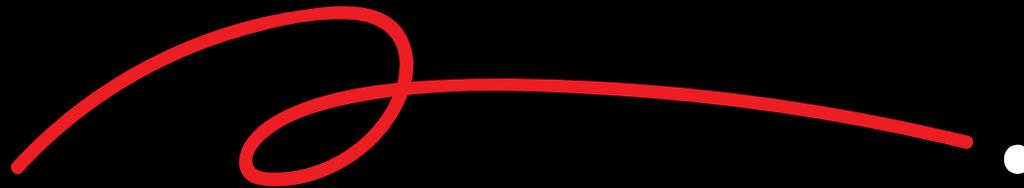


PROFESSIONAL DESIGNERS PROGRAMME

2ND EDITION



THE + DESIGN IN THE MELTING POT OF THE EAST

Written by: Roberta Mutti & Franz Rivoira

What do you get when you mix 4 internationally-renowned designers, a crafty group of Malaysian designers, and 4 of the most forward-thinking companies of the country who believe in the future?

You get 20 dazzling new designs which will be shown at the next EFE 2017 in March, in the Kuala Lumpur Convention Center.

This is the final effect of this mixing-and- matching of international experience and local workmanship and culture, which is paving the way for the transformation of the Malaysian furniture industry towards a OBM/ODM business model, to better serve the needs of the rising Asian middle-class consumer market.

The PDP - Professional Designer Programme, now at its second edition - is the initiative created by the Malaysian Furniture Promotion Council (MFPC), a Government Agency under the Ministry of Plantation Industries and Commodities (MPIC), in close cooperation with the Malaysian Timber Industry Board (MTIB).

The PDP is envisioned by the MTIB to be the Furniture Design Development Program that will enable the furniture industry to achieve the RM16 Billion export value goal of the National Timber Industry Policy (NATIP) for 2020.

ASIA: A Market Of Opportunities

It is not a secret that Asia is going to become the next major player in the global market share of consumption.

The steady development of the middle class is well shown in the words of Mario Pezzini, Director of the OECD Development Centre: "The size of the "global middle class" will increase from 1.8 billion in 2009 to 3.2 billion by 2020 and 4.9 billion by 2030. The bulk of this growth will come from Asia: by 2030 Asia will represent 66% of the global middle-class population and 59% of middle-class consumption, compared to 28% and 23%, respectively in 2009."

The Malaysia furniture industry is well-poised - through opportunities like the PDP - to grab a fair share of this spending, because it is a stable, ethical, and fairly advanced business, which relies on good workmanship and the abundance of natural resources. The reinforcement of this solid foundation with the design, marketing and communication best practices is going to speed this evolution considerably.

THE PDP PROGRAMME:

how it works

The PDP program, Second Edition, has debuted on the 30th October 2016. After a fruitful cooperation between the International Professional Designers and the Local Professional Designers with the four participating companies under typical, industry-standard cooperation terms, the companies will finally unveil the products of those six months of development during the EFE 2017, in the PDP2 booth at the Hall 7. Twenty new original designs - from beds to children's bedrooms, from sofas to coffee tables to storage units - will be artfully displayed in the exhibit.

The display will feature

- 20 products made by the participating select Malaysian companies;
- 8 Original designs by the International Professional Designers;
- 12 Original designs by the Local Professional Designers, coming from the Tanggam and the Mobili design initiatives;
- An enhanced product value to compete internationally;
- A better focus of the ODM (Original Design Manufacturer) and OBM (Original Brand Manufacturer) business models to improve the global competitiveness of the companies.

Each company will manufacture 5 original designs - 2 each from the International Professional Designers and 1 each from the Local Professional Designers, for a total of 20 to be prototyped and exhibited.

This exhibit will be rounded up by a series of seminars, held by the International Professional Designers and the Marketing Consultants managing the Programme, which will explain in depth various aspects of the "Design Thinking" and its

importance as a new methodology of manufacturing and marketing the products locally and globally, and how to leverage this aspect to generate sales and awareness for the Malaysian manufacturers and products.

A special accent is being put into the research of what is typically Malaysian: a fusion of styles and creative ideas from the East and the West to satisfy the needs of a growing multicultural society

The four participating International Designers have already a long experience of Malaysia: they were the protagonists of the First Edition of the PDP, and some of them - after their first experience - are already doing projects in the area.

Giorgio Biscaro, Manolo Bossi and Filippo Mambretti are from Italy; Stefan Schöning is from Belgium.

The companies taking part in the PDP, Second Edition are:

- Hup Chong Furniture Sdn Bhd
- IB Sofa Sdn Bhd
- Jukraf Sdn Bhd
- NSF Group Sdn Bhd

The Local Professional Designers involved in the Programme are some old and new faces of the Malaysian design industry, and active in the Tanggam design initiative or in the Mobili design competition: **Mohd Sujak Hasbollah, Mohd Hazmi Zakaria, Stephen Ting Eng Poh, Stephanie Ng Hui Sien, Shahril Faisal, Ezran Zainal, Vivian Shi Wei, Eric Wong, Mohd Noor Aziah**

This project has been developed through the assistance of Italian Consulting Pte Ltd (ICON), which is working as a marketing and communications agency to reach the aims of the project.





INTERNATIONAL 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.



INTERNATIONAL DESIGNER

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.



INTERNATIONAL 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.'



INTERNATIONAL DESIGNER

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.

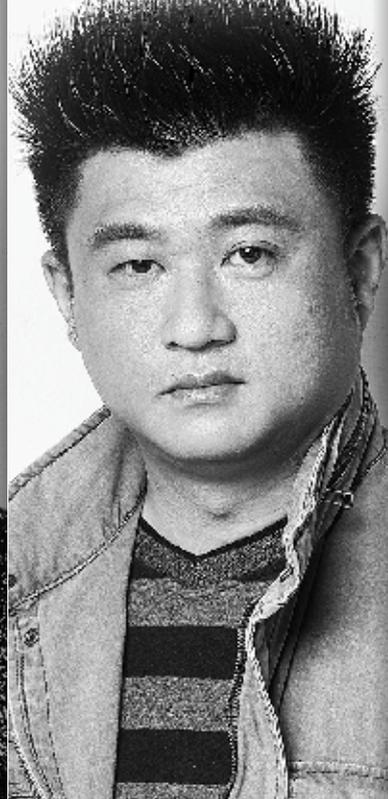
Folder, a chair which is cut and folded into existence, attracted worldwide attention when it was released in 2001 and has become a design classic. Soon after he received commissions from an increasing number of international furniture manufacturers. In 2005, the new corporate identity, designed & developed 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.

MALAYSIAN

DESIGNER



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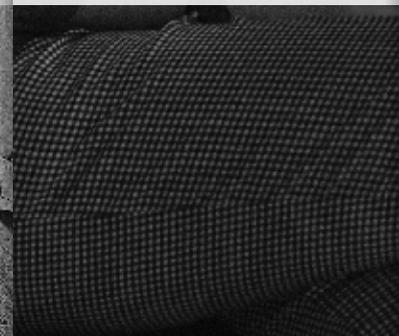
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Hup Chong Furniture

Hup Chong Furniture Sdn Bhd

www.hupchongfurniture.com

Hup Chong Furniture Sdn. Bhd. started its operation since 2001. The Company specializes in the manufacturing and sale of wooden household furniture particularly rubber-wood furniture for 100% export markets to the United States of America, Canada, Australia, United Kingdom and Middle East.

The company has grown into a complete high-end, medium-end bedroom as well as living and entertainment furniture manufacturer. Besides designs on its own, the Company had worked with customers' designers and manufactures exclusively to serve its customers through various brands in the furniture industry such as Rooms To Go (USA), John Lewis (UK), Harvey Norman (Australia) and Home Center (Middle East).

With current facilities, the Company strive to be a "Furniture One Stop Centre", to cater the ever growing demand for customers to develop a furniture collection. The Company also provides warehousing and "direct or mixed containers" services. With the Company's excellent manufacturing expertise and facilities, the Company is well positioned to develop products that meet customers' requirements and tastes for different markets.



Jukraf Furniture Sdn. Bhd.

www.jukraf.com

The long history of Jukraf stretches back as far as 1992. The company developed a comprehensive range of furniture products, mostly dedicated to the bedroom sets, both for adults and children.

Perfectly and delicately screened through excellent quality beech wood, rubberwood, pinewood and many other essences, Jukraf designs are posed to create the finest furniture for its valued clients. Jukraf Furniture stands by these emblems of words to produce top notch wooden furniture to many homes and hotels nationwide and worldwide.

A quality and dedication to excellence that is testified by the prizes won during its exhibits: with its outstanding appearance and function as storage bunk bed, our Hestia Triple Bunk Bed won the Best Product Award in EFE 2015!



IB Sofa Sdn Bhd

www.navinzi.com

Owner of the popular Navinzi brand, IB Sofa operations date back to 1980. The company is specialized in the design and manufacturing of leather sofas and recliners - with over 16 collections and 150 colors in production.

Other range of products have also been developed to complement those products, and to allow the creation of a total Home Concept, as the company focus is placed on delivering quality products at competitive prices to insure a total customer satisfaction.

IB Sofa has developed a lean proprietary production system that permits its products to be beautiful, easy to realize and durable, employing both accurate workmanship and cutting edge technologies.

The company is internationally-minded, and has the know-how to develop global solutions together with its partners worldwide, and also, to assist proactively its retailers in the marketing and display of products with dedicated actions, materials and support.

Nokta

NSF Manufacturing Sdn Bhd

www.nsfgroup.my

NSF Group's mission is to lead the Malaysian Interior fit-out industry to the next level and become the ONE that is of significant standing globally, through the employment of green, renewable best practices, in order to have a cleaner, safer world for all of us.

This is why it offers a total management for space, comprising remodeling and fit-out with sustainable, green products and materials. And design is part of the equation: eight years ago, PRICE ruled. Yesterday, QUALITY was the key. Today, DESIGN is the game. Tomorrow, it will be all about SOLUTIONS.

MAN
UFA
CTU
RING
PART
NERS



Sect

Designed by : Giorgio Biscaro
Produced by : Hup Chong Furniture Sdn. Bhd.





Anima

Designed by : Filippo Mambretti
Produced by : Hup Chong Furniture Sdn. Bhd.





Pokka

Designed by : Mohd Sujak Hasbollah
Produced by : Hup Chong Furniture Sdn. Bhd.



Forest

Designed by : Vivian Shiwei
Produced by : Hup Chong Furniture Sdn. Bhd.



Glide

Designed by : Stephanie Ng
Produced by : Hup Chong Furniture Sdn. Bhd.





Outline

Designed by : Stefan Schöning
Produced by : IB Sofa Sdn. Bhd.





Dandy

Designed by : Manolo Bossi
Produced by : IB Sofa Sdn. Bhd.



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Slice

Designed by : Mohd Noor Ariffin
Produced by : IB Sofa Sdn. Bhd.





Bubble

Designed by : Vivian Shiwei
Produced by : IB Sofa Sdn. Bhd.





Jawis

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



Airys

Designed by : Hazmi Zakaria
Produced by : Jukraf Furniture Sdn. Bhd.



Mecc

Designed by : Eric Wong
Produced by : Jukraf Furniture Sdn. Bhd.





Kyle

Designed by : Ezran Zainal
Produced by : Jukraf Furniture Sdn. Bhd.





Altero

Designed by : Stefan Schöning
Produced by : Jukraf Furniture Sdn. Bhd.



Inneschi

Designed by : Filippo Mambretti
Produced by : NSF Manufacturing Sdn. Bhd.



Quarantacinq

Designed by : Giorgio Biscaro
Produced by : NSF Manufacturing Sdn. Bhd.





Balcony

Designed by : Stephen Ting
Produced by : NSF Manufacturing Sdn. Bhd.





Peep

Designed by : Vivian Shiwei
Produced by : NSF Manufacturing Sdn. Bhd.



Mondrain

Designed by : Mohd Noor Ariffin
Produced by : NSF Manufacturing Sdn. Bhd.

PROGRAMME SECRETARIAT PDP 2ND EDITION

Mad Zaidi Mohd Karli

Interim Chief Executive Officer
Malaysian Furniture Promotion Council

Nor Azrizal Abd Aziz

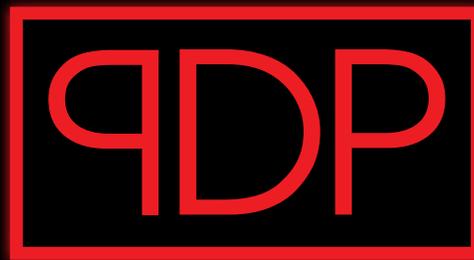
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Supported by



Ministry of Plantation
Industries and
Commodities



Malaysian Timber
Industry Board



Embassy of Italy
in Kuala Lumpur



ITALIAN TRADE AGENCY

Participating
Local Designers



TANGGAM



MALAYSIA
PRIDE

Manufacturer
Partners



Hup Chong Furniture Sdn. Bhd.



IB Sofa Sdn. Bhd.



NSF Manufacturing Sdn. Bhd.



Jukraf Furniture Sdn. Bhd.



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