

New York Art Life Magazine to Publish Exclusive Interview With Brand and Experiential Designer Poppy Haryadi This Week

The conversation follows the designer from interior architecture in Indonesia to Fashion Week activation in New York and a gifting practice in London

CHELSEA, MANHATTAN, NY, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- New York Art Life Magazine will publish an exclusive interview this week with Noer Giovanda Poppy Haryadi, the brand and experiential designer known professionally as Poppy Haryadi. The feature arrives as part of the magazine's ongoing series of conversations with the creative professionals shaping culture in New York and beyond.

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Poppy Haryadi

Across sixteen questions, the interview traces one of the most distinctive paths in contemporary design. Haryadi trained first in interior architecture in Indonesia, then founded and ran her own studio, HER Studio, working with property developers in Surabaya. After that, she studied entrepreneurship at Oxford Brookes University and completed a marketing degree at New York University. Finally, she retrained in graphic design at Shillington in New York. Each chapter, she argues, left a skill behind. Together, they now let her read a brief spatially, commercially, and visually at once.

Readers will follow her into the rooms where that range came alive. In New York, she worked on the American Express Gold Card x Luar launch at Rockefeller Center during Fashion Week, where she collaborated with the Creative Director and a senior designer and carried the graphics across the build. She also supported the team behind The Resy Lounge and Night Shift during Art Basel Miami, as well as the Walmart Delivers campaign with Giant Spoon. Meanwhile, her packaging and gifting work has reached NARS, L'Oréal, Carolina Herrera, and Neutrogena. Today, she designs gifting, mailers, and merchandise in London with Bespokely / Not Another Bill for clients including Netflix, Spotify, Tinder, Mubi, and Ministry of Sound.

The interview deliberately centers the designer rather than the client list. Haryadi speaks

candidly about the stretch when her winding route felt like a liability, and about the months of rejection that preceded her first agency role. She also revisits the night that answered the doubt, standing inside a build she helped design at full scale during Fashion Week. From there, the conversation moves through her philosophy of scale, in which an activation and a mailer are the same discipline at different sizes, and into her instinct first way of working, her time inside production, and her view of what AI can and cannot touch in experiential design.

Several passages give readers an unusually close look at how a working designer actually thinks. Haryadi explains that an activation is a brand experience you walk into, while a mailer is one that arrives at your door and asks to be opened. In her telling, both revolve around a single threshold, and her job is to choreograph attention and emotion through that moment. She also describes the origin of her Neutrogena Ultra Sheer mailer, a piece she owned end to end, which used UV activated ink so the brand message only appeared in sunlight. For her, a concept is right when one line describes both the idea and the product at once.



The Designer Poppy Haryadi

The conversation then follows her into production. In London, she works beside an in house production team, and she has sometimes been hands on with the packing itself. That closeness, she says, taught her to design for the object rather than the file, because a choice that looks perfect on screen can fail in the material. She now thinks about how a piece will be built, packed, and held from the very first sketch. Meanwhile, judgment, she argues, becomes more valuable as AI accelerates early conceiving, because when everyone can generate options, knowing which one is right for the brand becomes the scarce thing.

"I didn't arrive anywhere. I just kept following the part that interested me until it turned into a career," Haryadi says in the interview. On the city that shaped her practice, she adds, "New York didn't teach me to work harder. It rewired what I thought hard even meant."

That sensibility runs through the whole feature. "Most people see a room. I see the one thing that isn't sitting right, and then I can't see anything else. And that's the fun part of being a creative," she says. Reflecting on the places that formed her, she offers a line that could serve as the interview's thesis: "Three cities, three completely different versions of me, and somehow they all show up in a single brief."

The feature also speaks directly to readers earlier in their journeys. Haryadi offers unusually frank advice for career changers who feel behind, drawn from her own nonlinear route, as well

as practical guidance for students and junior designers who dream of fashion week activations and beauty launches. Because she has worked on both sides of the Atlantic, she also reflects on the differences between the New York and London creative cultures, and on what it takes to keep work moving across three time zones. Her counsel is refreshingly unsentimental. Rather than reassuring readers that they are not behind, she tells them to keep working their way toward the answer, because in her experience the effort itself is the path.

"Poppy embodies exactly the kind of story this magazine exists to tell," the editors of New York Art Life note. "Her path was not a straight line, yet every turn made the work stronger. Her conversation is generous, honest, and full of the energy that makes this city contagious."

The full interview, spanning more than 3,400 words, [will appear on the New York Art Life website this week](#). It includes sections on her formative years, her New York projects, her approach to reading brands and their customers, her production knowledge, and her advice for the next generation of designers.

About Poppy Haryadi

Noer Giovanda Poppy Haryadi is a brand and experiential designer based in London, with experience across brand activation, packaging, and graphic design in New York and London. Her work turns brands into something people can step inside or hold in their hands, from immersive events to gifting, mailers, and PR packaging. She has designed for clients across beauty, lifestyle, fashion, and entertainment, including American Express, Walmart, Paramount, NARS, L'Oréal, Carolina Herrera, Neutrogena, Netflix, Spotify, and Ministry of Sound. Trained first in interior architecture, she approaches every brief as something physical and spatial, asking how a brand feels in a room, on a shelf, and in a hand. Her simple test for any piece of work is that it must hold up on screen and feel right in someone's hands. ([Web site](#)).

About New York Art Life Magazine

New York Art Life is an American weekly magazine founded in 2015, covering art, culture, fashion, and the creative scene with a particular eye on New York City. The magazine profiles iconic and emerging artists and follows the trends and directions of creative life in the city and beyond. Since its founding, it has grown into an online platform for artists worldwide.

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