

BLOUINARTINFO

Miaja Gallery to Open in October in Singapore

BY Sonia Kolesnikov-Jessop | August 25, 2015



Guillaume Roche, Exclos Series, Steel
(Miaja Gallery)

A new art gallery will open in Singapore on October 1. Miaja Gallery will occupy the ground floor space of a renovated shophouse in Bukit Timah, and is setting out to offer a mix of contemporary art with innovative design pieces, created in limited editions in collaboration with artists and artisans.

For Isabelle Miaja, the gallery is a natural evolution for the MIAJA Design Group she set up over 20 years ago. The interior design firm is behind projects like Sofitel So in Singapore, Pullman Central Park in Jakarta, and Sofitel in Mumbai, but now Miaja wants to bring her ideas to individuals as well. "There are many buyers who don't need an entire renovation of their office or home, but desire a few pieces which inspire them in their surroundings, and want help putting it all together. That's where Miaja Gallery will come in," she explains.

Miaja Gallery has a very specific goal: "to bring objects to our audience that are both creative and functional at the same time," she says, adding, "Although we will offer traditional contemporary art pieces, we will have a strong focus on innovative design pieces which appeal to a niche market of those who desire to live with interesting objects around them, in a synergetic way."

While the gallery will occupy the ground floor, the upper floor will be Miaja's design office, relocating there from Orchard Road.

When asked about the choice to move to Bukit Timah, she responded, "because of our offerings, location is not as important to us as it might be for more traditional galleries."

Art and design in Singapore is still a relatively "niche" market, notes Miaja, and by providing a platform for artisans, designers, and craftspeople "we feel we can inspire collaborations between artists."