INSIDHERLAND®
created by JSB

BRAND PRESENTATION

2017

INSIDHERLAND

"I draw memories to create what I have never seen." JSB

Created by Architect Joana Santos Barbosa in 2012, INSIDHERLAND is a Portuguese brand of exclusive design. Drawn with the signature of the creator, the impressive range of furniture, lighting, upholstery and accessories are connected to her personal memories and have been highlighted for their innovative and soulful designs
Being positioned in strategic markets of high-end luxury decoration, INSIDHERLAND team is proud of working with the best architects and interior design studios from all over the world who seek for handmade exclusive objects that arouse emotions and stand out in exquisite spaces. We are dedicated with love and enthusiasm into every creation to surprise a sensitive but demanding public. Using the expertise of traditional craft techniques, all creations are made by the hands of Portuguese master craftsmen and jewelers who wisely sculpt them in noble materials, finalizing every detail with elegance and perfection.

JOANA SANTOS BARBOSA

Born in Oporto, Joana graduated in Architecture at the Faculty of Architecture of the University of Oporto in 2006, later deepening her knowledge in Interior Design at St. Martin's School of Arts and Design in London. Alongside with Architecture, the passion for the Detail motivated her to create her own furniture design.
Joana soon saw her talent recognized, being considered as one of the Top 10 Contemporary Designers from Portugal. Earning her place in the international design scene, she was invited to exhibit at the XX Triennale International Exhibition in Milan and her work can be regularly seen in the most prestigious design and decoration events in London, Paris and Milan.

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IDENTITY COLLECTION

As trained architect, Joana Santos Barbosa received a variety of influences that defined her creativity. Identity collection unveils a series of striking modern objects considered as fragments from the contact with architecture along with other artistic forms such as painting, sculpture and music.

The collection is a defining guidance of a journey that explores the fusion between these disciplines with a conceptual freedom. If some creations descend from identified images, others seem abstract productions that interpret awakening details of the creative process.

INSIDHERLAND pieces are made by craftsmen, using handcrafted techniques, which may result in small differences between pieces of the same model making each piece particularly unique and exclusive.

PIANIST | CENTER TABLE

IONIC | SIDE TABLE

IONIC | SIDE TABLE

NIEMEYER | ARMCHAIR

NIEMEYER | SOFA

PERSPECTIVE | DINING CHAIR

PERSPECTIVE | DINING CHAIR

SEAGRAM | TABLE LAMP

LOOSHAUS | TABLE LAMP

LOOSHAUS | WALL LAMP

UNVEIL | MIRROR

BEYOND MEMORY COLLECTION

The creative eye of Joana Santos Barbosa contemplates the past and changes a distant reality by creating connections, eliminating the unnecessary and adding details that could have been true. In the Beyond Memory Collection, the author transforms travels to the past into meaningful pieces that go far beyond what the memory recalls.
By taking nature's organic forms, the treasures of native cultures or the mysteries of powerful legends, the pieces of the collection have a natural delicacy and are designed to catch the eye within most sophisticated interiors.
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THE SPECIAL TREE | CABINET

THE SPECIAL TREE | SIDEBOARD

NAVAJO CANYON | CABINET

HOMELAND | SIDEBOARD

INTO THE WOODS | BOOKCASE

ROCK | DINING TABLE

FOUR... FOR LUCK | CONSOLE

ALENTEJO | SIDE TABLE

THREE ROCKS | CENTER TABLE

THREE ROCKS | CENTER TABLE

THREE ROCKS | SIDE TABLE

TREE BRANCHES | SIDE TABLE

NA PALI | CENTER TABLE

NA PALI | SIDE TABLE

NA PALI | SIDE TABLE

FOUR... FOR LUCK | CENTER TABLE

BETWEEN WAVES | ARMCHAIR

BETWEEN WAVES | SOFA

BETWEEN WAVES | SOFA

NA PALI | STOOL

NA PALI | ARMCHAIR

NA PALI | SOFA

FIGUEROA | ARMCHAIR

FIGUEROA | SOFA

WESTERN | ARMCHAIR

WESTERN | SOFA

ROCK | STOOL

TREE BRANCHES | BENCH

ALENTEJO | TABLE LAMP

INSPIRING TREES | TABLE LAMP

INSPIRING TREES | WALL LAMP

INSPIRING TREES | FLOOR LAMP

TREE BRANCHES | WALL LAMP

ALENTEJO | MIRROR

OSANI | MIRROR

TREE BRANCHES | MIRROR

TUNA KVARN | MIRROR

FALLEN LEAVES | MIRRORS

FALLEN LEAVES | MIRROR SP. ED.

MOST WANTED DESIGNS

PIANIST | CENTER TABLE

LOOSHAUS | WALL LAMP

THE SPECIAL TREE | SIDEBOARD

ALENTEJO | SIDE TABLE

FIGUEROA | SOFA

THREE ROCKS | CENTER TABLE

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