

WHYTT

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A Land of Luxury *and* *Memories*

Joana Santos Barbosa, founder and the creative mind behind InsidherLand, describes the essence of the brand that she launched in 2012, by simply saying, "I draw memories to create what I have never seen."

Written by: Cristiana Costa





Although Joana started her journey as an Architect, having worked in several architecture studios, she always had “a personal dream of transforming my own experiences into elegant forms” which she gathered with her passion for exquisite details. By exploring rich handcraft techniques and an immense variety of noble materials available in Portugal, Joana decided to try her luck and create luxury furniture that she would present to specific, niche markets worldwide that looked for meaningful creations.

This was the motto to create her own Land; a signature brand that would incorporate her most significant influences in two complementary collections.

Beyond Memory, InsiderLand’s debut collection, explores Joana’s personal memories connected to nature and ancient cultures, as a reflection of her experiences and trips around the World. The iconic piece of this collection is The Special Tree cabinet. By transforming real trees in geometric contemporary forms, Joana tells a story of a small tree in which two lovers write the promise of an ever lasting love. Exalting the autumnal palette, the craftsmanship work in exotic wood roots and copper emphasizes each one of the ‘trees’ in this cabinet and creates a dialogue between them that celebrates the rich tonal variations of the season. For Joana, The Special Tree carries the most special meaning of the entire collection, as it was based in her parents love story (remember the two lovers? That’s right!).

Another visually striking creation of Beyond Memory’s collection is the Osani Mirror. Joana was inspired by the Osani Circle photograph, taken by the Belgian anthropologist Jean-Pierre Hallet in the 1960s. Hallet lived many years with the Efé tribe and loved their community traditions.

The human circle inspired the round mirror that represents the spirit of mutual help in this tribe. The mirror

was drawn at first attempt and immediately when she saw the image! The ebony veneer captures the effect of the childrens’ outstretched legs around the centre and the aged gold leaf brings to mind the soles of their feet and sun-bleached hair. The circle as the perfect form in which the flow of energy is identical and of equal value; without beginning or end.

As a trained architect, Joana Santos Barbosa received a variety of influences that defined her creativity and the Identity collection represents that second part of her life. Featuring pieces that show more creative fluency, the Identity collection unveils a series of striking modern objects considered as fragments from her contact with architecture, along with other artistic forms such as painting, sculpture and music. The collection is a defining guidance of a journey that explores the fusion between these disciplines with conceptual freedom.





▷ The Pianist centre table is one of the most emblematic pieces of the collection. As Joana started playing the piano at the age of nine, she designed exactly what she saw when playing. That is the reason why the table doesn't represent the piano, but the hands of the artist, vehicle of technique and emotion. In detail, the elegant brass blades design the exact shape of her longest four fingers on a white marble keyboard.

You could assume that all the pieces have a special meaning for Joana, as they all have a deep connection to her life and you would assume right. Joana tells us that "choosing her favourite piece is a hard task", but the Looshaus wall lamp is the ultimate perfection. She reveals that "the austere forms of the lamp capture the radical aesthetic of 'Ornament and Crime' written by the Modernist Architect Adolf Loos and stated at his Looshaus building in Vienna, but the crossed lights projected on the wall richly soften the primary forms of the object and, unexpectedly, elevate the object to a meaningful perfection."

InsidherLand pieces can be found in more than thirty countries spread across four continents and the brand has been regularly present in the most prestigious design events, such as Salone del Mobile in Milan and Maison et Objet in Paris.

In the beginning of 2019, Joana will be presenting a series in Paris of new beautiful creations and new editions of both collections at Maison & Objet. Among the new releases, the public will be able to see the more recent additions such as the Pianist console, the Symphony stool and InsidherLand's most recent bestseller, the Niemeyer armchair, frequently chosen to decorate luxury hotels and mountain chalets. **W**

