# IPSE IPSA IPSUM: TRANSCENDING SPACE AND TIME

Launched in 2016, ipse ipsa ipsum was born out of a desire to create handcrafted furniture and accessories that are luxurious yet accessible. By combining unique design aesthetics with traditional Indian craftsmanship, ipse ipsa ipsum brings a confluence of beauty, functionality, and the element of surprise into the customer's lifestyle.

Responding to evolving approaches to living, the founders of ipse ipsa ipsum aim to redefine space and time. ipse ipsa ipsum products are handmade in India, but with an eye on forward-facing aesthetics from around the globe. Leveraging on founder and Creative Head Saurabh Mangla's family's strong working history with four generations of craftsmen, ipse ipsa ipsum combines unrivalled workmanship with a passion for design. ipse ipsa ipsum is concerned with both respecting and furthering a legacy, having grown out of a family business started by the founder's grandfather. Now the company has also launched a scholarship for the children of craftsmen to forge their own way in the industry, demonstrating a commitment to the passing on of tradition at all levels.

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Yet given the at-once circular and ever-evolving nature of design trends, ipse ipsa ipsum's take on modernity is most strongly defined by tenets of authenticity and quality in manufacturing. Its pieces convey timelessness, whatever the tide. ipse ipsa ipsum also transcends obvious polarities or influences such as East or West, instead choosing to let the quality of the work speak for itself. In producing accessible handcrafted products for a new age, ipse ipsa ipsum empowers ordinary individuals with a sense of power over their choice of products for the home.



Left, ipse ipsa ipsum Founder and Creative Head Saurabh Mangla; Right, Featured Designer Nathan Yong

# A TRUE COLLABORATION



ipse ipsa ipsum means himself, herself and itself. Ipse and ipsa refer to the creators, craftsmen, customers and consumers, while ipsum refers to the collective unit that results from their collaboration.

In going from being seasoned manufacturers of design to becoming originators of design with ipse ipsa ipsum, one guiding principle has been the ability to involve the customer through customization. ipse ipsa ipsum's close working relationship with skilled craftsmen allows it the flexibility to offer customisation options that empower customers with a heightened sense of ownership over their

In bringing together artisans from different fields, pse ipsa ipsum's process will also be strongly guided by designers from around the world.



Nathan Yong with craftsmer at the ipse ipsa ipsum factory

# BRINGING ARTISANS TOGETHER

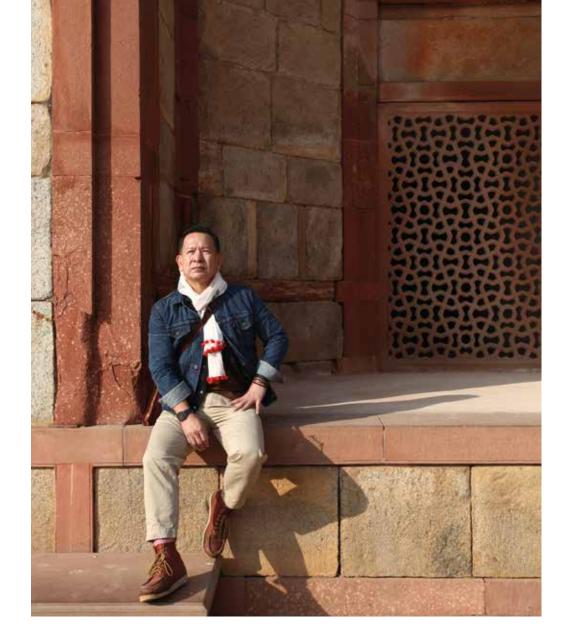
ipse ipsa ipsum hopes to usher in what its founders call the "new authenticity," making the familiar fresh, and the fresh familiar. It will create a perspective that both leans into and diverges from what people know about goods made in India, building on old world craftsmanship with collaborations with international designers. By fusing the best of traditional methods with dynamic design, ipse ipsa ipsum satisfies cravings for nostalgia and simpler times while whetting appetites for what comes next.

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" $\operatorname{By} \ \operatorname{fusing} \ \operatorname{the} \ \operatorname{best}$  Having been known in the past as quality producers of handcrafted furniture, with ipse ipsa ipsum, the founders' goal is to produce something by, and for, designers and aesthetes, and bring it to the masses. In particular, they hope to engage our existing client base with this new line, enhancing their offerings to them with ipse ipsa ipsum. This will be an update for the new age while tending closely to their roots.

> With this in mind, the cornerstone of ipse ipsa ipsum's design process hinges on

the designer-in-residence program. The company will feature 2–3 designers each year, facilitating their process in gathering inspiration from our unique company heritage to the manufacturing of their designs, many of which are customized pieces on which customers may collaborate. ipse ipsa ipsum has an exciting roster of lauded international designers lined up. For its first outing, the collaboration will start close to home with Asia.



# NATHAN YONG: PIONEERING DESIGNER

ipse ipsa ipsum's first featured designer, Nathan Yong, hails from Singapore, where he trained in industrial design. He subsequently received a Masters of Design from the University of New South Wales. Currently based in Singapore, Yong runs a multidisciplinary design consultancy practice. His work spans industrial design, graphics, interior design, architectural design, strategic planning in product development and manufacturing processes, and branding.

In past roles as a buyer and product developer, as well as through running Air Division, his retail space selling his own creations, Yong's quests for quality manufacturers and craftsmen of furniture and home accessories have taken him to India, Vietnam, Thailand and Indonesia, where he was exposed to a wide array of production techniques and craft.

Among the accolades Yong has received are: the Red Dot Concept Design Award (2006, 2007), Singapore President's Design Award (2008); Designer of the Year (2008), the highest honor accorded to designers across creative disciplines in Singapore; and Interni Magazine's most promising young international designer (2011). He also served on the jury of the President's Design Award in 2011 and 2012. Yong's work has been exhibited in Singapore, Shizuoka, Milan, London, Koln and Taipei, and featured in publications such as Wallpaper, Monocle, Surface, Dwell, On Office, and Habitus.

# INTRODUCING THE IPSE IPSA IPSUM... NATHAN YONG COLLECTION

Yong's work tempers the visual memory of everyday life with pared down restraint. Eschewing superfluity, he captures the poetry of products through

visions which rope in materiality to conjure and ipse ipsa ipsum are the perfect partners for this first co-creation."

rigorous research and engineering in his effort to emphasize freshness and functionality. Through his complementary designs, Yong hopes to evoke wonder elicited by the stories told by the materials and mechanisms play. He says, "Most of my projects start with an operation of stripping, due to the need to make the function, the material, the method and the result as comprehensible as possible, retaining wonder, Yong its authenticity." In his works of "silent engineering," Yong premises that which "allows the form to express itself, based on technical considerations, not just as a graphic scheme."

> With complementary visions which rope in materiality to conjure wonder, Yong and ipse ipsa ipsum are the perfect partners for this first co-creation.

Yong remarks, "I am delighted for the opportunity to work closely with ipse ipsa ipsum on this new collection of furniture and accessories. They have a long lineage of traditional craftsmanship behind them and their craftsmen's ability to forge metal and marble underscores the wonderment that I hope to evoke through the Collection."



# Bikaner Aged Glass Lamp, Maharaja Long Sideboard, and Mahal Standing Full Mirror

One of the hallmarks of the Nathan Yong Collection is the variety of options that customers have to personalise individual pieces. Customers may accent key pieces such as tables or sofas with customized attachments like lamps or mirrors. They may also choose between white or grey leather hides for a hand-forged sofa, taking their involvement in configuring their living space to a whole new level.

The plethora of available options is made possible only through the brand's close working relationship with generations of craftsmen, as traditional Indian craftsmanship forms the framework of ipse ipsa ipsum.



# INDIA AS INSPIRATION

As part of his design process, Yong travelled to India to develop a visual lexicon which would allow him to best tell the story of ipse ipsa ipsum.

During his sojourn, the architectural feature Yong was most drawn to was the arch, which commonly adorns historical temples and mausoleums. With the advent of the true arch, it became possible for builders to span large openings without having to provide any intermediate supports, as it almost eliminates tensile stresses on the building materials. Fittingly, Yong's object of inspiration was itself a feat of elegance and functionality, in line with his own design principles, as well as that of ipse ipsa ipsum.

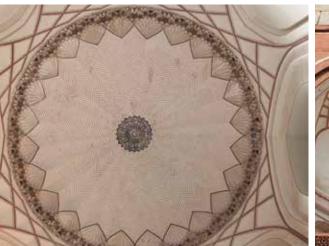
# FUSING OLD AND NEW WORLDS

With this collection, Yong hopes to enrich each piece with a sense of history, be it through production methods, materials, or aesthetic features. In particularly, he wishes to capture the awe-striking grandeur of relics and classical architecture, and bring it into the modern home.

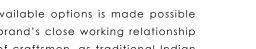
"In particularly, he wishes to capture the awe-striking grandeur of relics and classical architecture, and bring it into

The collection features materials found in India such as green marble and cut glass which are, in Yong's hands, shaped for relevancy in urban landscapes, while never compromising the highest level of craft.

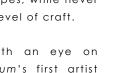
Inspired by the past with an eye on the future, ipse ipsa ipsum's first artist collaboration invokes the old world to evoke













# The Nathan Yong Collection is dedicated to Urmila Mangla, who was invaluable in the journey towards ipse ipsa ipsum. National Design Center, 111 Middle Road, #03-14, Singapore 188969 (65) 62644789 (65) 92717176 hello@ipseipsaipsum.com ipseipsaipsum.com facebook.com/lpselpsalpsum.LiveTheOrdinaryExtraordinarily

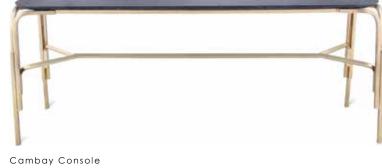
# PRODUCT CATALOGUE



Maharaja Tall Sideboard

Maharaja Long Sideboard









Serving Tray









Alwar Dining Table





