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BLINK EYES THE FUTURE

Asian design firm sets plans for the next decade with an expanding luxury hospitality portfolio and the recent acquisition of Jaya Interior Design Business



Rengy John and Clint Negata, Co-CEOs of BLINK Design Group

(Singapore, 9th October) Asia's luxury hospitality scene has experienced phenomenal growth in the last two decades. One design firm has been quietly expanding its presence and is now emerging as a major force in the industry. Asia based but with an international perspective, BLINK's success is rooted in its philosophy of crafting bespoke and transcendent experiences through design.

Poised to be an ascendant player in the luxury hospitality design scene, BLINK recently acquired the Jaya Interior Design Business (JID). The boutique firm, founded by the legendary Jaya Ibrahim, faced an uncertain future following Ibrahim's sudden death in 2015.

Co-CEOs Clint Nagata and Rengy John weigh in on this exciting period for the firm and identify the trends shaping the luxury hospitality sector:

Why did BLINK acquire JID?

CLINT NAGATA: It goes without saying that Jaya Ibrahim was one of the leading voices in Asian design. But on a personal note, he was my friend and I learned a lot from him. We've long admired his contribution to the Asian design vernacular, defining it in such a compelling way that it resonated



globally. In following his work through the years, we found that we had a similar approach to design and shared his appreciation for timeless, elegant design. We wanted to find a way to preserve his legacy and ensure his design philosophy continues into the future.

After your acquisition of JID, what does the future hold for this brand?

RENGY JOHN: JID's team and portfolio will be consolidated with BLINK's and the two entities will operate as one under the BLINK Design Group (BDG). It is in our interest to distill Jaya's remarkable design ethos into our practice while strengthening BLINK's integrated services that include master planning, building design and interiors. With our extensive network and growing footprint in the luxury hospitality space, we're able to honour his legacy by ensuring his unfinished projects see completion. We see this as a huge honour and we take on this responsibility with great humility.

BLINK just celebrated its 10th year. What does the future hold for the firm?

CN: A lot has happened in 10 years. We're proud that BLINK has earned its place in the elite tier of luxury hospitality design firms. Today we work across five continents with the world's leading hotel brands. While we're looking forward to the opening of Capella Shanghai this year, next year will see the completion of Ritz-Carlton Jiuzhaigou, Six Senses Uluwatu and Princes' Palace Resort, Istanbul.

What is the future of luxury hospitality and what part will BLINK play in it?

RJ: It is increasingly about the 'experience.' We hope to redefine luxury hospitality by creating destinations that encompass the essence of the travel experience. With vision, skill and sensitivity, we are weaving together the tangible and intangible. This means expressing the richness of local culture and heritage with the dreams of our clients and the values and expectations of their guests. In designing experiences that engage the spirit, reward the senses and fuel the imagination, we will continue to offer guests one of the greatest luxuries of all: being moved by the beauty of experience itself.

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ABOUT BLINK

BLINK Design Group (BLINK) believes that every client's story deserves an unforgettable place. Inspired by singular instinct and collective expertise, BLINK creates distinctive, successful hotels and resorts for their clients, and sublime experiences for their guests. Their work is always authentic and welcoming, centered on the uniqueness of each specific location. Celebrating its tenth anniversary, BLINK operates out of Bangkok, Singapore, New Delhi, and Shanghai. The Asia-born company provides a mix of integrated services — master planning, building design, and interior design — luxury hotels, resorts, restaurants, clubs, spas, and residences for leading global brands in the world's most desired destinations. www.blinkdg.com

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