

FOR IMMEDIATE RELEASE

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WASOO to exhibit "CoffCube Collection" at FIND – Design Fair Asia 2025

Thai design studio brings thoughtful minimalism and sustainable materials to an international stage at Marina Bay Sands, Singapore

Chiangmai, Thailand – WASOO, contemporary design studio based in Chiangmai, is pleased to announce the international debut of its CoffCube Collection, at FIND – Design Fair Asia 2025, taking place from September 26–28, 2025, at Marina Bay Sands Expo and Convention Centre, Singapore. The collection will be presented as part of the Thailand Pavilion, supported by Department of International Trade Promotion, Ministry of Commerce, Thailand.

The CoffCube Collection explores the intersection of geometry, mindfulness, and material honesty. Inspired by the humble cube, the collection reimagines domestic living through the lens of "slow design," emphasizing quiet reflection and functional simplicity. Each piece is crafted from sustainable materials such as coffee husk, rice straw and natural fiber composites, celebrating texture, balance, and tactility.

We make use of the coffee husks which otherwise would be thrown away every day based on the consumption and export demand of 100,000 tons of coffee per year. These are turned into beautiful wall decorative panels and do color herbs such as ebony, indigo, sappan, etc. that results in natural beauty. The panels also contain an acoustic and temperature control feature which helps to save energy, reduces electricity bills.

"Our goal with CoffCube is to create microcosms of calm in today's overstimulated environments. The collection speaks to a universal desire to reclaim space—both physical and emotional—through design that is intentional, grounded, and human-centered," said the WASOO Design Team.

This presentation marks WASOO's first participation in FIND – Design Fair Asia, one of the region's most prominent design industry events. The fair serves as a vital platform for bridging East and West, showcasing cutting-edge innovations, and fostering global dialogue across disciplines. WASOO's inclusion highlights the growing presence and sophistication of Thai contemporary design on the world stage.

About WASOO

WASOO is a Chiangmai-based design brand committed to timeless simplicity and sustainable innovation. Under concept Nothing is waste. Everything has its worth, WASOO creates products developed from a research that encourages introspection, calm, zero waste and long-term usability. The studio's work is grounded in local context while appealing to a global design sensibility.

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