

The experience of inhabiting a space

# DESIGNED BY JU ROCHA

is incredibly inspiring. The interiors are warm, vibrant, yet simple and elegant. There is always an element of surprise in Ju's designs, but they carry a natural quality, as if they have been there all along...with stories waiting to be told or an invitation to tell your own. They are the kind of spaces that you want to be in, artful, contemplative and ready for the intended purpose or occasion.

The role of an interior designer has a higher purpose according to the R O C H A Design Studio founder; She believes that spaces directly influence people's comfort, feelings, and moods. The Brazilian-born California-based designer says, "Spaces have the distinct power to inspire, teach, heal and perform. The principle of our work is not only to design spaces that are beautiful and ergonomic, but also foster connections between family, friends and communities, where life can be shared and inhabitants can feel inspired and connected."

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Ju's signature 'clean modernist meets natural' style can be found in interiors throughout the upper-echelon of Los Angeles and New York City. Inspired by her Brazilian origins imbued with an organic, modern sensibility, she employs wood, natural stone, reflective materials, and plenty of sunlight into minimalist functional architectural forms and environments.

Ju's luxury brand and firm R O C H A Design Studio, which caters to residential, commercial and hospitality interiors, has been making waves on the southern California coast with renewed intention: to inform, inspire, and fortify the client narrative through innovative architectural design.

R O C H A Design Studio is based in Pacific Palisades, California, and the firm is continuing to expand their portfolio by servicing design projects globally.



Ju Rocha, Founder R O C H A Design Studio, Pacific Palisades, CA.

Hotel Lobby, Beaux-Art Deco Hospitality Project, Los Angeles, CA.



Guest Bedroom Suite, Beaux-Art Deco Hospitality Project, Los Angeles, CA.

