

CHANINTR LIVING

Spring 2020

A GREEN AWAKENING



**louis
poulsen**



PH 5 Brass
Design by Poul Henningsen

Design to Shape Light
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CHANINTR LIVING

Spring 2020

Welcome to 2020.

It definitely came in with a bang! With all the natural crises that have arisen around the world in just the first few weeks of the year, all we can hope for is smoother sailing for the rest.

The pace with which these disasters are happening seems right out of a Hollywood thriller. One natural disaster after the other and now, more recently, an epidemic that has surpassed SARS in death tolls. Although we might not immediately associate the Coronavirus outbreak with the environment, scientists confirm that the heart of the matter is environmental. Encroachment has enabled the crossover of viruses that once remained isolated to only certain species of wild animals to infect humans.

In the last 50 years, the human race has doubled in size. In the same 50 years, the number of trees on the planet has been cut in half. We cut down 10 billion more trees than we grow every year. I think anyone would see that there is a problem with this equation.

The world faces an existential crisis yet the majority of us are in denial. Just reflecting back on the first few weeks of 2020, we cannot say that Mother Nature has not warned us. A global awakening is needed and we all have no choice but to do our part.

Our company's commitment is long overdue but as of this year we will launch our part in this effort by pledging to plant a tree for every piece of furniture we sell.* We see this as the simplest and most effective solution to the problem. We will continue to research more on other ways we can contribute and will announce how we will track this program and how you can join in.

Here's to a green awakening for all of us....

Chanintr

Chanintr Sirisant



E004 | EMBRACE CHAIR
Designed by EOOS

The Embrace Chair is a 2019 addition to the Embrace Series by Austrian design trio EOOS. Visually light in its expression, the chair has no armrests and will take up less space, fitting with any table. The design allows for great freedom of movement — a quality that enables users to communicate and interact freely.

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+662 129 4577 CHANINTR.COM

CHANINTR

GPF WITTHAYU, TOWER A, 17TH-18TH FLOOR
93/1 WIRELESS ROAD, LUMPINI, PATHUMWAN
BANGKOK 10330, THAILAND
CHANINTR.COM

TEL: +662 015 8888
EDITOR@CHANINTR.COM

DESIGN BY
CASESTUDY
CASESTUDYOFFICE.COM

COVER
JIMMY AND SAORI ON TANDEM BIKE,
DOMINICAN REPUBLIC, 2010
BY RODNEY SMITH

PHOTOGRAPHY BY
CHANINTR LIVING EXCEPT WHERE NOTED.

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PHOTOS COURTESY OF NETFLIX

OUR PLANET

NETFLIX.COM

Nature films tend to receive polarizing reactions: You are either into them or not at all. You either enjoy watching feeds of cheetah chasing gazelles and antelope into the wee hours (like yours truly), or you immediately grab the remote and click it away. That is, I would argue, until you sit down to watch one produced by Silverback Films and narrated by Sir David Attenborough. In the annals of history of nature films, they are truly the masters of their craft. In other words, if there is anyone who can convert even the most disinterested audience into wildlife enthusiasts, it is these two names.

Released in April 2019, Netflix's **Our Planet** is the mother of all nature series and one with a clear message about the state of our planet and how we need to appreciate and take care of the only home we have. If you saw Planet Earth by the same crew a few years prior (which was already incredible), you will be blown away to see something even more amazing. Just imagine — 4 years in the making; 3,375 days filming in 60 countries; 400,000 camera trap monitors in the deepest of



forests; 6,600 drone flights; 911 days at sea; 2,000 hours of diving; and 600 crew on 200 filming trips. Equipped with the most technically advanced gear, what they have been able to capture of the natural world is just spellbinding.

The series has eight episodes: One Planet, Frozen Worlds, Jungles, Coastal Seas, From Deserts to Grasslands, The High Seas, Fresh Water, and Forests. Each episode takes a deep dive into these unique habitats, celebrating the wonders of nature and all the creatures that inhabit it, as well as showing us how they are being impacted by the human race and its doubling in size over the last 50 years. It is not intended as a doom and gloom series to frighten. Rather, the purpose is to encourage change and show how there have been great examples of the ability of humans to correct the course like in Raja Ampat.

This archipelago of over 1,500 islands in Indonesia's West Papua province was once overfished and even had shark fishing camps. Now it is protected and has in its place, shark nurseries.

The recovery has been miraculous with 25 times more sharks than a decade ago. Turtles are back grazing as they are no longer hunted. What is interesting is that even the fishermen who once fished the areas are benefitting from the overflow into the unprotected areas with more than three times the fish they caught a decade ago without the protection. This is how nature rewards when we do the right things.

These stories give all of us hope and knowledge that the choices we make every day can truly make a difference in ensuring that we not only survive as a race, but also make the world a better place. As Sir David says, we have entered a new age. The tables have turned: When we were hunter gatherers, we depended on nature for survival, but now, nature depends on us for its survival.

- Chanintr Sirisant



PHOTOS COURTESY OF DINESEN



THE PERFECT FOUNDATION

DINESEN.COM

Saatchi Gallery /
Museum Brandhorst /
London Design Museum /
Noma 2.0 /
Spring Restaurant /
Kafeteria, National Gallery of Denmark /
Gastrologik Restaurant /
Kinfolk Gallery /
Frederik VIII's Palace in Amalienborg Castle, where the Danish royal family resides

The list goes on...

Though all these places are different in geography and of nature, there is one thing that all of them have in common. Some might find the answer unforeseen, but for those who already know of it, this comes as no surprise: The finest wooden flooring.

Yes, the one room feature that - more often than not - goes unnoticed. And it is provided by none other than Denmark's leading wood plank manufacturer, **Dinesen**. When we talk about sustainability and beauty, it is hard to miss this 120-year-old company that tops the score in both aspects.

Dinesen makes solid planks for wooden flooring, paneling, ceiling, and others. The business started in 1898 in a small Danish town called Jels, where the headquarter is still located today. The family-owned firm is now managed by the fourth generation, who took the brand to an international level. Regardless of the expansion, the living legacy passed down from their predecessor



remains pronounced and is the driving force of everything Dinesen does: reverence for nature and passion for wood.

How is cutting down trees environmentally friendly? One may ask.

As a matter of fact, a tree over 100 years old with stretched branches shading the forest means insufficient sunlight for the younger plants. An uncontrolled fallen tree can hurt other living trees and wild animals. In such cases, controllably felling a tree actually fosters the growth and ensures the ecology of the woods. Most surely, every time a tree is cut down, a new one is planted.

At Dinesen, sustainability is ubiquitous in every part of its process from start to finish.

The trees mainly come from family-owned German French forests, whose soil has been cultivated for centuries. Without fail, all Dinesen suppliers practice sustainable forestry and grow majestic trees. The chosen trees, between 80 to 200 years old, are handpicked by the most qualified foresters and harvested with methods encompassing the ecology of the woods. The close relationship with foresters is the key to selecting the best nature has to offer.

Although fabrication is optimized based on technology, Dinesen prides itself in traditional craftsmanship. Every single plank is meticulously checked for the highest quality, passing 10 to 20 pairs of hands before reaching Dinesen customers.

With humility and respect for wood diversity, no two Dinesen floors are alike. Knots, considered as a powerful expression of nature, are attentively preserved to give the planks character. Dinesen offers exclusive and customized solution for each customer, from designing the space to delivering the finished floor directly from its production facility in Denmark. The finished product is lifelong, harmonious floors of uncompromising quality that carries unique personality grown through the years and seasons it has lived through.

While the choices come in Douglas Fir, Oak, Pine, and Ash, my personal favorite is HeartOak, which truly reflects Dinesen's steadfast value. With HeartOak, the tree is processed in a gentle way and the natural cracks, resulting from the impact of nature through hundreds of years, are preserved. Cracks are locked by butterfly joints of oak. As opposed to homogenizing impeccable planks, Dinesen celebrates nature's perfect imperfection, revering cracks and knots as markers of beauty and vitality of the trees. The wood from the middle of large oak trees is utilized as much as possible. This means that we can enjoy the oak floorboards of extraordinary dimensions and waste is minimized.

Needless to say, a floor is the starting point to other elements of a house, a building, or any structure. So why not start with a sustainable floor that brings you back to nature and lasts for life?

– Pamara Chavanothai

CLEAN LEGACY

HERMANMILLER.COM

Best known for producing some of the most iconic products, such as the Aeron chair and the Eames Lounge chair, American furniture brand **Herman Miller** is also one of the world's leading companies whose business core value centers around protecting the environment. Since its conception in 1953, the company has been thinking hard about how to do business as sustainably as possible. The founder, D.J. DePree, said at the time, "We will be a good corporate neighbor by being a good steward of the environment." Outside of work, he also challenged his team to be good citizens and good stewards of the environment.

It has been 67 years now since DePree first championed sustainability at Herman Miller, but his legacy lives on. Today, Herman Miller is a founding member of the United States Green Building Council, a non-profit organization dedicated to understanding and promoting sound building practices. The company has also helped formulate the universally recognized Leadership in Energy and Environmental Design (LEED) certification guidelines.

"We know ensuring the Earth's resources remain abundant for future generations is another critical goal in designing a better world," the current CEO, Andi Owen, said. "That's why we've also worked hard to ensure that every day we strive to take less from the environment by generating less waste, limiting our use of energy and natural resources, and using fewer materials."

Seen as the leading furniture brand in terms of innovation and design, Herman Miller is aware of the potential influence it has on the industry. For this reason, the company is hoping their green efforts will convince others to also take action. "We aspire to be more sustainable by creating more than we take - and that includes restoring our ecosystem, using safe materials that promote health and well-being, and setting the bar for the industry standard on human rights," Owen said.

One of Herman Miller's main actions to preserve the environment is to keep furniture out of landfills. The company launched the 'rePurpose' program in 2009 in an effort to help customers resell, donate and recycle furniture and other unwanted items to deserving non-profits. The program has worked with major companies like General Motors, John Deere, BP American Shell Oil and Adobe in 150 cities across the United States and Canada. Since its launch, Herman Miller has helped divert more than 27,000 tons of product from landfill, generating \$18 million in charitable, in-kind donations.

For Herman Miller, running an environmentally sustainable business isn't a sprint, it's a marathon. To make sure the company could hit the splits, it has set big goals to eliminate waste from the facilities; borrow the water they need and manage it well; reduce energy intensity; and use renewable forms of energy. These goals fall under the brand's 'Earthright' strategy, a 10-year sustainability journey of continuous measurement, assessment and improvement. The company's aiming to produce no waste by 2023.

Lastly, Herman Miller has also looked at their own product's manufacturing process to ensure the greenest options. All Herman Miller products contain materials with safe chemistry, use recycled and bio-based materials, can be part of a closed-loop recycling system, and minimize the total life cycle impacts. A good example is when the company set out to re-master the world's bestselling Aeron chair. During the design process, the brand stressed that they wanted to reinvent the chair to be healthier for both customers and the world. Not only did the new Aeron end up being 3 pounds lighter, but it is also free of carcinogens, mutagens and reproductive toxins.

As the DePree once said, "In the long run, business and business leaders will be judged not by their profits or their products, but by their impact on humanity."

- Norranit Suvanich



PHOTO COURTESY OF HERMAN MILLER



WATERFRONT LIVING AT ITS FINEST



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PRIVATE RESIDENCES
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A COUNTRY GROUP DEVELOPMENT

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COUNTRY GROUP
DEVELOPMENT

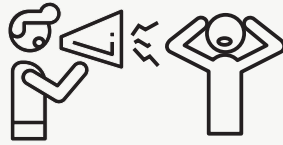
GREEN FACTS:

DID YOU KNOW...?

Google

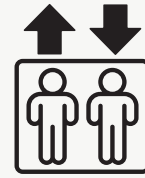
ASK AWAY

100 google searches use as much energy as a 60-watt light bulb burning for 28 minutes. Google uses about 0.0003 kWh of energy to answer the average query, which translates into about 0.2g of carbon dioxide released.



SHOUTING MATCH

8 years, 7 months and 6 days is how long it would take a person yelling to produce enough energy to heat one cup of coffee.



CATCH A RIDE

A 15-second elevator journey consumes as much energy as a 60-watt light bulb does in an hour.



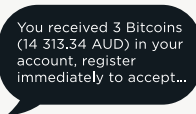
GAS LEAK

A cow burps and farts out 160 to 320 liters of methane every day. Methane is 28 times more effective than carbon dioxide at trapping heat.



BREAKING RECORD

When "Despacito" set an Internet record for becoming the first video to hit five billion views on Youtube in April 2018, it burned enough energy as 40,000 U.S. homes a year.



SPAM ATTACK

62 trillion spam messages are sent every year, requiring the use of 33 billion kWh of electricity and causing around 20 million tons of carbon dioxide per year.



WATCH & LEARN

Save over 75% of carbon and water used when you stream your favorite Netflix shows on medium quality rather than high-definition.



KEEPING COOL

One hot summer night with the air conditioning on can waste enough energy to power your iPhone for 25 years.

AGAIN AND AGAIN

EMECO.NET



**“WE’VE TURNED SOMETHING
MANY PEOPLE THROW AWAY
INTO SOMETHING YOU’LL
WANT AND KEEP FOR A
LONG, LONG TIME.”**

— GREGG BUCHBINDER,
CHAIRMAN & CEO, EMECO



PHOTOS COURTESY OF EMECO

What's more sustainable than recycled goods? Upcycled ones perhaps. Even more environmentally-friendly than recycling, upcycling is the process of repurposing something that's considered waste and making it more functional than what it previously was. Founded in 1944 with the vision of making chairs that last a lifetime, **Emeco** is the epitome of upcycling.

The brand's launch and its green journey took off when the U.S. Navy required lightweight, fire resistant, and torpedo-proof chairs for military use. The result was the 1006 Navy Chair. Handcrafted from 80% salvaged aluminum, it boasts 150 years' lifespan and a lifetime guarantee. The materials, craftsmanship, and classic design make the chair a timeless piece.

With the philosophy of using environmentally responsible resources to build simple and durable furniture, many of Emeco chairs are either made of at least 80% recycled aluminum or 65% rPET.



In 2006, Coca-Cola approached Emeco with a challenge: to make use of the billions of plastic bottles that get sent to landfill every year. It took them four years, but Emeco successfully recreated the Navy Chair, this time with 111 plastic bottles (65% recycled PET plastic) and 35% glass fiber and pigment. It was given the name 111 Navy Chair after the number of plastic bottles each chair uses.

"Although reengineering a core product was a significant investment for us, I was excited about the impact of using the rPET from millions of bottles each year. We've turned something many people throw away into something you'll want and keep for a long, long time," says Gregg Buchbinder, Chairman and CEO at Emeco.

The most recent creation from Emeco was the collaboration with London-based design studio Barber & Osgerby: On and On chairs and stools, introduced at Salone de Mobile last year.



Made of 70% waste plastic bottles (rPET), 20% glass fiber, and 10% non-toxic pigment, the chairs are physically and visually lightweight yet strong and durable.

"[On and On] has been designed to use as little material as possible, making it extremely lightweight. The efficient use of plastic ensures lower carbon emissions when shipping, making this chair completely sustainable," says Barber & Osgerby. Its design is modern yet simple and timeless, and is suitable for both indoors and outdoors.

Emeco's upcycling approach continues with its aim to adopt a chair-to-chair program where customers can return old chairs to make new ones. All Emeco chairs are made and remade in America by skilled craftsmen. The durability and classic designs mean that they are meant to be passed down from generation to generation, a true testament of sustainability.

- Pawita Chindakawee



PHOTOS COURTESY OF KEPT

KEEPING UP WITH KARA

When the name 'Kara Mann' is uttered, the words 'cool' and 'edgy' come to mind. But real fans of the Chicago-based designer know that Kara's magic lies in creating spaces that combine relaxed glamor with an earthy, grounded attitude. Her style is modern yet classic, youthful yet enduring, luxurious yet comfortable. And this unique blend of juxtapositions is what helped her attract some of the most coveted clients and partners. In between landing Gwyneth Paltrow's goop pop-up, Virgil Abloh's apartment and a steady stream of other commercial and residential projects, Kara has also collaborated with American furniture brand Baker. Perhaps it comes as a surprise, then, that on top of it all, the designer managed to launch her own brand, Kept, late last year.

Kept was a natural next step for Kara. The brand sells a full complement of household utility pieces — all elevated to match the designer's aesthetic. There are brooms, dishcloths, dustpans, storage boxes, aprons and more. In other words,



items you normally hid in the closet or under the sink as soon as you were done using them.

“As a designer, we would get to the end of a project, installing beautiful homes that we spent years working on, and go to purchase utilitarian items, and the options weren’t great,” Kara said in an interview with *Business of Home*.

With Kept, Kara strives to transform the things you need into things you love. She and her team have scoured the globe to find beautiful, high-quality versions of everyday products for discerning customers. And if they can’t find the perfect one, they make them. One of the designer’s favorite items, the feather duster, for example, is made from delicate ostrich feathers that caress fragile objects without risk of damage or tipping. The industrial-cool hamper, on the other hand, is constructed of recycled steel, natural linen and aged leather detailing from a New Zealand factory that focuses on ethical manufacturing.

When working on the project, Kara admits that sustainability played a big role in both the creative and manufacturing processes. As a brand, Kept urges consumers to buy once and buy well. The logic is to invest in everyday essentials that can be cherished — and reused — instead of cheap products that are easily disposable. In terms of sourcing, Kara was also meticulous about who (artisans who honor the earth with sustainable and ethical manufacturing) and what (natural, biodegradable and animal-friendly materials) she worked with.

So who does she see as her end Kept customers? “Anyone and everyone,” she told us. “Maintaining a well-kept home shouldn’t be for just one specific group of people.” Thanks to Kara, everyone can now live out their guilt-free, earth-loving, domestic goddess dreams. Now that is what we call Living Well.

— Uracha Chaiyapinunt



DANIELLE IN BOAT, BEAUFORT, SOUTH CAROLINA, 1996

ATTENTION: ART COLLECTORS, STOCK BROKERS, DAYDREAMERS AND THOSE WHO ALREADY HAVE IT ALL.

The limited-edition archival pigment prints by world-renowned photographer Rodney Smith are available exclusively through Chanintr Living. Each image is masterfully hand printed in a limited edition of Twenty-Five. Pricing starts at \$10,000. Prices are based on the edition number available and print size requested. FOR MORE INFORMATION, PLEASE CONTACT ACQUISITION@CHANINTR.COM OR BY CALLING +66 84 760 8282

RODNEY SMITH

RODNEYSMITH.COM



PHOTOS COURTESY OF MUJI



INDIGO REBORN

MUJI.NET

Muji, the Japanese no-brand brand that we all have come to love, has been known for their forward-thinking approach on promoting sustainability and doing so in an innovative, unique 'Muji Way'.

ReMUJI began in 2010 as a green initiative to give pre-loved clothes a new life. The brand collected clothes that customers have worn over the years and turned them into an energy resource (bioethanol), which struck a chord with the Japanese philosophy *Mottai-Tai*, which means not to let anything go to waste. The program was well-received and it encouraged Muji to offer new and unique initiatives every year since.

For the latest capsule collection this past fall, Muji launched a program called ReMUJI Indigo. The goal was to turn old, unsold and imperfect clothing into new ones instead of it going to waste. First, they collected customers' used clothes (excluding underwear, towels and bedsheets) together with unsold Muji

garments and those that were slightly flawed during the manufacturing process. The garments were then sorted and pre-washed to remove dirt and make it easier to dye. The indigo dye was individually adjusted for each batch according to the type of garments and coloring. This was done gradually several times to make sure the color was even and to prevent discoloration. The final step was to gently press the garment and inspect it one more time before it became a one-of-a-kind ReMUJI product. The wisdom of re-dye clothing in Japan is to enhance, prolong and breathe new life to clothes people have inherited and treasured. This unique collection of ReMUJI Indigo is true recycling chic.

ReMUJI products are now sold at selected Muji stores across Japan, including their new Tokyo's flagship in Ginza.

- Belle Phavichitr



PHOTOS COURTESY OF VEJA

GREEN KICKS

From Paris to London, New York to Los Angeles, pavements across the world are being pounded by white modern sneakers emblazoned with the letter V on each side. The recognizable logo of French sneaker brand **Veja** has been spotted on the British monarchy, celebrities, fashion week attendees and, quite literally, every girl — and boy — next door. Founded in 2005 by François-Ghislain Morillion and Sébastien Kopp, Veja built its cult following through its clean and classic design. But appearances aside, the radical footwear brand has also been applauded for being the most ethical kicks around.

Veja's launch erupted the casual-fashion world 14 years ago. When it was first introduced in luxury department stores like Paris's Le Bon Marché and Galeries Lafayette, buyers embraced the idea of cool, transparent, yet affordable sneakers. The brand's first 2,000 pairs were quickly snapped by retailers. Since then, the company has been doubling their production every year.



“THE VEJA PROJECT IS SIMPLE. WE SOURCE ECOLOGICAL RAW MATERIALS, GOING ALL THE WAY UP INTO THE PRODUCTION CHAIN, UNTIL THE RAW MATERIALS. THEN WE CHANGE EVERY STEP OF THE WAY.”

“In the past two years, [Veja]’s carved out a unique niche,” Christopher Morency, editor-at-large of the online streetwear site Highsnobiety, told the *Financial Times*. “Its signature V has made the brand recognizable, much like Adidas’ three stripes or Nike’s swoosh. On any given day, I see numerous pairs of Veja on the streets.”

Despite its boom, the founders still choose to focus on becoming more and more green. Every component that goes into making a pair of Vejas has been carefully thought out to ensure the most sustainable and ethical outcome. The cotton is made by farmer associations in Brazil and Peru that have adopted agro-ecological methods (no water or pesticides used) to harvest the material with respect for the environment. The biodegradable rubber that makes the soles are tapped by Amazonians using traditional techniques, creating an economically sustainable way to fight against deforestation. The uppers combine the skin of tilapia fish and a leather-like material made from curdled milk. Even the way the shoes are boxed, stored, and shipped is mindful: Veja partners with an organization to employ workers who have been incarcerated and struggle with finding jobs.



“The Veja project is simple. We source ecological raw materials, going all the way up into the production chain, until the raw materials. Then we change every step of the way,” Kopp said in an interview.

In 2019, Veja celebrated two big wins. They launched their very first vegan collection, which is completely biodegradable and is made from clean, bio-based materials (once-living organisms); and they released the world’s first ‘post-petroleum’ running shoes. Condor, as the model is called, is a product of recycled plastic bottles, rice waste, and other natural materials like banana oil and sugar cane. But Veja isn’t stopping anytime soon. When asked what the brand has planned next, Kobb told *Broadsheet*, “We never talk about projects before they are actually done, but this is just the beginning.”

– Uracha Chaiyapinunt

THE START-UP SOFA

SABAI.DESIGN

Founded by Caitlin de Lisser-Ellen and Phantila Phataraprasit, **Sabai Design** was born almost out of necessity. After the two graduated from Columbia University and started their next chapter as young professionals in the city, they ran into a problem when it came time to furnish their apartments. As they began to look for furniture that aligned with their values and needs, they discovered it was incredibly difficult to find pieces that were both sustainable and accessible to millennials on a budget. Those that were “green” tended to come from high-end brands with hefty price tags. Meanwhile, those that looked good and were within reach were from companies that valued aesthetics over sustainable practices. “Ultimately, we created Sabai with the hopes that we could answer the calls of those who wanted pieces that were equal parts sustainable, beautiful and within reach,” the founders told us.

We sit down to talk to Caitlin and Phantila about their journey as young entrepreneurs in the furniture industry, as well as how Sabai Design is making a difference.

CHANINTR: Thank you so much for taking the time to talk to us. Can you start off by telling us about your goals for Sabai Design?

SABAI DESIGN: Our goal is to offer sustainable furniture that requires little to no sacrifice, allowing more people to live sustainably. We started with sofas because we noticed a particularly large dearth of sustainable options and wanted to create a product that would embody our brand’s essence. One that was cozy, conscious, and convenient. We manufacture and sell our pieces in the United States using as sustainable materials as possible while remaining relatively affordable.

CHANINTR: Describe Sabai Design in three words.

SABAI DESIGN: Cozy, conscious and convenient!

CHANINTR: What were some of the challenges you faced as new faces in the furniture industry?

SABAI DESIGN: The sustainability movement is undeniably growing, but is still far from mainstream. On the customer front, our challenge is to show people that furniture is an avenue through which you can easily reduce your impact on the environment. With regards to our product, it took us some time to find a manufacturer that would take a chance on a new company looking to create something different, but we are so happy to have found a family-owned factory that believes in

our mission. Additionally, because sustainable materials are not the default for most manufacturers, we had to search for innovative, eco-friendly materials ourselves. We continue to look out for new materials we can incorporate into our products, with our current (and customer) favorite is our velvet fabric made from recycled water bottles.

CHANINTR: What was the designing process like for Sabai Design?

SABAI DESIGN: Our customers have been an invaluable resource since the beginning of our design process. Through our social media accounts, we conducted polls on preferences such as aesthetics and comfort levels. Since launching, we have continued to listen to engage customers and listen to their concerns and suggestions as to how we can make our product even more sustainable.

CHANINTR: How are Sabai Design products made?

SABAI DESIGN: Our products are made-to-order in High Point, North Carolina with as sustainable materials as possible while ensuring they remain accessible. Our frames are made with FSC-certified wood, our seat cushions with CertiPUR-US certified foam, and our back pillows with recycled fiber. We offer two types of fabric - velvet made from recycled water bottles and an upcycled woven fabric made from a waste byproduct of refining petroleum.

CHANINTR: What can people expect next from Sabai Design?

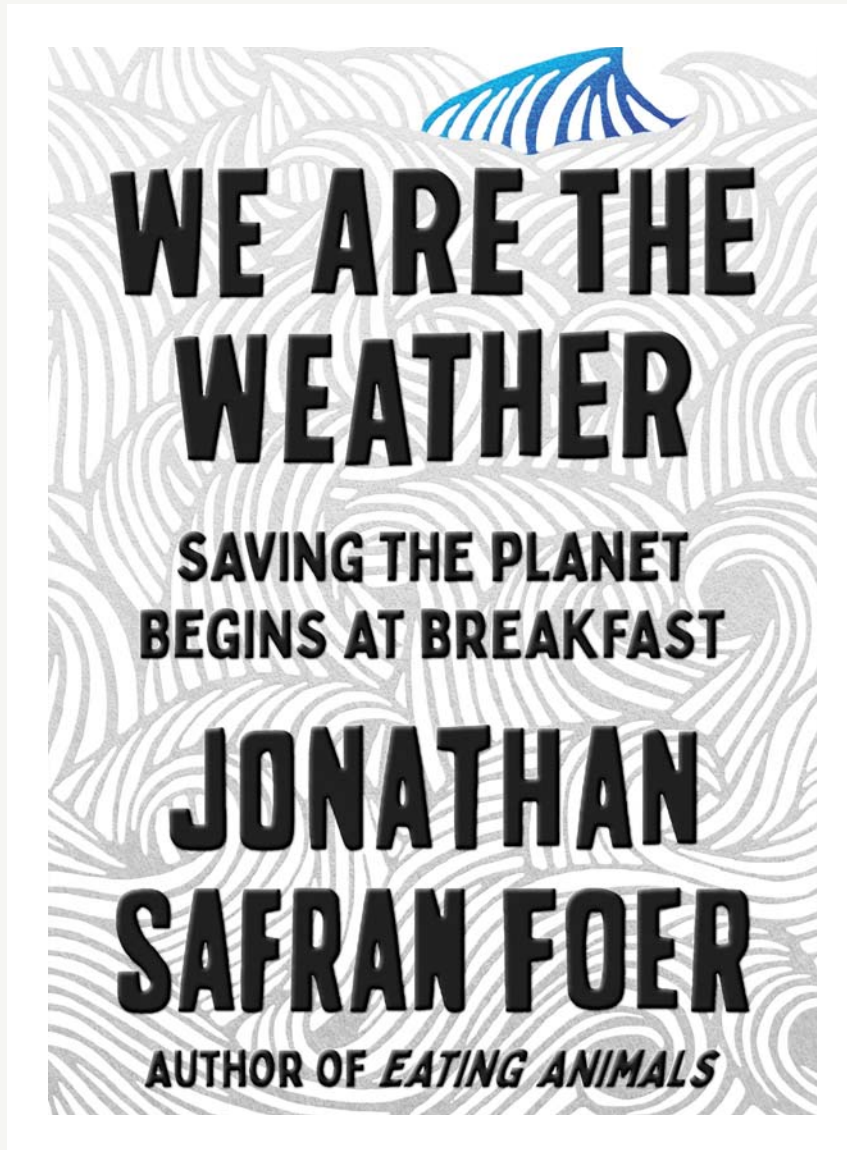
SABAI DESIGN: We are constantly looking for ways to improve and make both our customers and the earth better off. At the moment, we are exploring innovative materials that we can incorporate into both existing and new Sabai products. We are also excited by the prospect of partnering with boutique hotels or schools that are interested in creating spaces that promote awareness around sustainable furnishings.

CHANINTR: Lastly, as a successful small start-up, what advice can you give to those looking to start their own business?

SABAI DESIGN: Some advice we received early on is to constantly communicate with and listen to your customers. We cannot emphasize enough how valuable this has been for us. Before you go ahead and build a product or service you believe people want, you should talk to your potential customers to get a better understanding of what they actually care about and want, or, more importantly, need.



PHOTOS COURTESY OF SARAI DESIGN



GRASS IS ALWAYS GREENER

“WE FIND IT HARD TO REMEMBER
HOW MUCH THE WORLD HAS ALREADY CHANGED.”

At the beginning of every year, I list out books to add to my reading list. I throw in a lot of thrillers, conspiracy theories and non-fiction mysteries (my favorite genres), and for balance, add some recommendations from friends and the Internet that I admittedly never get around to. “**We Are the Weather: Saving the Planet Begins at Breakfast**” by Jonathan Safran Foer is one of those hardcovers I had on my list just to sound a tad more well-read. I would see it in the ‘Recommended Reads,’ ‘Staff’s Picks’ and ‘Bestsellers’ displays every visit to the bookstore, but the idea of reading about the environment in my leisure time did not sound fun. However, as I started to educate myself about eco-conscious brands for this Journal, the book made itself to the top of my list. And to my surprise, it was not only educational, but also entertaining.

We don’t need a *New York Times* bestselling author and Princeton grad (that would be Foer) to tell us that our future is bleak. The news in 2019 — and even the first months of 2020 — made clear that the effects of climate change are becoming more and more apparent. Hurricanes, floods, droughts, tornadoes and heat waves made headlines all over the globe. In January of this year, world leaders called for action as the Australian bushfires grew to an area larger than Scotland. Foer’s book does a good job at scarily reminding us that this is not normal.

“We find it hard to remember how much the world has already changed,” the American novelist and New York University professor writes. “We don’t balk at proposals like the construction



of a ten-mile-long seawall around Manhattan, we accept increased insurance premiums, and extreme weather - forest fires encroaching on metropolises, annual ‘thousand-year floods,’ record deaths from record heat waves-is now just weather.”

Mixing personal anecdotes with interesting analogies, Foer makes reading about something you associate with a college graduation requirement class bearable. While he acknowledges that the subject isn’t sexy — hypothesizing that’s why the environmental crisis occupies such a small space in literature — he succeeds in translating hard facts into easy-to-digest stories. Readers will feel fear, pessimism, optimism, suspense and excitement all at once while flipping through.

The most fascinating takeaway for me was how big of an impact the animal agricultural industry has on global warming. Personally, I’ve sworn off straws, plastic bags and do my best to carry around my own water bottle. The ‘woke millennial’ in me felt proud of these lifestyle choices. But Foer puts into perspective how much more I could be doing if I were to make small sacrifices to my diet. When people think of climate change they often think of car emissions and toxic factory waste. Little do they know that animal agriculture accounts for 24% of harmful emissions. The detrimental effects of animal agriculture on the environment include deforestation (releasing carbon dioxide into the air from burning down large areas of trees to make space for farming); gases released from the animal’s urine and manure; and methane, which has 34 times the “global warming potential” of carbon dioxide, released from the animal’s belches and flatulence.

The reason Foer wants us to focus on the animal industry is because we can implement this change more quickly and with less sacrifice. Similar to solving polio or raising morale during World War II — examples from the book — everyone large and small needs to do their part to eradicate the threat of global warming. Substituting regular meals for plant-based options twice a day does not seem like a big price to pay for saving our ecosystem. These are the first steps, Foer says, to begin to heal our planet. Are you willing to step up your efforts in order to fight climate change?

“We Are the Weather” is available on [amazon.com](https://www.amazon.com).

– Uracha Chaipayinunt

THE GUIDE OF WHAT AND WHERE TO BUY

Lawson Lounge Angled Sofa

DESIGN BY RODOLFO DORDONI

Minotti

With the fluid line of its shapes and the equilibrium of its soft volumes, the Lawson seating system offers innovative solutions that push out traditional style boundaries. The design features a look based on the juxtaposition of materials: on one side there is leather, which follows the curve of the enveloping backrest, in turn becoming an armrest; and on the other side there is the fabric of the cushions, with its haute couture feel.

Baht 615,000



Latchet Mirror

Waterworks

The Latchet Mirror's decorative hanging mechanism elevates simple forms to those with modern architectural interest. Loosely inspired by 20th century French mirrors, the Latchet satisfies a visceral desire to expose the mechanics of a design. The mirror moves seamlessly between the most modern spaces and the quint-essentially classic bath.

Baht 51,000



Kiila Stacking Chair

Conde House

Designed by Mikko Halonen, Kiila dining chair is made from Japanese ash. Its simple look and comfortable design makes it ideal for your home and hospitality projects. Available in upholstered or with wooden seat.

Baht 19,000



Franco Cheese Board

Aerin

Minimal and sophisticated, this beautiful cheese board in sleek white marble, accentuated with tubular brass handles, is a stylish addition to a tabletop. A classic piece, it is hugely versatile, working perfectly for everyday use as well as for entertaining.

Baht 8,400



Setu® Chair

DESIGN BY STUDIO 7.5

Herman Miller

Setu is Studio 7.5's solution for today's more collaborative, less formal workspaces. Material innovation gives the Setu chair its unique combination of flex and strength. Setu components are up to 89% recyclable based on the availability of recycling facilities. It comprises approximately 45% percent recycled materials.

From Baht 32,500



Liaigre Parfum d'ambiance

Liaigre

Christan Liaigre has personally selected an element from nature and created the distinctive home spray which comes in sleek bottle that smells and looks great in any home. Available in three signature scents: Cabanon (Elderberry), Island Home (Eucalyptus), Aulne (Alder Tree).

Baht 4,000

Rick Box Table

RAY BOOTH™ COLLECTION

Hickory Chair

This table reminds us of the joys of simplicity and happenstance. The three alternating stacked drawers provide storage while the top provides the perfect rest for any drink beside a chair.

Baht 121,000



Folia Brushed Brass Pendant

Saint-Louis

Folia is a contemporary vision of nature, from its cut, leaf-shaped, to the bright tree structures. Each crystal piece in the collection is decorated with deep geometric and organic bevel cuts. The finishes in brushed brass emphasize the structure of the lamps. This dual-material approach is a perfect catalyst for the crystal's radiance.

Baht 29,500



Teleties Hair Tie

Teleties

Hold your hair and enhance your style with Teleties. The strong grip, no rip hair tie that doubles as a bracelet. It is not only functional, but fashionable and less damaging to hair. For every purchase of Teleties, part of the revenue will be donated to FORCE, which is a non-profit organization that improves the lives of those affected by hereditary cancers.

teleties.com

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PHOTO COURTESY OF LARQ

MAGIC BOTTLE

Reusable bottles are the face of this generation's single-use plastic ban. More and more people are carrying around their own bottles in an effort to decrease plastic waste. Simultaneously, more and more places are installing free water fountains and refill stations to encourage the movement. Since reusable bottles have become a trend of its own, more water bottle brands have popped up in the last few years. Some claim they can keep water ice cold for over 24 hours even under the blazing sun. Others are synced to your phone to allow you to check how much fluid you've consumed a day. But there's one water bottle that has really stood out to us — **LARQ**.

Known as the world's first self-cleaning water bottle and water purification system, LARQ uses UV-C LED light to eliminate up to 99.9999% of bio-contaminants from your water and bottle. The bottle intelligently activates every 2 hours — or when you press its button — to keep the water and bottle stink-free. What does this mean in layman's term? You can turn tap water into safe, pure drinking water in 60 seconds. And, for the lazy, you theoretically no longer have to wash your water bottle. That's less plastic *and* water consumption.

In addition to its advanced technology, LARQ does everything else a good water bottle does too. It keeps water cold for 24 hours and hot for 12 hours. It's light, functional and personalizable (available in three different sizes and a number of colors). It also comes with a couple of accessories, such as a limited edition sleeve for protection. Happy drinking!

— Uracha Chaiyapinunt

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