



# Jules Lambe – Founder & Director – Art, Design, Consultancy

October 22, 2020



**A history in the hospitality industry combined with her artistic scholarship has enabled Jules Lambe to create a niche business providing art to hotels within Asia.**

### **What's your story?**

I arrived in Hong Kong from Australia after an 11 year career in hospitality. I had studied Art, Design and Photography which enabled me to establish Gaffer DesignArt Ltd (originally Art Gallery) in 2002 which over the years developed into a hospitality and

hotel art consultancy. 18 years on, my primary business is providing cultural, crafted, sustainable public art for hotels, specialising in artisan weaving, bamboo, and contemporary crafts.



### **What excites you most about your industry?**

The hospitality industry has grown rapidly in Asia and design and tastes have developed. Post COVID will require thinking out of the box.

### **What is your connection to Asia?**

My hotel consultancy is a project based service lasting, on average, 1-3years. Working within the Greater Asian Pacific Region, I have spent extended periods working in Indonesia, Singapore, Beijing, Maldives, HCMC, Phnom Penh, and have often worked in regional villages where craftsmen are based.. I have resided in Asia for over 21 years, living between Bangkok & Hong Kong.

**Favourite city in Asia for business and why?**

Many for different reasons ... Bangkok has endless cities within the larger city, a vast history and culture, a romantic river and urban streets. In Singapore I love to walk at night as I appreciate the safety; a freedom which should not be taken for granted. Melaka for its rich architectural heritage.

**What's the best piece of advice you ever received?**

Practice Vipassana Meditation. It is hard and not for everyone. Live in the present and not the past, live sincerely with kindness and be grateful.

**Who inspires you?**

Honesty & wisdom

**What have you just learnt recently that blew you away?**

I travel in regional villages for work and take time to learn their history and heritage, which always has relevance to the present.

**If you had your time again, what would you do differently?**

Nothing. I do not live in the past and the future is just that, so I live in the present.

**How do you unwind?**

I like to cook, so visiting organic markets for ingredients. In Bangkok I am spoilt for choice for organic and affordable ingredients. I like to walk and discover without time limitations.

**Favourite Asian destination for relaxation? Why?**

Many, but most recently, in March 2020, I cycled around the former Siamese Kingdom of

Sukhothai with a guide and a friend from Malaysia, slowly exploring 500 years of history.  
Sitting on a beach is not for me.

### **Everyone in business should read this book:**

People in business should choose to read what is relevant to their industry, I read art catalogues, books on design and architecture and I research online resources.

### **Shameless plug for your business:**

I am grateful to have worked at a high level for leading hotel brands, and with respected artists and artisans. I was involved in the 2013 and 2015 Venice Biennales, the 2005 Singapore Art Festival, the MOCA Museum Beijing, and have worked with trade organizations and non-profit organizations.

In Feb 2021 it will be 19 years since I started my business. Longevity is not easy!

### **How can people connect with you?**

Email – [info@gaffer.com.hk](mailto:info@gaffer.com.hk)

LinkedIn – <https://www.linkedin.com/in/jules-lambe-738a5982/>

—

**To hear how entrepreneurs around the world overcome their challenges, search your favourite podcast platform for 'CallumConnects' to hear a 5-minute daily breakdown.**

**Callum Laing is an entrepreneur and investor based in Singapore. He has previously started, built, and sold half a dozen businesses and is now a Partner at Unity-Group Private Equity and Co-Founder and CEO of MBH Corporation PLC. He is the author of three best-selling books 'Progressive Partnerships', 'Agglomerate', and 'Entrepreneurial Investing'.**

**Connect with Callum on [Twitter](#) and [LinkedIn](#)**

**Download free copies of his books at [www.callumlaing.com](http://www.callumlaing.com)**

---

---