



PROFESSIONAL DESIGNERS PROGRAMME

Supported by:



Ministry of Plantation Industries
and Commodities, Malaysia (MPIO)

Organised by:



Malaysian Timber
Industry Board

Co-organised by:



Malaysian Furniture
Promotion Council



PROFESSIONAL DESIGNERS PROGRAMME



ABOUT PDP

Higher export value of timber and timber products can only be driven by value added and finished products which include furniture. Therefore, Malaysian Timber Industry Board (MTIB) encourages our Malaysian furniture industry to venture more into "own design manufacturing" (ODM), as opposed to "own equipment manufacturing" (OEM). If we are only dependent on reproductions, we are producing a lot of volume, but with very little profit margin

Henceforth, with the National Timber Industry Policy (NATIP) in mind, MTIB envisioned the Professional Designers Programme (PDP) to be the Furniture Design Development Project that will enable the target of RM16 billion export value to be achieved in the year 2020. PDP is fully supported by our Ministry of Plantation Industries and Commodities (MPIC) and funded by MTIB under the 10th Malaysia Plan. In collaboration with Malaysian Furniture Promotion Council (MFPC), MTIB envisages to take research in furniture design to the next level that is through the development of design with the Professional Designers and the Malaysian furniture Manufacturers.

This effort is in line with MTIB's functions which are;

- to develop and commercialise research findings for the benefit of the timber industry and to encourage the commercial use of research findings
- to carry out research and development activities for the development of timber products and downstream activities

This collaboration is also in accordance with MFPC's objectives which are;

- to conduct research and development works on furniture design for the Malaysian furniture manufacturing industry
- to engage experts, both locally and/or internationally to conduct research and development works on furniture design

The PDP team of 4 Professional Designers will mentor 12 local furniture designers (8 TANGGAM Designers who were winners of MOBILI, the furniture design competitions organized by MTIB, and 4 in-house Designers from participating Malaysia Pride Recipients). The mentors and mentees will be exposed to furniture design entrepreneurship whilst working with the focus group of 4 Malaysia Pride Recipients who are Malaysian furniture Manufacturers and Exporters.

MTIB and MFPC are looking forward to the PDP outcome which are;

- Original furniture designs
- Enhanced product value
- Designers' capability enhancement
- 20 prototypes made by the participating Malaysia Pride Recipients
- 8 Original designs by the Professional Designers will be approved for registration by Intellectual Property Corporation of Malaysia (MyIPO) with the rights to these designs owned by MTIB
- 12 local furniture designers mentored in furniture design entrepreneurship by the 4 Professional Designers

Finally, due credit is to be given to the Malaysia Pride Recipients who exhibited at MFPC Malaysia Showcase at Tortona Design Week 2013, Milan, Italy for brainstorming a Design Programme idea which is PDP.

PROFESSIONAL DESIGNER

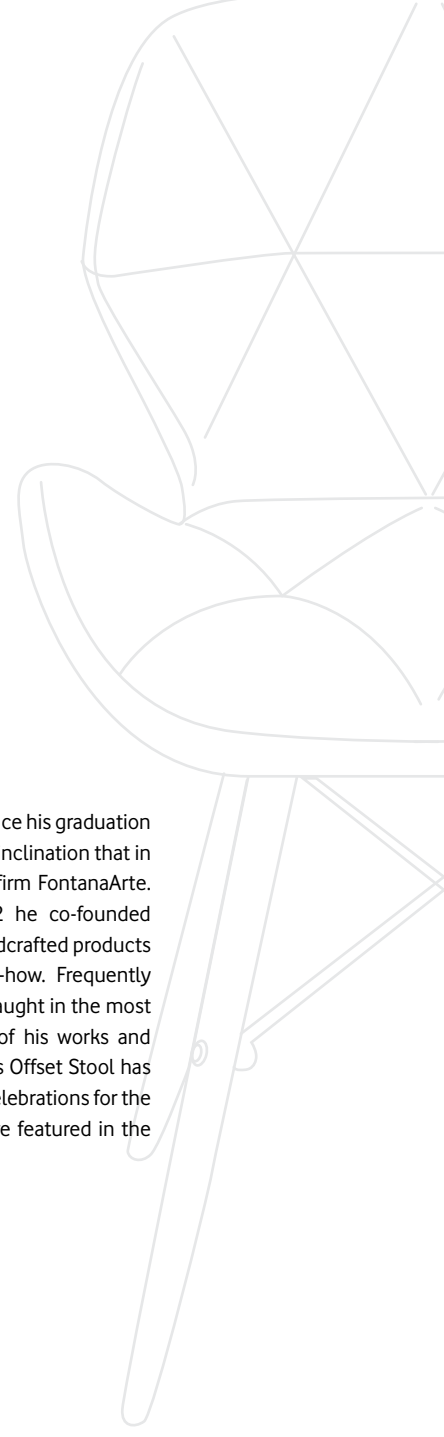


Giorgio Biscaro

www.giorgiobiscaro.com

· Designer, art director, professor, design editor, entrepreneur,

Giorgio Biscaro is regarded as one of the most eclectic players on Italian design stage. Since his graduation at Venice IUAV, and through his job at Foscarini, he deals especially with light design; an inclination that in 2012 led him to be appointed Art Director of world-famous and leading design light firm FontanaArte. Deemed one of the most prominent Italian designers of the noughties, in 2012 he co-founded SomethingGood, a design firm selecting, designing, editing and selling high-quality, handcrafted products locally made in Italy, to promote Italian design, traditional techniques and know-how. Frequently showcased by many magazines and design exhibitions around the world, he has also taught in the most celebrated Italian universities, running workshops, holding lectures or MBAs. Many of his works and researches are listed as the best achievements in Italian design culture: for example his Offset Stool has been selected as the main representative of furniture design craftsmanship during the celebrations for the 150th anniversary of the Italian Reign Unification in Turin, and four of his products are featured in the permanent collection of Triennale Design Museum.



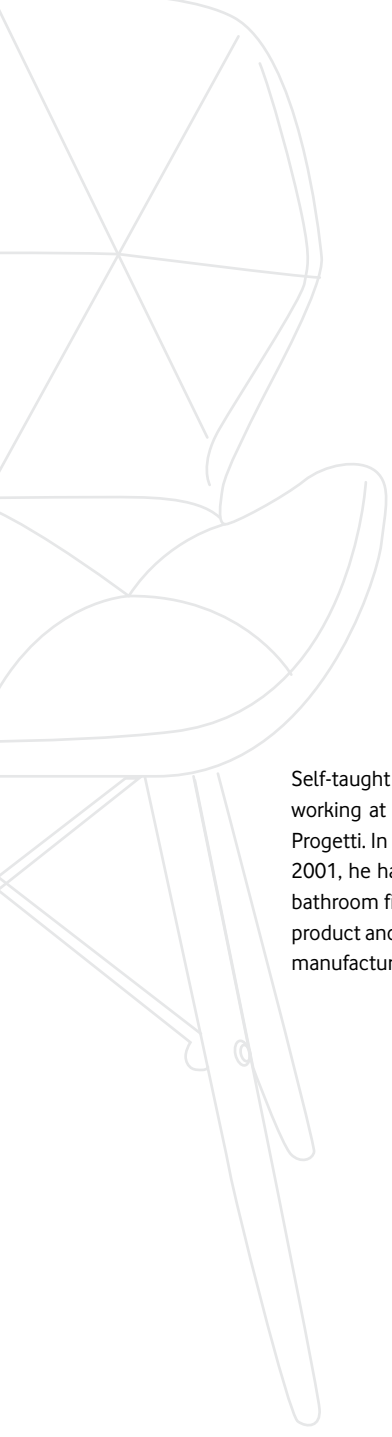
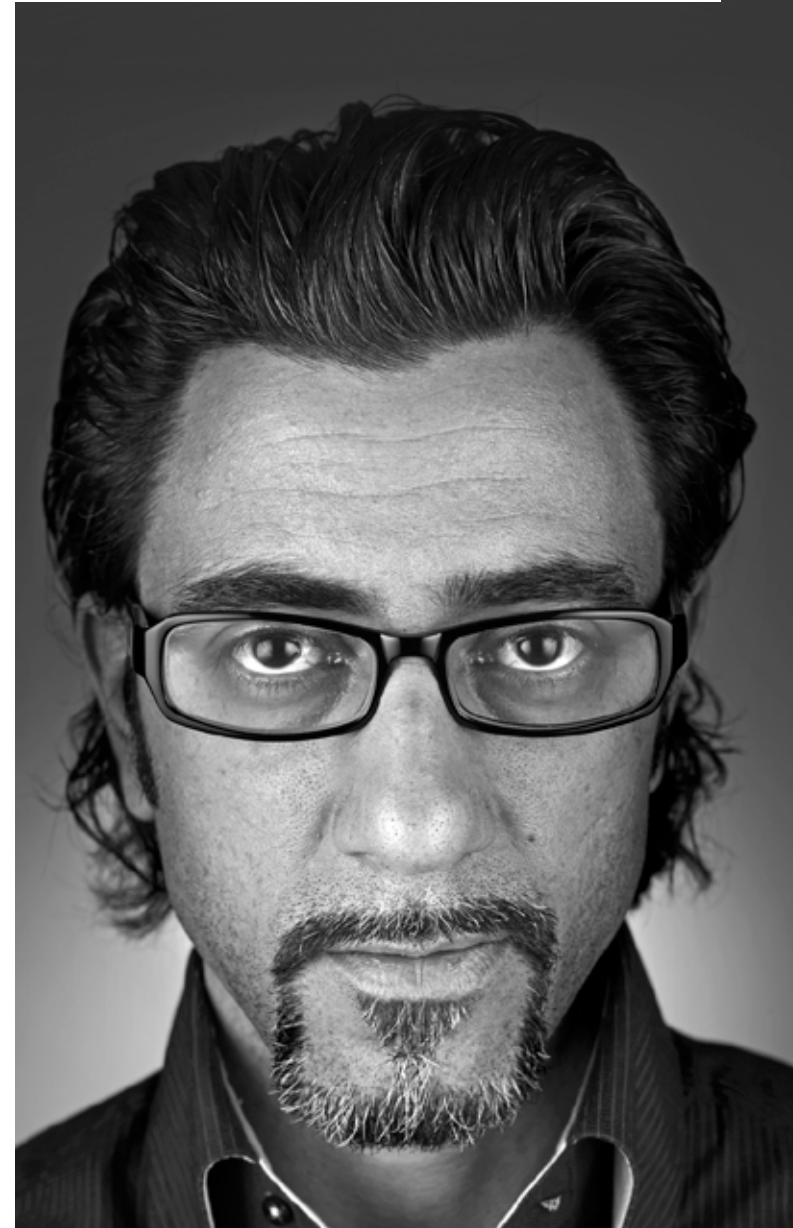
PROFESSIONALDESIGNER

Manolo Bossi

www.manolobossi.it

Self-taught designer, after a short course in industrial design at Domus Academy in Milan, he started working at 28 years old, and designed his first ceramic and interior decoration products for Bosa and Progetti. In 2006 he began his collaboration in furniture design with SpHaus, Caoscreo and Skitsch. Since 2001, he has worked as a freelance designer for different companies within the homeware, appliances, bathroom fields, and lighting sector for the worldwide renowned italian company FLOS. From concept to product and project development, he has gained a deep knowledge of different materials, production and manufacturing processes. His products have been featured in the most circulating and renowned international design magazines.

Manolo Bossi lives and works in Verona – Italy.



PROFESSIONAL DESIGNER



Filippo Mambretti

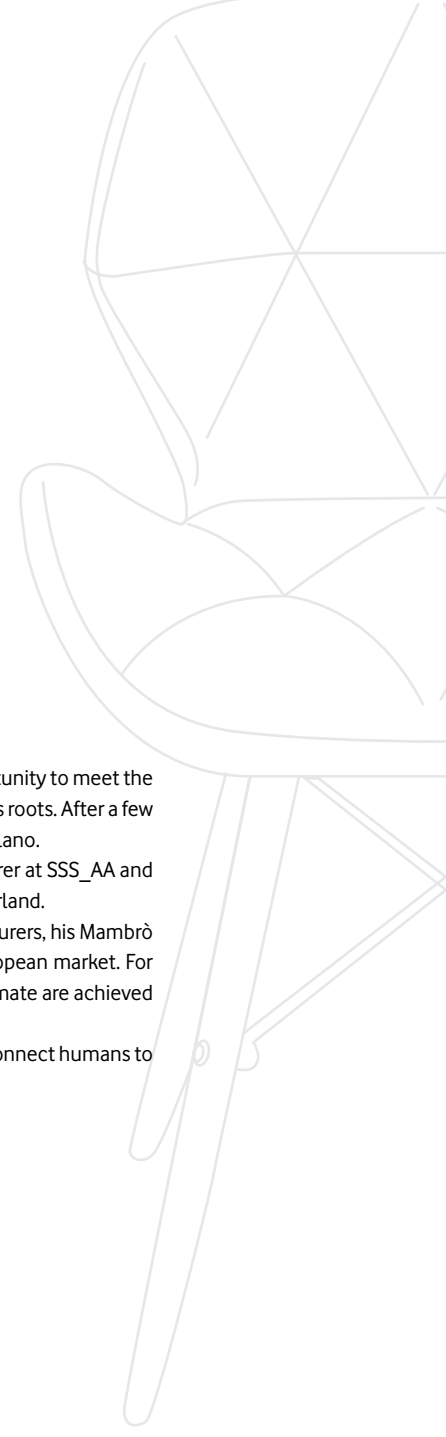
www.filippomambretti.com

Filippo Mambretti attended high school with a focus on arts, and there he had the opportunity to meet the notable Italian designer Bruno Munari. It was here that Filippo's passion for design took its roots. After a few years of study, Filippo gained a Master Degree in Furniture Design from Politecnico di Milano.

He currently works as a product, furniture, and interior designer, as well as being a lecturer at SSS_AA and CSIA, two schools which specialise in design and applied arts, located in Chiasso, Switzerland.

Thanks to an active and continuous collaboration with some important Italian manufacturers, his Mambrò Design Studio, founded in Chiasso in 2011, is a significant player in the flourishing European market. For Mambrò Design Studio, rediscovering and reinterpreting tradition in a contemporary climate are achieved through morphological, technical and functional innovations.

Filippo believes 'the design process can enrich people's lives through the possibility to connect humans to objects via an aesthetic and perceptual bridge.'



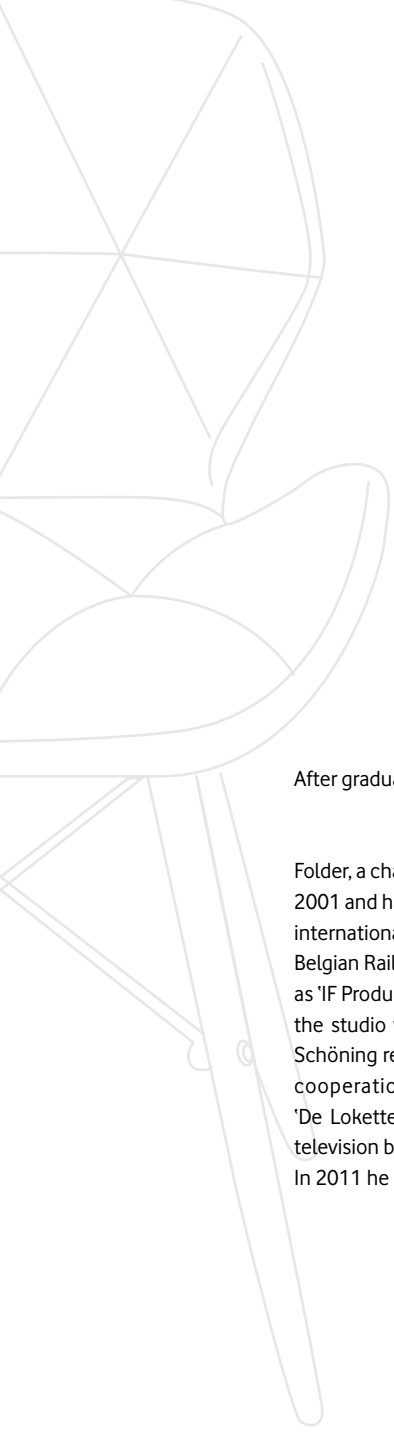
PROFESSIONALDESIGNER

Stefan Schöning

www.stefanschoning.com

After graduating in product development at the Henry Van De Velde institute in Antwerp, Stefan Schöning founded his multidisciplinary studio in 1994.

Folder, a chair which is cut and folded into existence, attracted worldwide attention when it was released in 2001 and has become a design classic. Soon after he received commissions from an increasing number of international furniture manufacturers. In 2005, the new corporate identity, designed & developed for the Belgian Railways, was the first assignment in public design and received several international awards such as 'IF Product Design Award', the 'Reddot Design Award' and the 'Henry Van De Velde Award'. Furthermore, the studio was awarded the restyling of the traffic lights for the Flemish government. In 2008 Stefan Schöning received the title 'Designer of the Year' from the Interieur Foundation and several partners. In a cooperation with architect Giuseppe Farris, he presented the new pavilion for the counter room 'De Loketten' and the reception desk of the Flemish Parliament in 2010. The same year, the Belgian television broadcasted a 50-minute documentary on Stefan Schöning in a successful series about design. In 2011 he designed the scenography for the exhibition 'Belgium is Design' at the prestigious 'Pinacoteca di Brera' in Milan, during the Salone del Mobile.





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MOOR

Designed by : Manolo Bossi

Produced by : Deep Furniture Sdn. Bhd.





PALM TABLE

Designed by : Manolo Bossi
Produced by : Deep Furniture Sdn. Bhd.

BLANCHE

Designed & Produced by:
Deep Furniture Sdn. Bhd.





TRAYABLE

Designed by : Stephen Ting Eng Poh
Produced by : Deep Furniture Sdn. Bhd.

LOTUS

Designed by : Mohd Hazmi Zakaria
Produced by : Deep Furniture Sdn. Bhd.





ADDA

Designed by : Filippo Mambretti

Produced by : Dynamic Furniture Industries (M) Sdn. Bhd.

CAPPA

Designed by : Giorgio Biscaro

Produced by : Dynamic Furniture Industries (M) Sdn. Bhd.





PAEDIA

Designed & Produced by :
Dynamic Furniture Industries (M) Sdn. Bhd.

GILL

Designed by : Mohd Sujak Hasbollah

Produced by : Dynamic Furniture Industries (M) Sdn. Bhd.



MELLO

Designed by : Addy Putra Zulkifli

Produced by : Dynamic Furniture Industries (M) Sdn. Bhd.



MENAGGIO

Designed by : Filippo Mambretti

Produced by : Tawei Furniture Sdn. Bhd.



A dark wood dining chair with a brown upholstered seat and backrest, set in a minimalist room. The chair has a modern, slightly curved design. In the background, another similar chair is partially visible. The floor is a light-colored, textured material, and the walls are a neutral, slightly textured grey.

ENZO

Designed by : Giorgio Biscaro

Produced by : Tawei Furniture Sdn. Bhd.

BLACK FOREST

Designed & Produced by : Tawei Furniture Sdn. Bhd.



A wooden coffee table with a top made of alternating light and dark wood strips. It has four simple, dark wood legs. The table is on a light-colored, textured carpet. In the background, the legs of other furniture are visible.

HALF AN A


Designed by : Sim Chia Yi

Produced by : Tawei Furniture Sdn. Bhd.

KARE

Designed by : Shahrul Anuwar
Produced by : Tawei Furniture Sdn. Bhd.



A modern, minimalist armchair with a vibrant red, textured fabric upholstery. The chair features a curved backrest and a white, rectangular shelf integrated into the center of the backrest. It is supported by four thin, red, cylindrical legs. The chair is positioned in a workshop or factory setting, with wooden beams and various materials visible in the background. To the left, a light-colored armchair is partially visible. The overall atmosphere is industrial and contemporary.

LINKSPACE

Designed by : Stefan Schöning

Produced by : Zone Furniture Sdn. Bhd.

MEETING SPACE CUBE

Designed by : Stefan Schöning

Produced by : Zone Furniture Sdn. Bhd.



A modern, modular furniture set made of light-colored wood, featuring dark purple fabric backrests and storage compartments. The set is arranged in a U-shape on a concrete floor in a workshop setting. The furniture includes a long bench, a central storage unit with drawers, and a low table. The background shows a workshop with various tools and materials.

iSPACE
Designed & Produced by : Zone Furniture Sdn. Bhd.

SLIDR

Designed by : Stephanie Ng Hui Sien
Produced by : Zone Furniture Sdn. Bhd.





OUCHO

Designed by : Nasaruddin Shah Morani
Produced by : Zone Furniture Sdn. Bhd.

MFPC PHILOSOPHY & OBJECTIVES



PHILOSOPHY

The Malaysian Furniture Promotion Council is a specialised promotional body that promotes and develops the Malaysian furniture industry to establish Malaysia as a globally recognised sourced of world-class furniture.



RESPONSIBILITY

MFPC's main responsibility is to promote and develop the Malaysian furniture industry in order to sustain the industry's export as a substantial foreign exchange acquirement for the national economy.

MFPC formulates strategies and implements programmes to facilitate the progress of the industry as to further enhance Malaysia's image as a world-class furniture player and it is therefore responsible to carry out programmes which include promotion and development of new markets; enhancement of design capability and capacities; collection and dissemination of market information and trade statistics as well as policy development for the industry.

MFPC is responsible to the Ministry of Plantation Industries and Commodities.

VISION

- To effectively Malaysia as a globally recognised source of world-class furniture.

MISSION

- To embark on national, regional and international promotional efforts in order to enhance global
- To augment and maximise the potential of Malaysian furniture manufacturers and exporters.
- To promote Malaysia furniture excellence through design creativity and product innovation by employment of modern technology.

THE OBJECTIVES

- To enhance the image of Malaysian furniture and the Malaysian furniture manufacturing and export industry in the global market.
- To strengthen the presence of Malaysian furniture by consolidating its position in existing markets and identifying of new potential markets through market and commercial intelligence.
- To encourage the design and creativity of furniture concepts with trainings and continued education facilities and transfer of knowledge and technology.
- To facilitate Malaysian exporters' implementations of effective design and marketing strategies with the understanding of global markets and the assistance of the Industry Advisory Panel.



MALAYSIA PRIDE

The Malaysia Pride Quality Mark is an integral part of raising the Malaysian furniture industry's standards. It is more than simply a change of symbol; it is created as a symbol of change. It will first and foremost serve as a unifier of the whole industry to compete under one agenda, one goal, and one entity.

It is a sign that we are ready to transform ourselves into becoming a truly high, value-added lifestyle provider to homes and offices around the world.

It is a call to arms for a higher standard of operating, and a Mark that will reach out to a better quality of customers.

The Malaysia Pride Quality Mark will become a branding tool and catalyst for the industry to differentiate ourselves in order to compete effectively and put our stamp onto the highly competitive and cluttered global market place.

AND A SOURCE OF PRIDE

It is a stamp of quality, a mark of trust and assurance of reliability to all customers of Malaysia furniture.

Products which bear this Quality Mark will communicate quality, design, sustainability and durability that is second to none.

About all, the Malaysia Pride Quality Mark will not only be a source of pride for the industry, but a symbol of Malaysian leadership in the global furniture space.

THE MALAYSIAN FURNITURE INDUSTRY BRAND COMMITTEE :



Ministry of Plantation Industries and Commodities, Malaysia (MPIC)



Malaysian Timber Industry Board



Malaysia External Trade Development Corporation



Forest Research Institute Malaysia



Malaysian Timber Council



Sirim Qas International Sdn. Bhd

MALAYSIA PRIDE QUALITY MARK APPLICATION CRITERIA

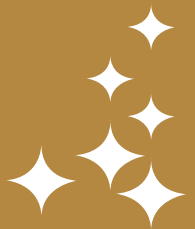
To qualify to use the Malaysia Pride Quality Mark and the related incentives, companies need to fulfill the following criteria*:

- The company must be incorporated in Malaysia, with at least 51% equity owned by Malaysian(s);
- Operating from legal and safe premises;
- Good product design;
- Adoption of best management and financial practices through Quality Management System Certification based on ISO 9001: 2008. If there is no ISO certificate, the company must allow MFPC's appointed auditor to audit the manufacturing processes and

*The Malaysia Furniture Industry Brand Committee reserves the rights to conduct sample annual compliance audits of those companies approved to use the Mark. The decisions of the committee shall be final and binding on all parties.

SPOTLIGHT ON MALAYSIA PRIDE QUALITY MARK RECIPIENTS

1. Deep Furniture Sdn. Bhd.
2. Dynamic Furniture Industries (M) Sdn. Bhd.
3. Fiori (Malaysia) Sdn. Bhd.
4. Hin Lim Furniture Manufacturer Sdn. Bhd.
5. Ib Sofa Sdn. Bhd.
6. Inart Furniture Sdn. Bhd.
7. Jukraf Furniture Sdn. Bhd.
8. Kian Contract Sdn. Bhd.
9. Marcoco Furniture Industries Sdn. Bhd.
10. Omega Sofa (M) Sdn. Bhd.
11. ORISS Sdn. Bhd.
12. Simewood Product Sdn. Bhd.
13. SJY Furniture Sdn. Bhd.
14. S. K. Furniture Sdn. Bhd.
15. Tawei Furniture Sdn. Bhd.
16. Zone Furniture Sdn. Bhd.



MALAYSIA PRIDE
A Distinctive Mark of Malaysian Furniture Excellence



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