

text NG YI XIANG
portrait photography ANDREW O /
ABSOLUTE ART CREATIONS

who JOYCE ELIZABETH TRANCHIDA
why AMERICAN INTERIOR DESIGNER FROM
LAZZONI COMES TO MALAYSIA TO MEET HER
CLIENTS AND TO SPEAK ABOUT HER MODERN-
CLASSIC COLLECTION.

**what gets her out of bed
in the morning**
SO MANY THINGS, EVERYTHING. I'M ACTUALLY
POSITIVE, EXCITABLE, AND I'M GENUINELY A
HAPPY PERSON ALL THE TIME.



left Inspired by
nature, Joyce
Elizabeth mentions
that we should
definitely bring the
outdoors-in.

"I wanted to do art when I was extremely young. Actually, my aunt is the one who first suggested that I become an interior designer when I was only 10 years old," says the designer who has been with Lazzoni for four years.

The only interior designer in her family of artistic women, managed to earn her spot as a designer at the company when she went to New York and was lucky enough to meet the CEO of Lazzoni USA during the opening of the flagship store. It was also at Lazzoni that she had her first experience designing with furniture.

It is her clean-cut classic design with a definite feminine twist that catches our eye. They show her as a risk-taker, combining both contemporary and classic designs.

Joyce describes her collection to be traditional with classic elements of design. The details from the glass right down to the handles of her pieces are delicate. Lacquer also plays a huge part in her collection, "I think lacquer helps a lot in making it modern classic. You can incorporate a very classic design to other modern pieces because of the lacquer gives it a clean and minimal element, and the shape and form of the pieces are accentuated."

These designs are based on her philosophy to create timeless pieces for her clients. To her, sustainability is essential to enable the end-user to use it for a long time, which is as important as the aesthetic value. For instance, one can switch all the pillows to create a new look instead of replacing all the furniture.

She says it is interesting to meet the customers here in Malaysia, which differs from the ones in New York. In Malaysia, a project for an interior designer starts from scratch, which includes everything from furnishings to interior design. In New York, it often starts with the developer who fits out everything and the projects involve more interior decorating. "I would either design the kitchen and bathroom for the developer without the decorating or I would bring in the pieces for a client who has just purchased the condo that has already been fitted out."

She also offers advice to those who want to combine classic and contemporary furnishings. There must be a unifying element based on the principles of design. These include the colour scheme and harmony in shape and form so that two styles can merge.

"Lazzoni gives me the platform from which I create the pieces that I envisioned from the entire structure right down to the actual manufacturing of the piece," she says. ●

Make an appointment to see Joyce Elizabeth Tranchida's designs at 154, Jalan Maarof, Bukit Bandaraya, Bangsar, Kuala Lumpur, tel: +603-2201-3323.