

home review

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NATURE BECKONS
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THE AMAN
EXPERIENCE
In China
OFFICE 'SOUL'UTIONS
By MO-OF

shantam house

By Matharoo Associates

Video Art By Nalini Malani | Lik+Neon Store London | Boxetti Modular Furniture

interiors by yoo

Text By Relin Heddy

Yoo is a design studio with an expert team of designers which creates impactful designs for their clients and also imparts ideas about how to generate a living space using 18 palettes.

★ Yoo is an international branding, design and investment property company, adding value to office, hotel, residential, rental and spa development projects in major towns and cities across the world. The company which was initiated by John Hitchcock and designer Philippe Starck offers services to design interiors, plan spaces and common amenity areas apart from elevations, façades and landscaping. They also design workplaces or help you choose furnishings that provides an identity to the space.

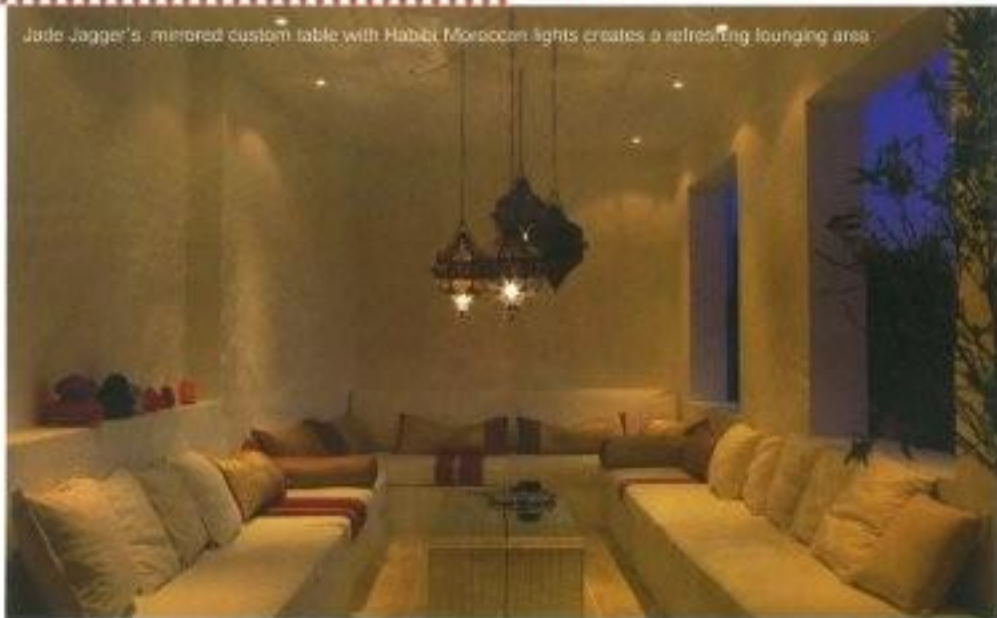
The brand is represented by five core design teams namely 'yoo inspired by Starck', 'Jade Jagger for yoo', 'Wanders & yoo', 'Kelly Hoppen for yoo' and the 'yoo design studio', all of whom increase sales value through their design and sales velocity, through branded marketing and maximizing media exposure. With expertise in developing bespoke environments for their clients, the Yoo team imparts ideas about how to create a living space, using 18 style palettes exclusively devised by the designers.

With the help of these palettes, Yoo is trying to create specific and clearly defined designs influ-



Marcel Wanders' oversized over-coated columns with ornate profiles.

Jade Jagger's mirrored custom table with Habibi Moroccan lights creates a refreshing lounging area.





enced by a particular space or location. The idea is that it provides a guide, an opportunity for individuals to explore their own style. The City palette, for instance has a dark and light palette, almost day and night and the Country palette consists of something soft and less-hard edged.

Philippe Starck, the most celebrated designer in the world is the creative mind behind everything from Ecole Nationale Supérieure des Arts Décoratifs in Paris to Peninsula Hotel Restaurant in Hong Kong. His incredible brand of modernism is instantly recognizable and yet always has an element of surprise. For Yoo, Philippe Starck designs in four marvelous palettes. According to Philippe Starck, "The family of Yoo styles has been put together so that we can help people to make the right choices. The process works by showing people a selection of different images that relate to the home, different furniture or materials or other objects". For Starck, the Culture palette is genuinely eclectic. The Culture palette encapsulates his passion for appreciating the most beautiful and exquisitely produced objects and ideas from the past and placing them alongside the most amazing designs of today.

Jade Jagger and her design partner, Tom Bartlett, joined forces with the Yoo creators to launch 'Jade

Jade Jagger's soft furnishings in stripes provide a harmony of colour and symmetry



Jagger for yoo' in 2004. For Yoo, Jade has chosen four interior moods, Aristo, Boho, Disco and Techno, each reflecting different facets of her own eclectic lifestyle. "I am thrilled to be working with the Yoo team," says Jade, because I have long been an admirer of their strong ideas, their commitment to style and belief in improved quality of life through better surroundings".

Marcel Wanders, described by The Observer (UK) as one of the most inspiring powerhouses of multi-disciplinary design joined the ever expanding portfolio of respected interior design talent in partnership with Yoo; as a concept designer for Wanders & yoo. With the architectural palette, Marcel Wanders strips away the detail, the colour and the vibrancy that is usually associated with his work, and ▶

Kelly Hoppen creates a warm comforting nook for relaxation



replaces it with a cool, clean look inspired by the big white spaces of modernism. Overall the colour palette is muted with blacks, whites and greys, plus metal finishes although Wanders also suggests that blue is also a colour in architectural schemes. The interior project that most closely resembles how the architectural palette works is Villa Moda, a store he completed in 2008 in Bahrain. In this project, he uses lighting and decorative screens to give definition to the store's vast expanse of space.

Lastly, Kelly Hoppen, best known as the interior designer whose calm, elegant aesthetic, has permeated Yoo's consciousness and achieved an iconic status. Renowned British interior designer, Kelly Hoppen joined Yoo in 2009 to form 'Kelly Hoppen for yoo'. The brand's first project was at the luxury second home development, The Lakes by yoo', in the idyllic Cotswolds district of England.

Over the past ten years, Yoo has been working with international partners on a variety of landmark buildings and large residential projects throughout Asia, Australia, Europe, North and South America and the Middle East. Currently Yoo is involved in the development of more than 10,000 apartments valuing over \$7 billion in 27 countries and has been successful in achieving consistent sales premiums of 5% - 15% for its partners on all projects till date. ■

Philippe Starck creates a bright dining space

