

ROOM

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DESIGN • INTERIORS • ARCHITECTURE



EUROLUCE 2011 REPORT

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GREEN FINGERS

Modern homes with a tree-hugging, kampong spirit

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MYSTERY BURROW

INTRIGUINGLY NAMED AND METICULOUSLY DESIGNED, THE JEKYLL & HYDE PROJECT PUTS THE FUN IN FUNCTIONAL

Tired of being able to shop for beautifully designed objects only when they are overseas, the creative souls behind interior and graphic design collective, Pride Works, finally decided to take matters into their own hands by opening their own retail outlet in Kuala Lumpur.

"New ideas and trends have been emerging in the retail scene of our regional neighbours like Singapore, Thailand and Hong Kong but not locally. We wanted to change this so we started The Jekyll and Hyde Project to offer fresh perspectives and something different," enthuses Pride Works director, Mike Saw.





THE CRITERIA FOR JEKYLL & HYDE'S MERCHANDISE SELECTION IS FUN, QUIRKY, TASTEFUL, ELEGANT AND VERY, VERY PRACTICAL

The Jekyll and Hyde Project which connotes a bipolar and schizophrenic identity of sorts stocks quirky merchandise for the home, for the body and just for fun. Mike says their products are from three main brands: +d from Japan, Fred & Friends from USA, and their own in-house label. They also bring in fashionable lifestyle oddities like Japanese watches with hand-knitted straps from Knit Shock!!, and CDs from London-based indie label, Brownswood Recordings, mixed by über DJ, Gilles Peterson.

Lest one thinks this shop is only about novelty, Mike stresses that while uniqueness is important, functionality is equally so. "The criteria for our merchandise selection is fun, quirky, tasteful, elegant and very, very practical. You should be able to make full use of them everyday."

Befitting a lifestyle store run by a design collective, much thought has gone into the customer's retail experience from the logo to the interior design. For starters, the store design is influenced by the store's logo — a charming illustration of a hare and a fox representing Jekyll and Hyde.



ROOM 14



"We adopted the name from the classic novella, The Strange Case of Dr Jekyll and Mr Hyde because Jekyll and Hyde has become a common term to describe multiple personalities," explains Mike.

The designers played on the concept of a burrow for the store which is housed in a glass structure with a skylight. They installed shelves that curve sinuously and irregularly like a topographical map framed by faux grass surrounding the upper walls.

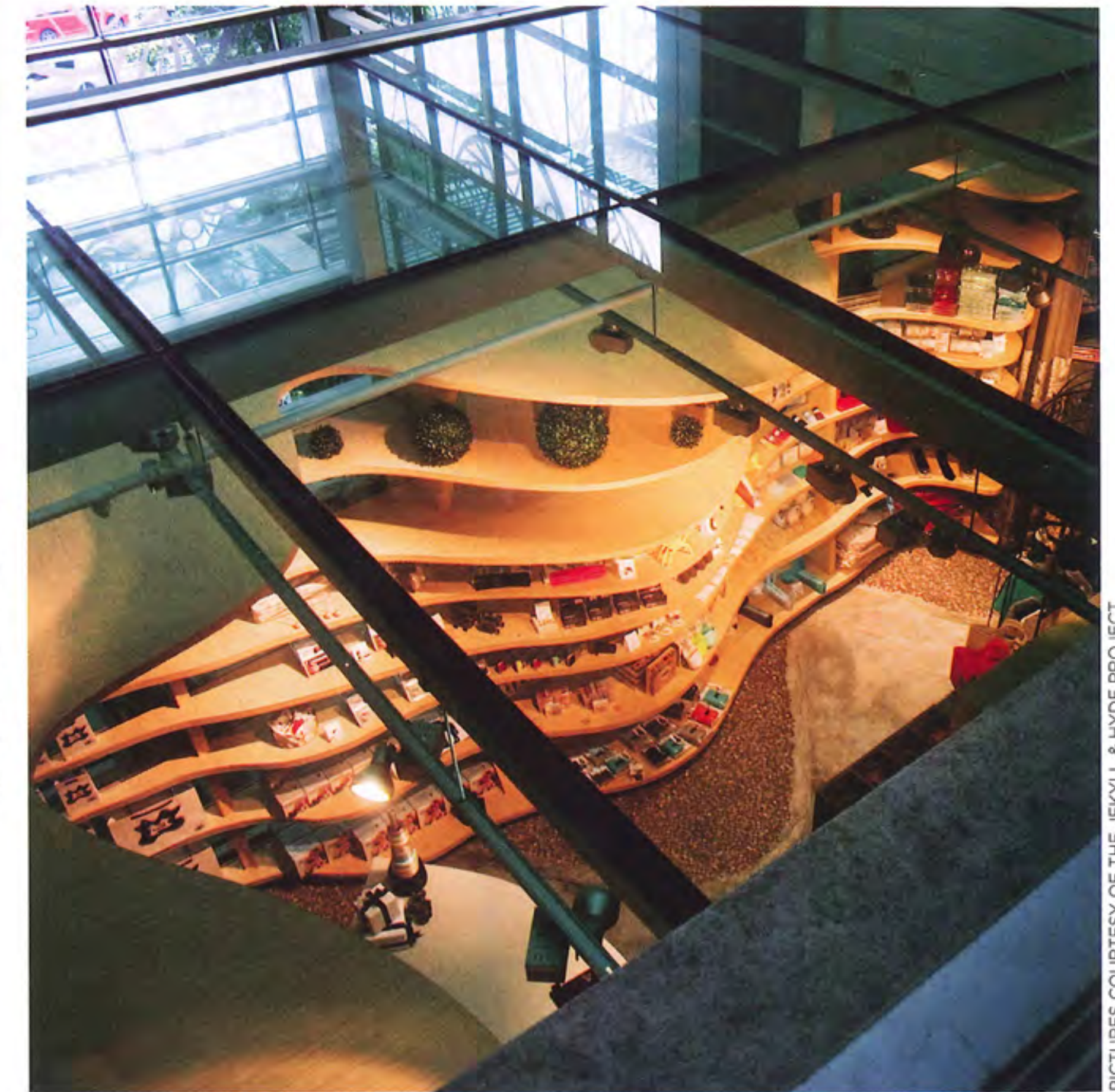
"The grass represents the surface, and the display shelves form the underground burrow. That's why we use the tagline 'Life in the Burrow' as printed on our paper bags and catalogues," Mike explains.

For Pride Works, The Jekyll & Hyde Project is just the beginning in their crusade to bring design into the daily lives of Malaysians. Work is already in place to open a branch in Pavilion's Tokyo Street. They are also keen to promote local Malaysian design talent by putting their products on their shelves. **R**

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MIMICKING A RABBIT'S UNDERGROUND HOME, THE STORE LIVES UP TO ITS TAGLINE 'LIFE IN THE BURROW'



ROOM 15