipseipsaipsum.com

+65 62644789 | +65 92717176

11-02 Tan Boon Liat Building,
315 Outran Road,
Singapore 169074

ipse ipsa ipsum

ipse
ipsa
ipsum : 

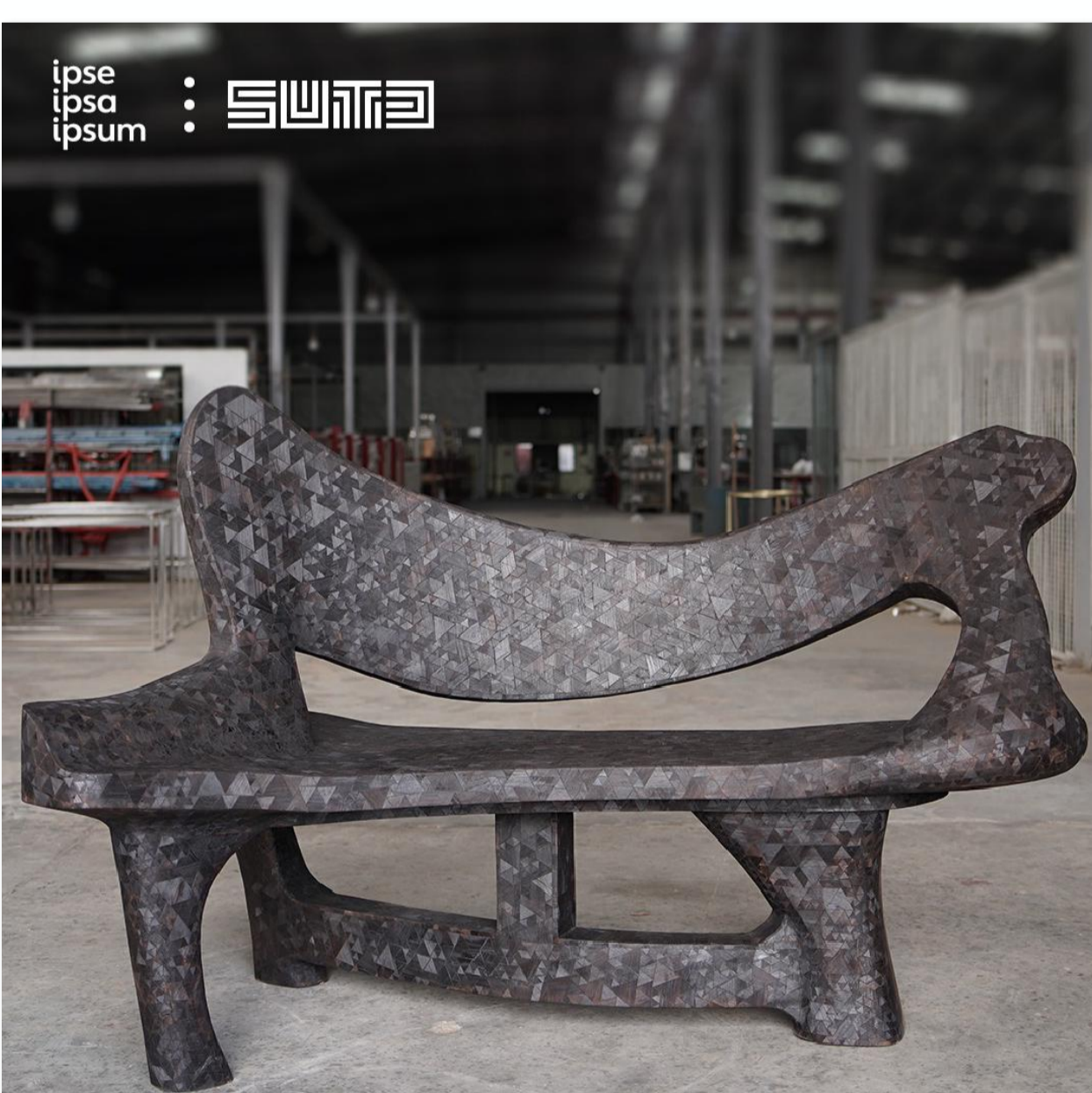


THE SINGAPORE FURNITURE
INDUSTRIES COUNCIL



SRA
RETAIL AWARDS 2022

ipse
ipsa
ipsum : 



Singapore August 2023

The upcycled wooden bench now sits facing the centuries-old Singapore River in a poetic display of ancestry and innovation. This technological feat is a sheer testament to the possibilities of design, and its ability to reimagine Singaporean history in ways that have never been seen before. As we continue to move in the direction of the future, may our progress always pay tribute to the extraordinary stories that have come before.

Catch this revolutionary piece outside of the Asian Civilisations Museum starting 02 August 2023 until 31 July 2026. Follow @artificialarchitecture.ai on Instagram to stay updated on the latest innovations in AI.

.

ipse
ipsa
ipsum

 @ipseipsaypsum

 @ipseipsaypsum.LiveThe
OrdinaryExtraordinarily

 www.ipseipsaypsum.com


 AR Feature

 Ipseipsaypsum Linktree

 www.ipseipsaypsum.com

 founder@ipseipsaypsum.com

 +65 62644789 | +65 92717176

 11-02 Tan Boon Liat Building,
315 Outran Road,
Singapore 169074