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## Anatomy Of A Design: Jiun Ho Previews His Latest Collection “PRIVÉ”

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Jiun Ho, president of the eponymous multidisciplinary [furniture and design studio](#), has run the gamut on product design — from furniture to lighting to textiles. His inventive, balanced, harmonious designs utilize contrasting textures, clean lines, rich woods and sumptuous fabrics. An ardent traveler, Jiun has visited more than one hundred countries, and this globetrotting has informed and enriched his prodigious output — including his newest collection, PRIVÉ.

Jiun joins us this week to discuss the design process for the brand's latest collection.



**Raymond Paul Schneider: When did you first start developing this new collection?**

*Jiun Ho:* The development of this new collection began in early 2024, sparked by a deep exploration of materials, form and craftsmanship. Each piece is the result of a meticulous design process, where innovation and timeless elegance come together to create something truly exceptional.

**RPS: What was your initial inspiration, and where did the idea(s) come from?**

*JH:* The collection was born from a desire to create functional furniture as art — pieces that are not only sculptural and distinctive but also comfortable and highly usable. Every element is meticulously handcrafted using exceptional textiles and rare materials, ensuring each design feels both one-of-a-kind and deeply considered.

The inspiration draws heavily from the timeless beauty of Greek living — the effortless elegance of the Mediterranean Sea, the sun-drenched landscapes of the Greek islands, and the relaxed yet refined essence of the Greek lifestyle. The goal was to translate this sense of understated luxury and natural harmony into furniture that feels as inviting as it is artistic — where comfort, craftsmanship, and sculptural presence come together seamlessly.



**RPS: Describe your overall creative and design process.**

*JH:* Every design begins with inspiration drawn from nature, whether through tangible forms, an evocative lifestyle, or historical influences. In this collection, the approach was more akin to creating art — a process that merges sculptural expression with functional design.

The journey began with hand sketches, capturing the essence of the concept. This was followed by computer-generated 3D renderings, allowing for precise refinement of form and proportion. The final and most critical stage was full-scale prototyping, where each piece is brought to life, ensuring that its balance, comfort, and sculptural integrity are perfectly realized. The result is a Collection where design, craftsmanship, and artistry coexist in perfect harmony.

**RPS: Did you have a specific audience or theme in mind?**

*JH:* This collection was designed for individuals with a bold and adventurous spirit — those who seek authenticity, embrace eccentricity, and have a deep appreciation for craftsmanship. It speaks to the well-traveled connoisseur, the design enthusiast, the art collector, and the discerning individual who values pieces that are both sculptural and functional. More than just furniture, these designs are meant to resonate with those who view their interiors as a reflection of their journeys, passions, and refined taste.



**RPS: What methods, tools, and materials did you use to develop and prototype this design?**

*JH:* The development process involved a meticulous exploration of materials, balancing both structural integrity and aesthetic refinement. A combination of wood, natural stone, metal, and glass was used to bring the designs to life, each material chosen for its unique texture, durability, and ability to age beautifully over time. Traditional craftsmanship was paired with modern fabrication techniques, allowing for precision in form while preserving the organic, hand-crafted essence of each piece.

**RPS: Did you use any new techniques or technologies to conceptualize or create this product? If so, please explain.**

*JH:* No, this collection was developed using traditional craftsmanship, honoring time-honored techniques that celebrate the artistry of hand-crafted design. Every piece is meticulously shaped, refined, and finished by skilled artisans, ensuring that the integrity of the materials and the richness of the textures remain at the forefront.



**RPS: Were there any challenges that influenced or changed the final design?**

*JH:* There were no significant challenges that altered the final design. The vision remained clear throughout the process, staying true to the balance of craftsmanship, materiality, and form. Each piece was meticulously developed to achieve the desired sculptural quality and timeless elegance without compromise.

**RPS: Describe your brand's overall DNA and ethos.**

*JH:* My design philosophy is rooted in innovation, balance, and timeless elegance. I strive to create a harmonious fusion of textures, materials, and cultures, resulting in pieces that feel both modern and enduring. At its core, my work is about more than just aesthetics; it's about crafting spaces that feel effortless yet deeply intentional. With a global perspective and a commitment to exceptional craftsmanship, I design with the belief that art, function, and emotion should intersect seamlessly, creating environments that inspire and are timeless.

<https://aspiremetro.com/anatomy-of-a-design-jiun-ho-prive/>