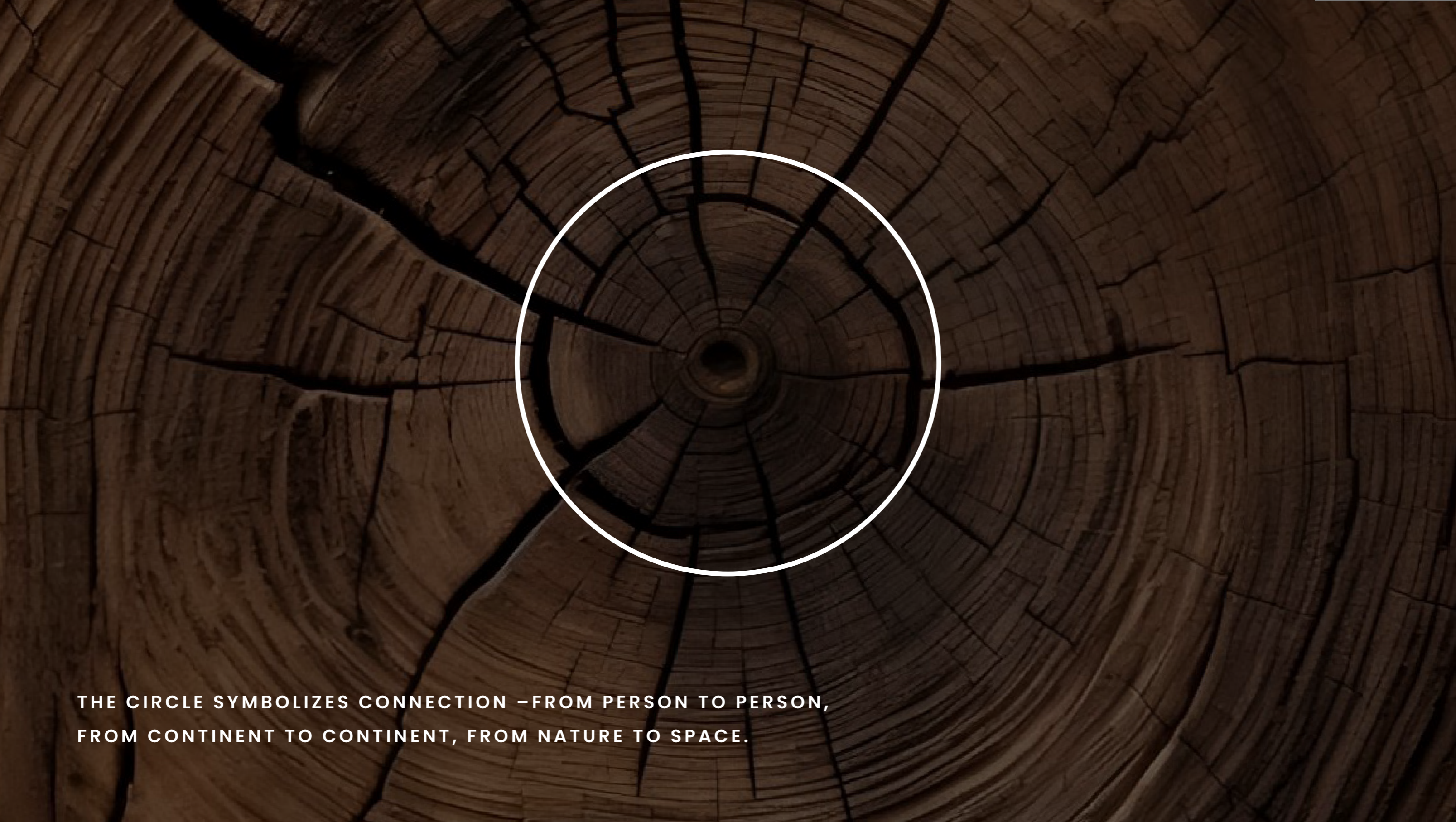


The Logo

LIKE THE FURNITURE ITSELF, THE LOGO TELLS
A STORY – QUIET, SUBTLE, AND FULL OF HEART.
BEHIND IT LIES MORE THAN A SIGN;
THOSE WHO KNOW ITS MEANING WILL RECOGNIZE
THE PERSONALITY AND LOVE THAT AYAM CARRIES.



THE CIRCLE SYMBOLIZES CONNECTION – FROM PERSON TO PERSON,
FROM CONTINENT TO CONTINENT, FROM NATURE TO SPACE.



Ayam

nature . furniture . bali

THE TYPOGRAPHY REFLECTS INDIVIDUALITY AND CHARACTER,
WHILE REMAINING SIMPLE AND CLEAR. IT DRAWS ATTENTION
WITHOUT BEING LOUD – DISCREET, YET STRONG.



THE SYMBOL IS DELIBERATELY ABSTRACT. AT FIRST GLANCE MYSTERIOUS, BUT FOR THOSE WHO KNOW THE STORY, IT REVEALS THE PERSONALITY AND LOVE WITHIN.

“AYAM” MEANS CHICKEN – A LOVING NICKNAME OF THE FOUNDER. THE SHAPE RECALLS THE TRACES A CHICKEN LEAVES BEHIND – TRACES THAT ARE NOT RANDOM, BUT IMPRESSIONS THAT REMAIN.

The Idea

AYAM ITSELF WANTS TO LEAVE TRACES – TRACES OF NATURE, CRAFTSMANSHIP, AND HEART. A LASTING IMPRESSION THAT TRANSFORMS SPACES AND CONTINUES STORIES.

AND NOT LEAST, EVERY PIECE CONTRIBUTES TO ENSURING THAT VALUE FLOWS BACK TO BALI – TO THE PEOPLE WHO, WITH DEVOTION, SKILL, AND ATTENTION TO DETAIL, CRAFT THESE UNIQUE PIECES BY HAND. IN THIS WAY, AYAM LEAVES TRACES NOT ONLY IN THE SPACES WE DESIGN, BUT ALSO IN BALI – WITH THE PEOPLE WHOSE ARTISTRY AND CARE BRING EVERY PIECE TO LIFE.





INSPIRED BY JAMES STARK

ANOTHER SMALL BUT MEANINGFUL DETAIL OF THE LOGO IS THE INSCRIPTION "INSPIRED BY JAMES STARK." IT INTEGRATES GENTLY INTO THE CIRCLE, A QUIET TRIBUTE TO JAMES – COMPANION, FRIEND, AND SOURCE OF DEEP INSPIRATION. HE WAS THE ONE WHO SAID: "YOUR LOVE FOR BALI AND SOUTH TYROL OPENS A GREAT DOOR INTO YOUR SOUL". HIS WORDS AND SPIRIT ARE DEEPLY INTERTWINED WITH THE CREION OF AYAM.



Ayam

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