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Seconds From Disaster

Sebabnya sebuah misteri  
tetapi kesannya amat ketara.



# BREAKING THE MOULD

Fun and work are both possible in this shop lot designed by Pride Studio



**Left and above** High ceilings in the entrance to the offices of Valsler create a grand and eye-catching space. The once fairly ordinary premises were transformed into a modern, trendy space by interior designer and visual communication specialist Pride Studio. Blue LED strip lights illuminate the frosted glass reception counter, while a timber-panelled feature wall, L-shaped sofas and an ottoman add to the contemporary flavour of the offices.

**Above right** Guests and staff can relax and chill out in the mezzanine area, fitted with designer benches and chairs and multicoloured yoga balls.

**For an interior designer, an empty office space** represents a blank canvas waiting to be filled, using the important combination of practical considerations and artistic elements.

Interior design practice Pride Studio took up this challenge when it was commissioned to design a new office for automation specialist Valsler.

"Our client is involved in the oil and gas business, but we wanted to create an environment for them that was about much more than that. Our concept was for a space that was trendy but still functional. It had to be relaxed and fun to work in, but still energising for the employees," says director of Pride Studio Patrick Chin.

Pride Studio offers both interior design and visual communication services for a variety of corporate, hospitality, retail and residential clients throughout Malaysia. By bringing these skills together in the one company, Pride Studio offers its clients a comprehensive and professional service.

"Our intention is to design a space that suits the image of the client company, and to ensure that the interior and the graphic elements are all carefully synchronised. We believe this eliminates any communication issues from the time that the interior designer visualises the space to the stage when the graphic designers produce the artwork," says Chin.

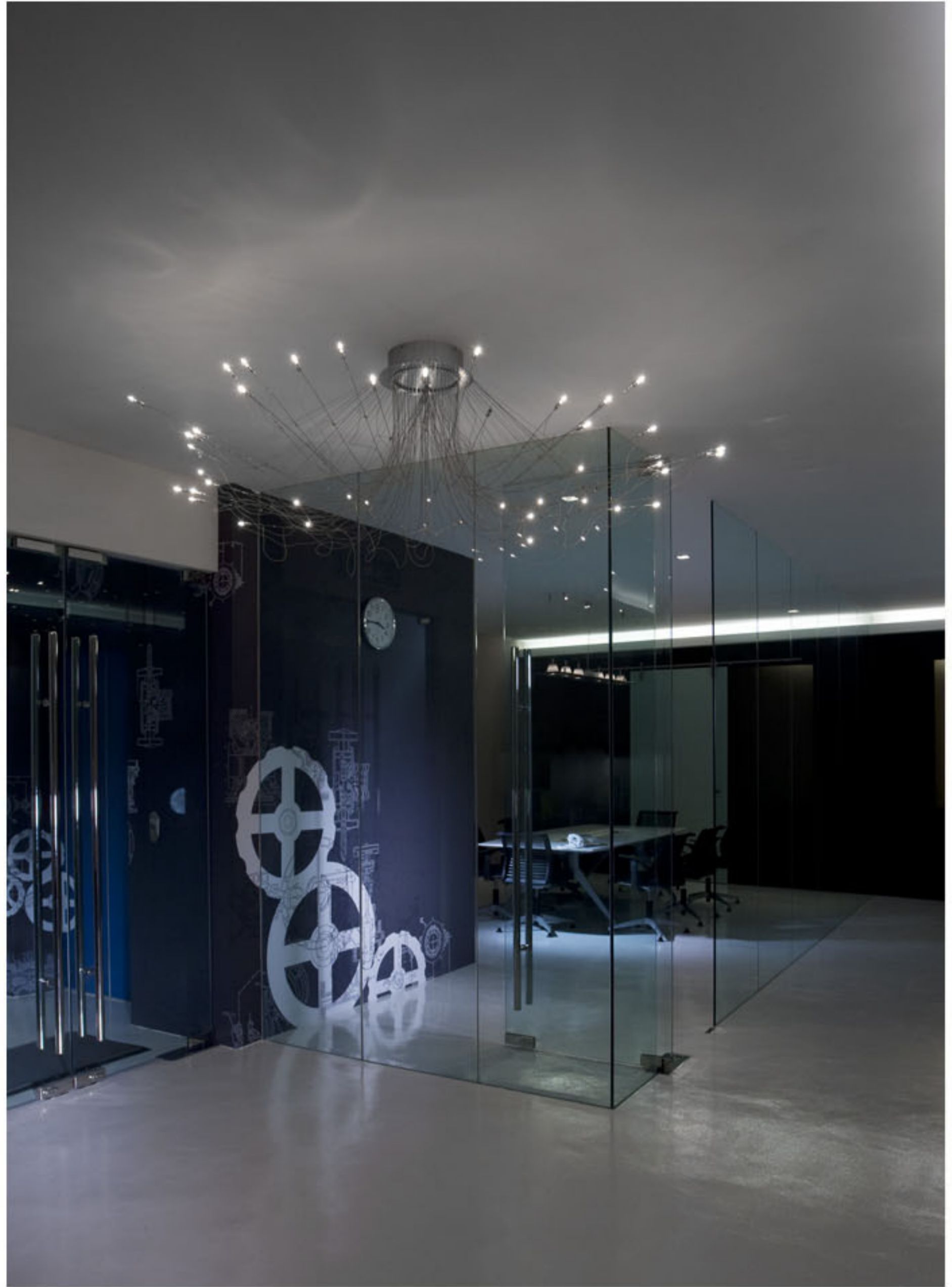






**Left** Wall motifs have an industrial flavour, reflecting the company's core business interests. The graphics throughout the space are part of the overall theme. The company's logo and other corporate identity elements were redesigned to complement each other.

**Right** Designer pendant lights add a dramatic note the open spaces such as the common areas and meeting rooms. Photography by Azrul K. Abdullah.



The informal environment incorporates plenty of chill-out spaces for staff, including dining areas with countertops and an entertainment section on the ground floor mezzanine level.

Each floor throughout the four levels of the building is represented by a different set of hues, while lift lobbies and glass panels between offices and hallways feature industrial motifs that reflect the company's

business, all custom designed by Pride Studio.

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