

# TATA

ALAMI ALAM

YUNI JIE X DU ANYAM X EVERY

*“MODERNITY  
INSPIRED BY  
NATURE”*





**Yuni Jie** has contributed in many inspiring ways as a leading interior and product designer in Indonesia. She was born in 1977 and is most recognized for her understated elegance spirit. Yuni embraces modern design with touches drawn from local sensibility.

Through her strong role as a female designer figure in Indonesia, this New York graduate wishes to

**mindfully bring fresh ideas to the art of craft.**

With this inspiring collaboration, Yuni plays with simple geometric form and color and translates it into a fresh collection of wall art decoration that can be applied to both residential and commercial space.

TATA collection is a new approach to traditional Indonesian weaving. A modernist and philanthropist at heart, she tells a story and balanced East and West design philosophy with strong composition. The wall art comes together as a body of work that is timeless and effortless, and most importantly truly shows her love as a proud Indonesian.



## DU ANYAM

**“ Empower Women  
Promote Culture  
Improve Livelihood ”**

Founded in 2014, Du Anyam focuses on producing natural fibre home decor collections, and in the process, promotes and preserves traditional

craftsmanship, whilst empowering and improving the livelihood of women in rural Indonesia. Our aim is to tackle maternal health issues and poverty alleviation by providing alternative employment to women, allowing them to get additional earnings through indigenous craft creation. Du Anyam always thrive for innovative - novel design and our commitment towards

sustainability, product's quality and authenticity, as well as social impact values have also brought us to be the industry leader in premium ethical crafts brand in Indonesia. Each product is handmade by women artisans in the villages and through every purchase, you have taken your part in providing a meaningful impact to our artisans community and their families.



## EVERY

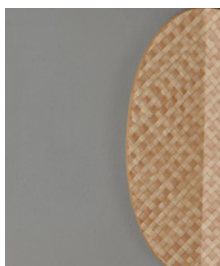
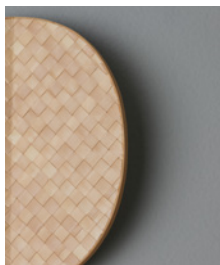
**“ Live Your EVERY day  
with a Twist ”**

EVERY is a furniture brand driven by creative innovation. We help small days feel bigger by providing solutions that will elevate your everyday. Why settle for the ordinary when you can make your day a little bit brighter? Crafting meaning from common everyday trivialities, we make furniture that's both fun and functional.

# *A SLICE OF NATURE*

Artistically inspired by nature, indulge in a collection of next-level Indonesian wall art. TATA - ALAMI ALAM - The Wall Art Collection is specially handcrafted to last. Each piece is made to flatter your home with a natural and effortless flair to showcase our commitment to create original and sustainable creation. In addition to aesthetic pleasure, enjoy the purposeful design and endless functions – our precious gem to fit your heart, all coming from local sources.

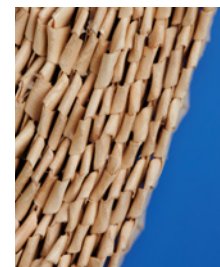




## TATA - 01

|         |                   |
|---------|-------------------|
| Modul 1 | 214 x 300 x 28 mm |
| Modul 2 | 150 x 180 x 19 mm |
| Modul 3 | 160 x 300 x 32 mm |
| Modul 4 | 160 x 220 x 26 mm |
| Modul 5 | Diam. 300 x 39 mm |





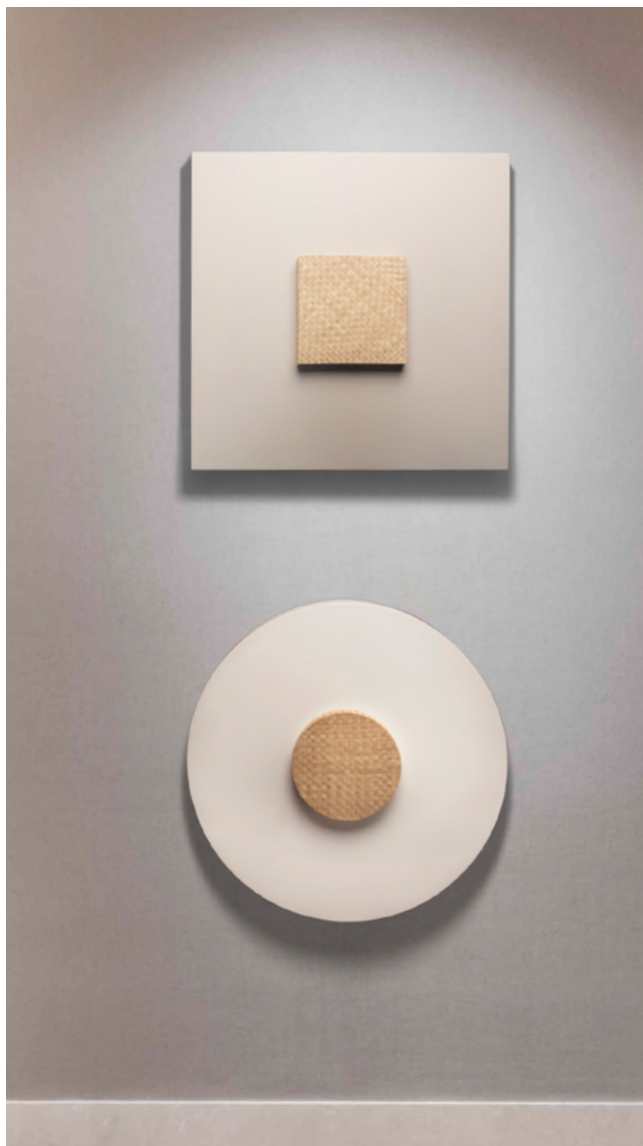
## TATA - 02

|         |                   |
|---------|-------------------|
| Modul 1 | 600 x 30 x 400 mm |
| Modul 2 | 900 x 30 x 660 mm |
| Modul 3 | 660 x 30 x 660 mm |



## *WEAVING A COLLABORATION*

The “TATA- ALAMI ALAM” wall art collection is a collaborative effort of Yuni Jie, Du Anyam, and EVERY Collections. Known for her approachable modern design and understated elegance spirit, Jie brought along her signature style in creating casual and versatile home pieces. Combined with the traditional weaving technique of East Flores by Du Anyam women artisans and the recycled sungkai wood from EVERY Collections, here is the birth of decorative wall art that’s timeless as it is comforting.



**TATA - 03**

Modul 1 600 x 600 x 60 mm  
Modul 2 Diam. 600 x 60 mm





## TATA - 04

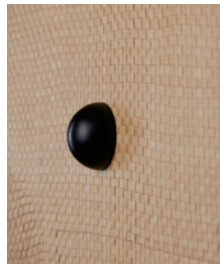
|         |                    |
|---------|--------------------|
| Modul 1 | 1500 x 260 x 20 mm |
| Modul 2 | 900 x 250 x 20 mm  |
| Modul 3 | 765 x 415 x 20 mm  |
| Modul 4 | 550 x 450 x 20 mm  |

# *THE POSSIBILITY IS ENDLESS*

If you're looking for modern-meets-natural touches to add to your space, TATA is the perfect visual spice for gracefully adorned interiors. The weaving tastefully reflects easy maintenance for gentle living, while the **fluid & adaptive** design delivers versatility- regardless of your interior preference.

With universally-favored modern style that's enriched with local nuance, we are proud to present a range of freestanding, three-dimensional, framed or modular complementary pieces for your space.

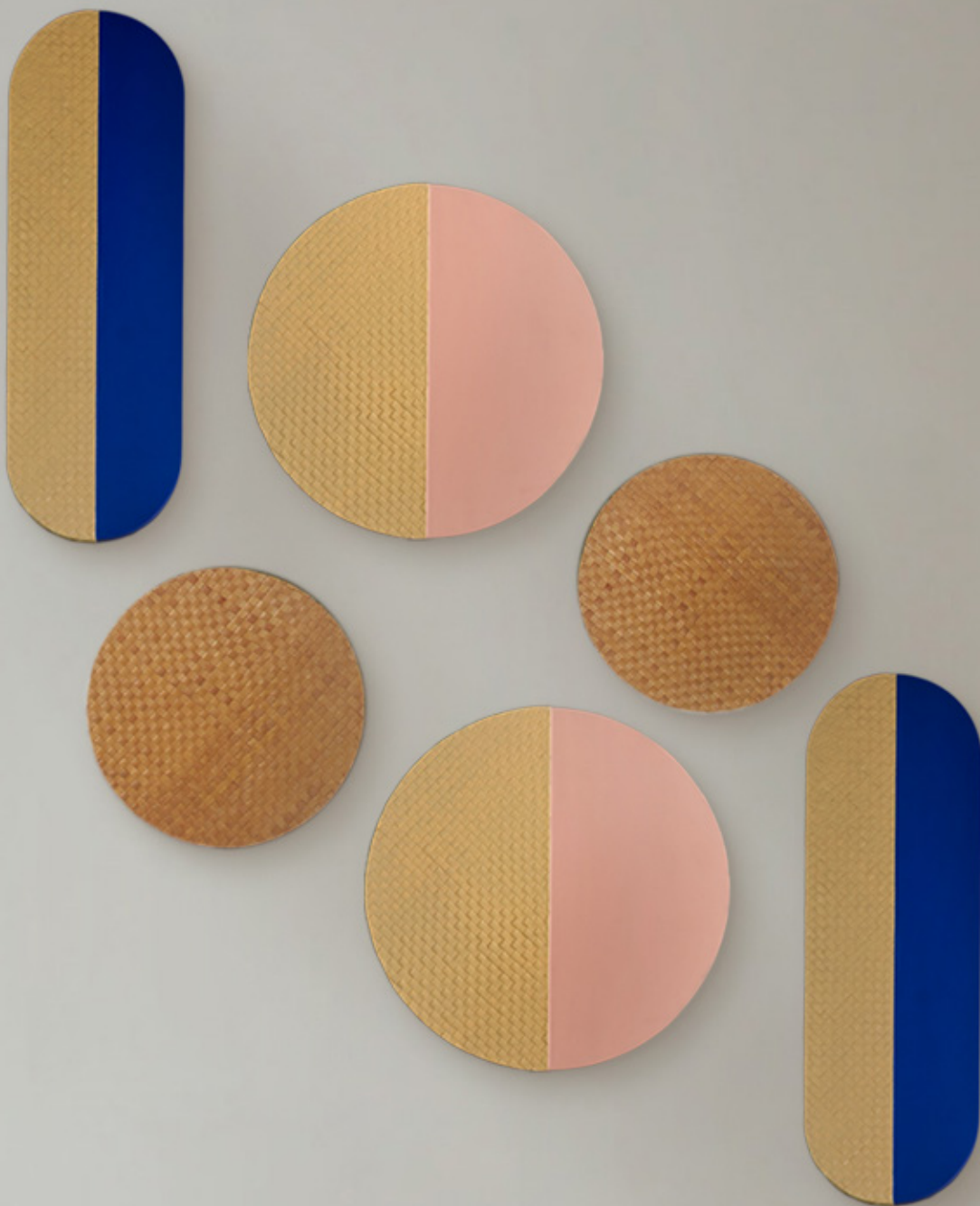




## TATA - 05

|         |             |
|---------|-------------|
| Modul 1 | 300 x 50 mm |
| Modul 2 | 600 x 30 mm |
| Modul 3 | 900 x 50 mm |

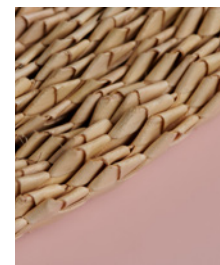
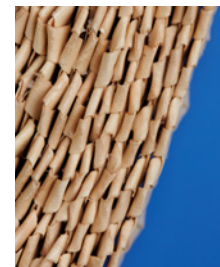
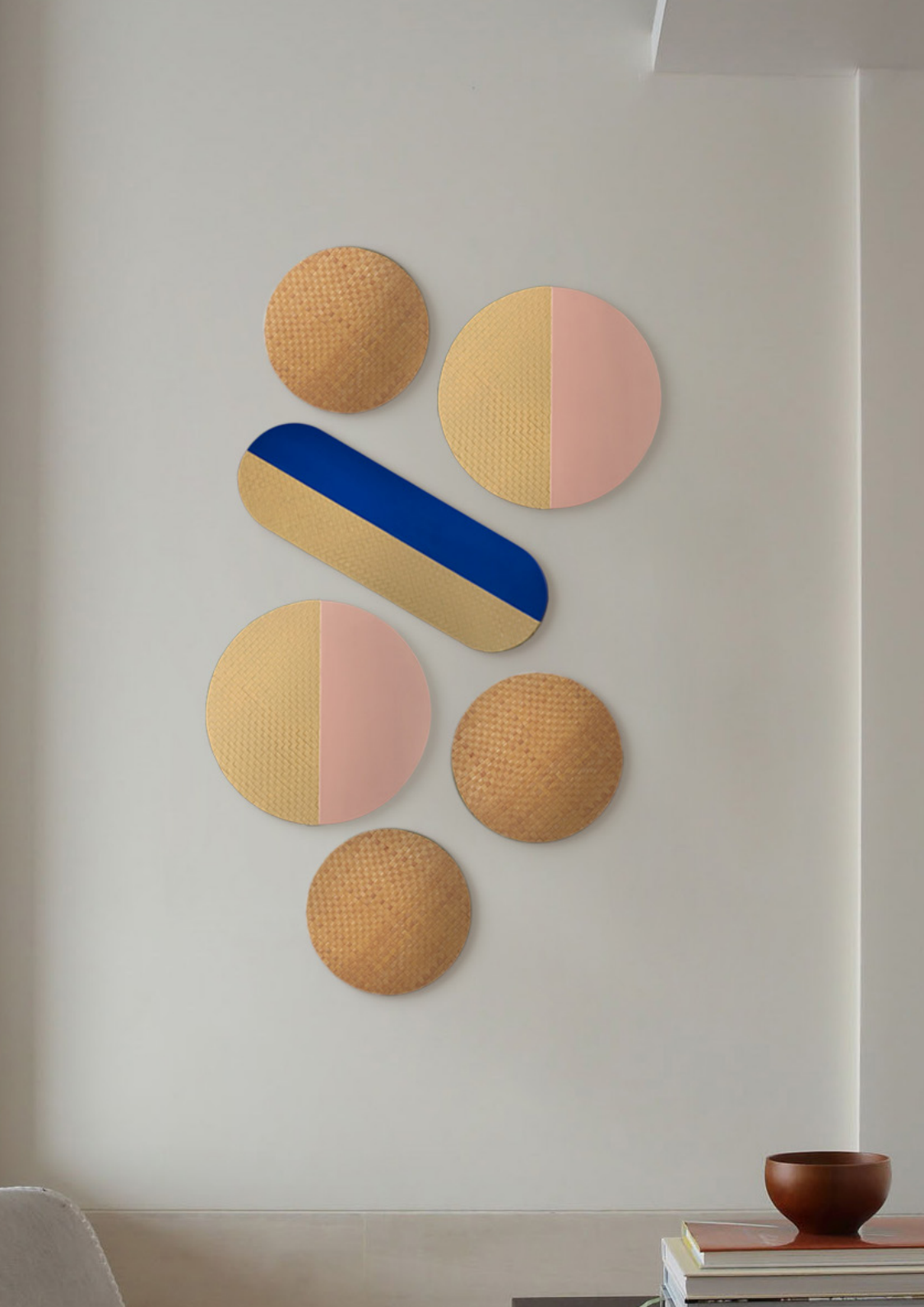




## *SUSTAINABILITY AT ITS BEST*

One of the main highlights of TATA is the commitment to sustainable materials – our innovative solutions to raise the simple things in everyday life that often get overlooked, without forgoing the need for modern aesthetics. Handcrafted by East Flores women weavers and using the recycled sungkai wood from EVERY production waste, the materials are designed to be as eco friendly as possible.

Serving you with beautiful patterns and long lasting quality, all our pieces are then completed in cool gray, dusty pink, and cobalt blue finishing color. Tasteful, refined and nothing less. Understated luxury.



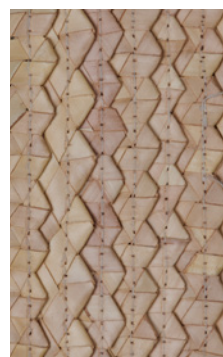
## TATA - 06

|         |                   |
|---------|-------------------|
| Modul 1 | 600 x 200 x 50 mm |
| Modul 2 | Diam. 300 x 20 mm |
| Modul 3 | Diam. 400 x 20 mm |

# *TIME FOR TATA*

For an instant mood-lifting addition to your interior, create a casual and functional ambiance with pieces from our curated pieces. Let's TATA your space with this collection and experience simple-yet-fulfilling pleasures right at the comfort of your own home.

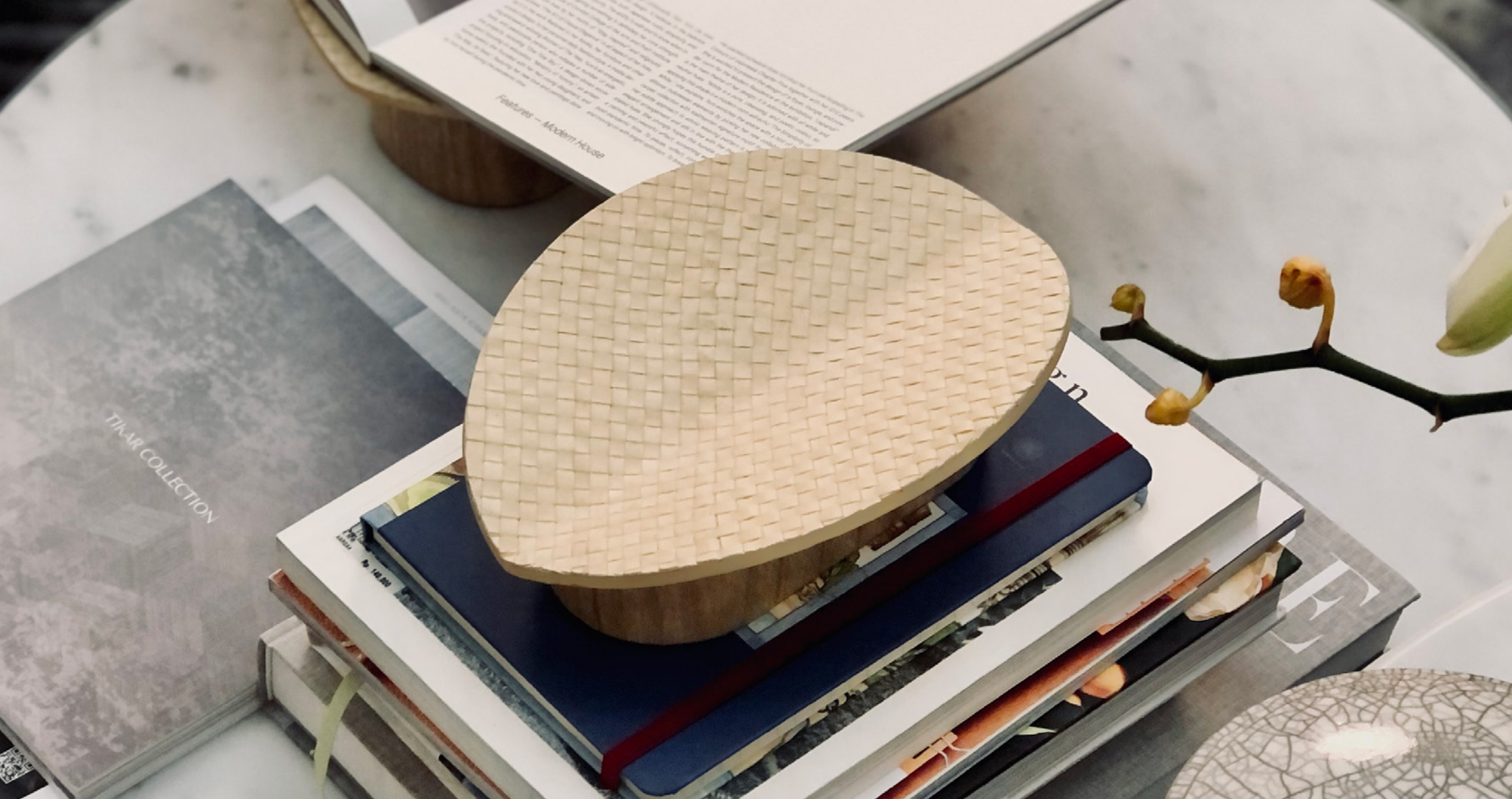




## TATA - 07

|         |             |
|---------|-------------|
| Modul 1 | 240 x 80 mm |
| Modul 2 | 240 x 80 mm |
| Modul 3 | 240 x 80 mm |

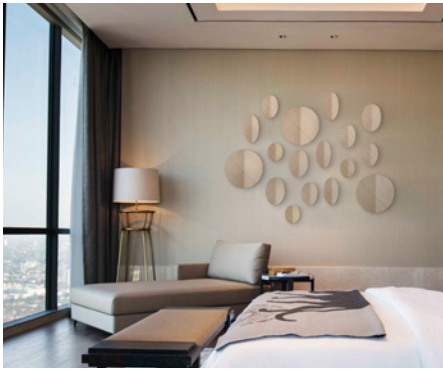




Every purchase you make on the TATA ALAMI ALAM collection directly contributes to  
Our Scholarship Program for underprivileged kids in Flores, East Nusa Tenggara.  
On behalf of our community, we thank you!

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## YUNI JIE X DU ANYAM X EVERY COLLECTIONS



### TATA-01

|         |                   |
|---------|-------------------|
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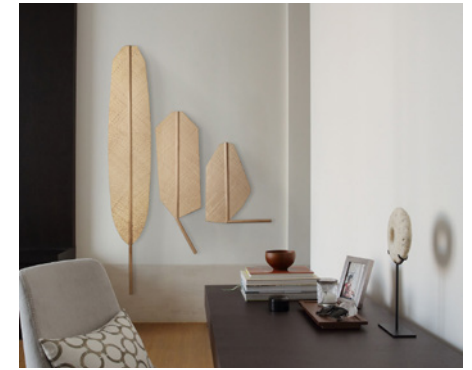
### TATA-02

|         |                   |
|---------|-------------------|
| Modul 1 | 600 x 30 x 400 mm |
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| Modul 3 | 660 x 30 x 660 mm |



### TATA-03

|         |                   |
|---------|-------------------|
| Modul 1 | 600 x 600 x 60 mm |
| Modul 2 | Diam. 600 x 60 mm |



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YUNI JIE X DU ANYAM X EVERY

# TATA

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