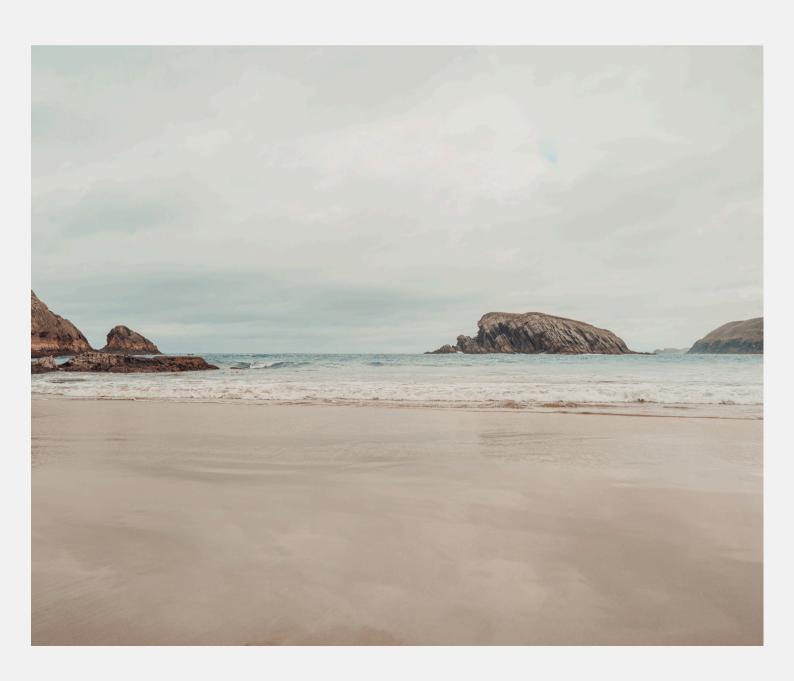
Volume №1 winter 2024



MUEBLES ASIA

OUR PROFILE

WHERE TIMELESS DANISH AESTHETIC AND GENERATIONS OF HANDCRAFTED , BESPOKE DESIGN ARE CELEBRATED





"Integrity is the key to making a masterpiece"

In a changing world, where so much of what we buy and use is disposable. Where how something looks on the exterior does not reflect its substance. At.MUEBLES ASIA our mission is to create furniture that retains its integrity by using traditional and timeless techniques and materials to create furniture that will last a lifetime.

OUR STORY

A MARRIAGE OF DAINISH SENSIBILITY, GREEK HOSPITALITY, AND INDONESIAN AUTHENTICITY







Born into a family tradition of creating beautiful, high-quality furniture, Michel Schoppe Liokouras, the founder of MUBLES ASIA, soon discovered a passion that extended beyond design and into the world of hospitality. Have you ever thought about the furniture that graces the lobbies and rooms of your favorite resorts? Michel did. He understood how the blend of luxury and durability was essential in furniture designed to withstand the dramatic weather conditions often seen in resort scenarios without sacrificing design..

Michel has made sure his designs were built on the principles of quality carpentry and longevity.

With Indonesia's abundance of natural resources and a culture rich with skilled artisans, he knew it was the perfect place to set up shop.

Today, MUBLES ASIA stands as one of Indonesia's most successful custom furniture manufacturers, still holding dear its commitment to excellent customer service, satisfaction, and above all, quality. Because isn't that what we all want? Furniture that's not just aesthetically pleasing, but built to last.



OUR NAME

The word "muebles" comes from the Latin word mobilia, which means "movable goods". In French, German, and other Romance languages, the word for furniture is a variant of muebles. The English word "furniture" comes from the French word fourniture, which means "supplies or provisions". This vocabulary reflects the original essence of furniture: they are easily movable items that adapt to different needs and environments.



AND LOGO

In the journey of life, we often find ourselves meandering through twists and turns, facing challenges, overcoming obstacles, and experiencing moments of profound growth. The Unalome symbol, with its simple yet profound depiction of a winding path leading to enlightenment, beautifully captures this essence of life's journey.























ROSEWOOD









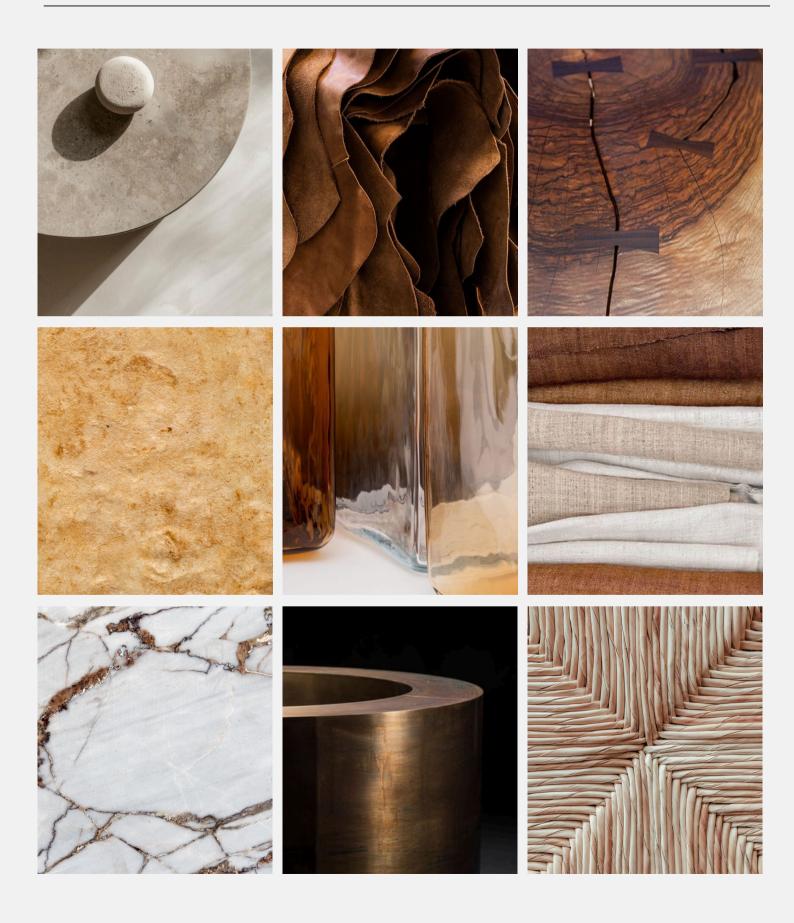




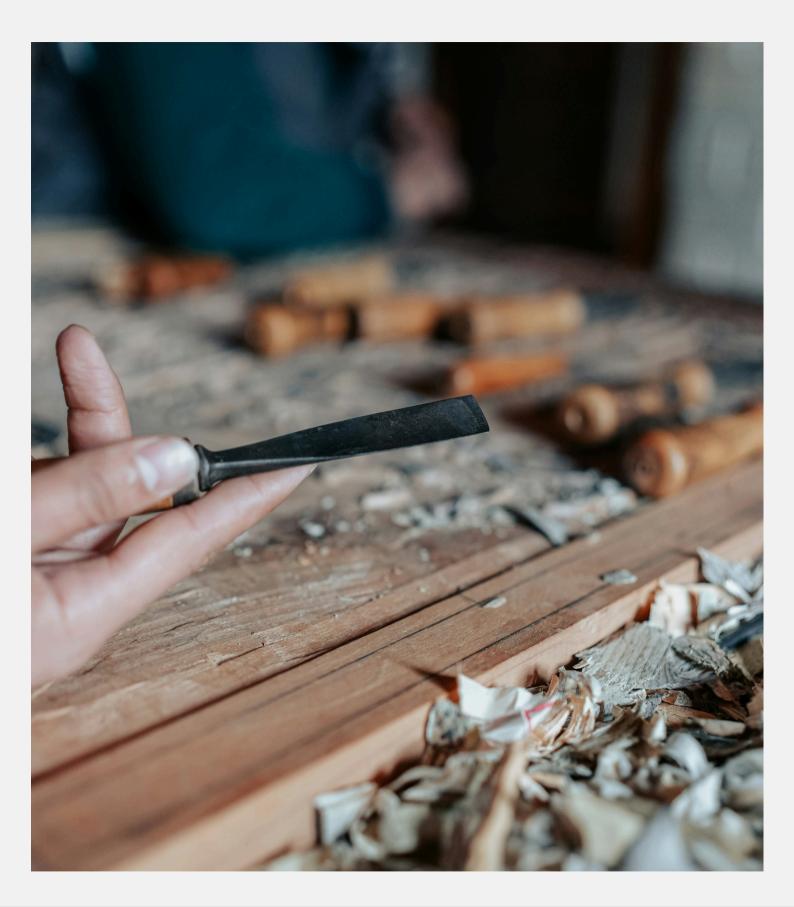


AUTHENTIC MATERIALS

At Muebles Asia, an endless selection of materials are at your disposal. The one commonality being that regardless of your selection, only the finest resources are used in both an ethical and sustainable way



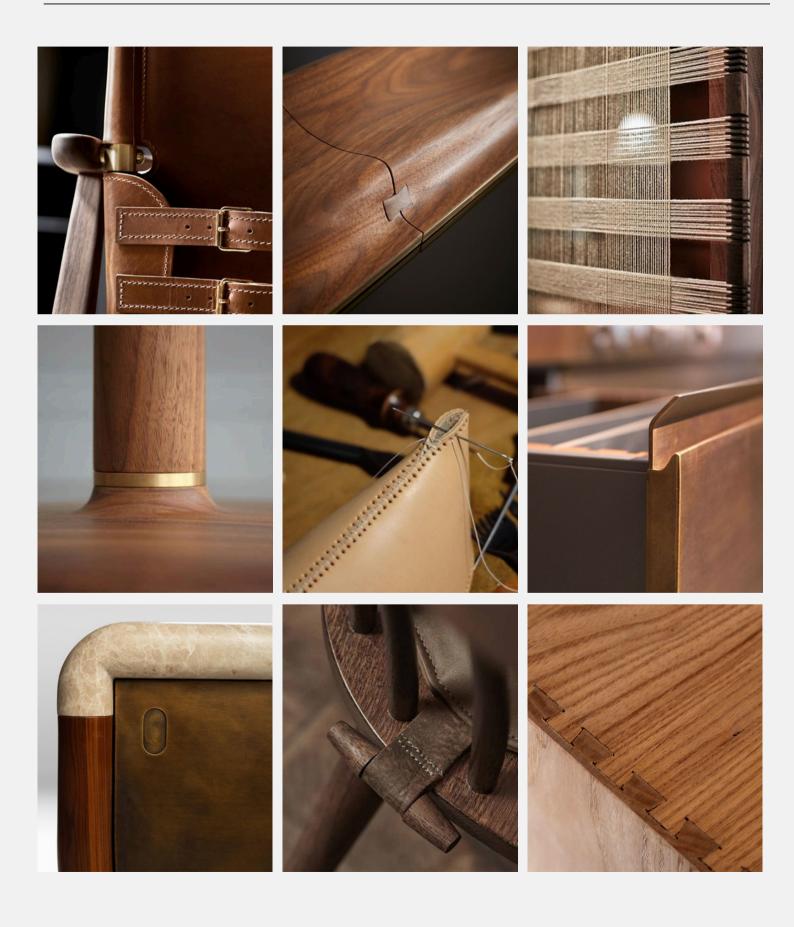
Volume №1 winter 2024

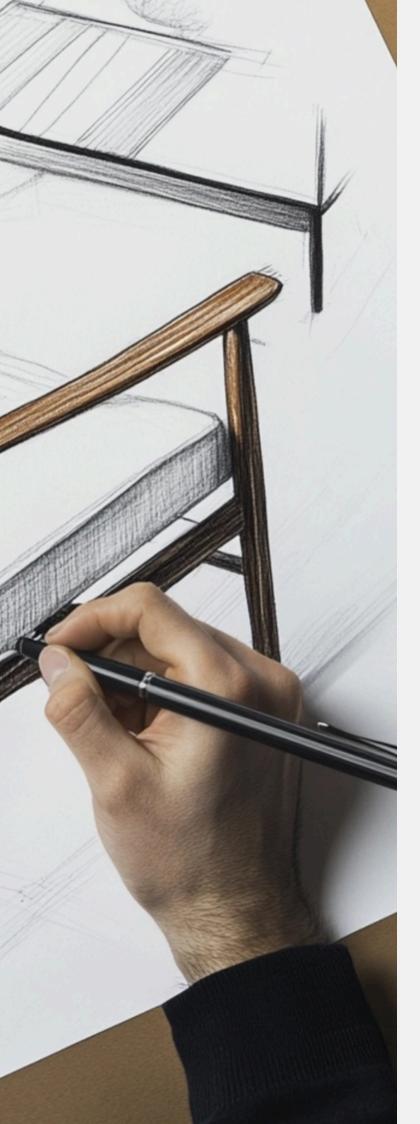


"Too often in our search for newness, we have overlooked the essentials. As always, the essentials are people." Harvey Probber

THE DEVIL IS IN THE DETAILS

At Muebles Asia, it's the small thing that matter. We believe that every detail from Dove tail joints to hand stretch leather essential to creating more than a piece of furniture but both a conversation piece and an heirloom.





CUSTOM AND CRAFT

OUR GOAL IS TO TURN YOUR VISION INTO A WORK OF ART

Our base in Indonesia is pivotal to our mission of fostering creativity and crafting traditionally made furniture. Here, we have assembled a select group of artisans, each an expert in their field, who possess the traditional knowledge and skills in handmade cabinetry, woodwork, metallurgy, and stonework.

With this talented team, we can confidently elevate your custom furniture projects to new heights of excellence. Our skilled craftsmen will transform your vision into detailed shop drawings and assist in engineering comfortable, high-quality furniture.

Additionally, our team excels at sourcing luxurious materials at attainable price points, ensuring that not only is the design a success, but we also celebrate the beauty and inherent quality of natural materials.

You're only limit is your own imagination.

OUR FACTORY



It is one of the most rewarding outdoor activities one can experience. The majestic peaks, fresh air, and stunning vistas make for an unforgettable adventure.

MUEBLES ASIA is dedicated to maintaining high-quality standards while ensuring an efficient production line and timely manufacturing. Our factory boasts a skilled team of 300 professionals, ranging from management to local artisans, who are committed to excellence in every aspect of our operations.

Key departments include:

- Site study and product research
- Concept Development
- Design and Rendering
- Sampling and Try-Run
- Costing and Budget Planning
- Production and Manufacturing
- Quality Control
- Transportation
- o Delivery, Fitting, and Installation
- Maintenance and Warranty



With an average production capacity of twelve containers per month, we blend our extensive experience with cutting-edge technology and equipment. This includes precision CNC machining, which enables us to produce superior quality in woodcraft, upholstery, leatherwork, and wood carving. By utilizing the finest natural materials, we create functional works of art that are designed to be enjoyed for generations.



Volume №1 winter 2024



OUR PROJECTS

GLOBAL NETWORKS

Over the past two decades, we've crisscrossed the globe, delivering projects to nearly every corner. Our logistics mavens are your co-pilots, tailoring plans to your needs, from sea to airfreight. Faster quotes. Comprehensive plans. Why? To help you chart your project timeline and budget with confidence.

Navigating customs? We've got it down to a fine art. Door-to-door delivery? We're on it. And with our expansive network of U.S. distributors and our upcoming West London showroom, choosing finishes, staging, and project

management are smooth sailing. After all, shouldn't every space tell a story? Your story.

So let's embark on this design journey together, exploring the beauty in practicality and the practical in beauty. Because in design, as in life, the two are not just intertwined, they're inseparable. Just think about it.

"A room should start a conversation before people actually start exchanging words." - Barry Dixon. How true is that? Now, let's start that conversation together.



CONTACT US

Michel Schoppe Liokouras CEO Muebles Asia Jl sunset Road 50 x Bali indonesia P: +62 817346678



MUEBLES ASIA