

**CENTREPIECES**

Alice (above), a kinetic chandelier from Lasvit, responds to music. Fendi Casa's plush sofas (right) redefine luxury with high-end styling and workmanship. PHOTOS: LASVIT, ARMANI/DADA, FENDI CASA



STYLE TO THE MAX

New entrant to the high-end furniture scene, Macsk, raises the bar with marquee names. **By Tay Suan Chiang**

THERE is a new luxury furniture store in town, and it comes with an oddly spelt name – Macsk. You would think it is pronounced as “mask” but general manager Syddal Wee says to pronounce it as “max”. “We want to maximise the potential of the brand. Most people would think it is “mask” but that only implies there is something to hide,” he explains.

Located on Mohd Sultan Road, Macsk opens on Dec 15. The 8,600 sq ft showroom will house 11 brands which include flagship brand Molteni&C, and will be bringing in design icons old and new by the likes of Spanish designer Patricia Urquiola and Italian master Gio Ponti.

For the first time in South-east Asia, Armani/Dada will bring their Slide kitchen where the marble worktop glides open to reveal a stainless steel work area.

On the lighting front, it will carry pieces from Louis Poulsen, Brand van Egmond, Oluce, and Lasvit. It will not be difficult to miss the Macsk showroom when it is ready. From the outside, passers-by will see the Alice, a kinetic chandelier from Lasvit, in the shape of a hanging lotus flower which opens and closes in time to music. The chandelier is available for sale at US\$500,000.

Some other brands include Fendi Casa furnishings and leading outdoor furniture brand Kettel, as well as accessories from Murano glass artisan Carlo Moretti and Italian brand Alessi.

Macsk's opening comes amid a tepid property market, but Mr Wee doesn't look fazed. “The middle-income crowd could be affected but Macsk will be dealing with the high net worth folks, who still have the means to buy,” he says. “They may defer buying for now, but they will make that purchase eventually.”

Mr Wee would know. Armed with more than 20 years of experience in the furniture industry, he was previously the general manager at Space, was instrumental in building the Space business in both Singapore and Malaysia, and most significantly oversaw the launch of the new flagship Singapore showroom at Bencoolen Street. His departure from Space in June was sudden,

**THEY WILL COME**

Macsk GM Syddal Wee (above) is unfazed by the opening of a high-end luxury store in a tepid property market. “They (high net worth folks) may defer buying for now, but they will make that purchase eventually.” He was previously GM of Space, overseeing the launch of its Bencoolen Street flagship showroom. (Left) Lamp from Oluce, the oldest Italian lamp and lighting design company still active today. PHOTOS: JOSEPH NAIR, OLUCE