

the Cabinet Looking Confidently Ahead

the CABINET is a Swedish interior design company with offices in Bangkok and Hua Hin. Of all their customers half are from Scandinavia. Last year they did 20 bigger property projects and in Hua Hin they had about 5,000 customers who came to their IKEA-style store to buy everything from kitchens to cutlery.

We met the founder and managing director, Janeric K. Hogane, 62, and his branch manager in Bangkok, Joakim Elisson, 32, for an informal talk about their company and their thoughts and experiences in the office market.

And the market.

"We will be installing about 1,100 kitchens this year and not to mention the other office works and construction works we're involved in," says Joakim Elisson.

And the growth.

"Well, when my wife Apinya and I started twelve years ago we had only one staff and today we're nearing 100 people," says Janeric Hogane.

"Actually, I think we are around 130 altogether counting the subcontractors who work for us. We have never had to lean on any bank either and we've expanded as much as we have had the power to do."

Turning to Joakim, Janeric asks if he remembers the Amadeus office in Glas Haus which they did last year.

"It was actually two offices and then we did a very big office for them, 1,261 m², in All Seasons Place. It still holds the record for us in terms of square meters."

"Then there was also Euro-Center. Joakim took care of quite a lot for that office. That was good work."

Joakim: "Well thanks. It was fun to do and there were lots of things to learn from it. After finishing we went back and did some other offices over at All Seasons and one of them was truly magnificent. It was a fascinating as well as a very expensive job. I'm sure you know the one I'm thinking of?"

Janeric: "Yes, Joakim, they had seen a clean, simple and on-budget

office we had done on Silom Road and liked the work but wanted something much more upgraded. We went to meet with them two or three times, and every time they said it must be upgraded and they didn't talk about any budget only about having it upgraded!"

Joakim: "It was a remarkable piece of work. But then, only a few months later they wanted to double the size of the office and we did among other things a very nice meeting room for them. Come to think of it, they had a few problems a while back with the custom-made conference table we made, but it's been taken care of now and should be just like new again."

Janeric: "I have two other special memories from this work... or maybe three. The first one was they wanted a 65" LCD TV and you know how

