



santai

Dennis Pluemer, Founder

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Tropical lifestyle from Java.

The new design label santai launches its first collection at "Passagen 2015" in Cologne.

The young furniture enterprise from Bonn will present its new collection for the first time during the Interior Design Week in Cologne (19th to 25th of January 2015). Dennis Pluemer (30), founder of Santai UG, wants to enrich homes of western customers with a new design and the tropical lifestyle of Java (Indonesia).

santai is a producer of tropical design furniture that is inspired by the culture of Java and transports the relaxed and sociable mood of the island. The furnishings are crafted manually by local small and medium enterprises using exclusive and sustainably cultivated materials like teak, palisander and bamboo.

santai furniture pieces have a pure design with Asian shapes that are yet unknown to the western eye and refined details that are crafted using traditional Javanese skills. The furniture pieces enable you to enrich your own lifestyle and explore the special features of daily life and the Javanese view of the world.

santai creates a new interface between high quality design and traditional Asian furniture. "Our furniture appeals to the design and quality aware customer that is searching for an unfamiliar optic and more depth and meaning behind a product.", states Mr. Pluemer. In recognition of its special attributes, santai products feature in the upper price segment.

The exhibition

The new santai collection will be shown entirely between the 19th and 25th of January in Gallery Ampersand in Cologne. Ten furniture pieces (especially sitting and lying) and five accessories (mainly pillows and a tea set) will be exhibited. Visitors will get to immerse themselves in the tropical mood of Java through the accompanying pictures, music and greenery.

Opening hours: Mon - Sun, 10 am - 9 pm.

Cocktail evening: Tue, 20.01, starting 7 pm.

Talk: Fri, 23.01, 7 pm.

Address: Venloer Straße 24, 50672 Cologne.

About santai

santai was established by Dennis Pluemer (30). After having graduated from University, the economic geographer from Bonn went to Yogyakarta (Indonesia) for two years to build a team of five local designers. Among them:

- *Singgih S. Kartono*, Designer of the Magno Wooden Radio (e.g. Design Plus Award 2009 (GER) and Good Design Award 2008 (JP));
- *Eko Prawoto*, internationally renowned architect and bamboo expert (e.g. nominee for the Aga Khan Architecture Award 2010, artist of Singapore Biennale 2013).

Each designer developed his product for santai from scratch - from the source of inspiration (e.g. temple architecture), via technical drawings to the creation of prototypes. Every one to two months the team came together to discuss the progress and find solutions together.

santai's goal is to have a positive impact on the Javanese society. The project aims to contribute to the revitalization of elements of the island's culture, to promote small and medium scale enterprises and to strengthen the ecological awareness of local stakeholders.

"Santai" (Indonesian) means "to relax" or "to be at ease". The name reflects the local lifestyle of Java.

Further information

www.santai-furniture.com

www.facebook.com/santai.furniture

www.voggenreiter.com (Passagen Fair)

www.galerie-ampersand.de