

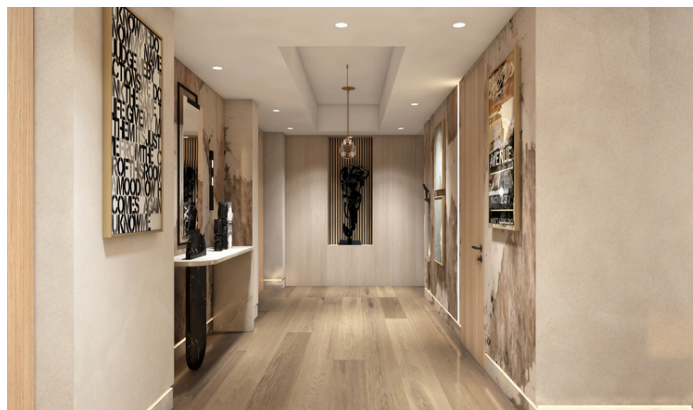
# JU ROCHA ON THE INTERSECTION OF ART AND DESIGN

**Q: Where do you draw your inspiration?**

I constantly draw inspiration from my travels; I try to learn as much as possible from the diverse cultures, artisans, and artists that I meet along the way. Everyone has a story to tell, and, there are rich, traditions and artistic techniques that can be explored and honored within my own work and collaborations.

**Q: Can you tell us more about working with artisans and creatives and what informs your collaborative process?**

In collaborating with artisans and artists, we approach the design process by identifying a purpose and establishing solutions. I believe a solution-oriented mindset empowers the artistry and fosters innovative design and modern interpretations.



Art curation for foyer, Beverly Hills, CA.

**Q: What else distinguishes you from other interior designers?**

Art! I not only collaborate with artists, I, also, represent artists. As an art dealer, I am able to bring to my clients one-of-a-kind art pieces that synthesize the personality of the client with the design. Our clients are often art collectors and appreciate our art expertise and resources. Being able to provide our clients with direct access to blue-chip art and emerging art, as well as, a personal connection to the artist(s) is invaluable. I operate from the belief that art is not about an aesthetic or accessibility to trend, it's about legacy, and this merger of artistic expression within the context of our design conceives an indelible sense of responsibility and pride.



Ju exploring artisanal concepts, Milan, Italy. Chair by Loewe.

“...art is not about an aesthetic or accessibility to trend, it’s about legacy..”

**Q: What is a rule or principle you always follow when designing?**

As an interior designer, I am aware of the responsibility of being a designer and how my design choices influence the inhabitants of a given space. Intentional design considers the well-being and the enhanced purpose of the human experience. The leading principle of our work is not only to create spaces that are beautiful, comfortable, and functional; but, also, spaces that organically foster connections between people, where stories can be shared and inspiration is tangible.



Custom kitchen island designed with local artist, Brentwood, CA.