

# HOME MALAYSIA & DECOR

DESIGNER  
SHOWCASE!

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# look forward

TRENDS FOR THE NEW YEAR

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BELOW  
Pride Studio gives  
a contemporary  
spin to the  
ubiquitous  
industrial style.

IT'S TIME FOR NEW IDEAS



# PRIDE STUDIO

*Putting ourselves in both the shoes of the business owner and the patrons, we want to design a space with eye-catching features, yet practical.*

**DIRECTORS**  
Patrick Chin,  
Leonard Phang, Mike Saw

**INTERIOR DESIGNER**  
Zac Lee

**GRAPHIC DESIGNER**  
Bay Luën

Subang Jaya SS15 is the epicentre of independent cafes in the Klang Valley and it has recently welcomed a new member called Owl Espresso Cafe. The cafe is known for its coffee and Bingsu, a type of Korean dessert. The owner wanted to set his cafe apart from its contemporaries with a unique interior – an identity that would later be applied to future outlets.

“We wanted to redefine the

ubiquitous vintage/ raw industrial style by adding a contemporary touch,” says Patrick Chin, head of interior design of Pride Studio. “We wanted to divide the cafe into areas where patrons can have the option of experiencing different spaces each time they visit. Some spaces are catered for individuals while others for couples and groups. The long canteen-style setup in the middle of the cafe is perfect

to accommodate customers in groups.” The cafe, perched on the first floor of Menara Rajawali, faces one of the busiest streets in Subang Jaya SS15. To allow customers to enjoy the view of the activities happening within the vicinity, Patrick and his team created an al fresco section. They also gave the cafe a distinctive look by wrapping its facade with wooden lattice work. ▶



ABOVE  
Patrick uses tables  
made of oriented  
strand boards.

On the inside, white tiles reminiscent of those seen in New York City subway stations are applied, adding on to the industrial look. Tables are made of oriented strand board sit particularly well with designer chairs. Some of the owner's personal collections such as subway maps of Seoul and Tokyo found their way into the interior. Moulded wooden panels, raw brick

walls, soft lighting and sofas give the cafe a cosy feel. "The three key things we always look at when designing a space are functionality, aesthetics and practicality. Functionality always comes first because we believe that it's pointless to have a nice design that is not user-friendly. And practicality affects the final design," shares Patrick. "It's always

important to put ourselves in our client's shoes – as if we are trying to form and operate our own business. Only by doing so will we be able to understand the client's reasons and requirements and this enables us to give additional input and advice. In addition, we have to bear in mind the people who will be utilising the space."

*"It's always important to put ourselves in our client's shoes – as if we are trying to form and operate our own business."*



RIGHT  
Wooden lattice  
work that wraps  
the facade of the  
cafe.

A terrace allows  
customers to enjoy  
the view of the  
neighbourhood.



The biggest and only challenge the team faced during the course of the project was the rain. It was especially tough during the construction of the lattice work on the facade of the cafe. As the original windows have been removed, the site was plagued by floods. To overcome this problem, transparent polycarbonate sheets were added to provide protection from the rain. "Problem solved," Patrick quips. "There are many factors that come into consideration when we design for a project, especially when it comes to

budget constraints. For clients who buy our ideas, they would usually go with the designs if the materials or furniture pieces we proposed are within their budget," Patrick says. "However, when budget becomes an issue, we work with the clients to find alternatives that would still match the initial concept. We're thankful that most of our clients understand the importance of not straying away from the original designs for the sake of cutting down the budget. There are lots of alternatives out there. It's just a matter of finding it." ●

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