



THE PDP IS DETERMINED TO ROCK THE HOUSE – AGAIN

by Italian Consulting Pte Ltd

The stellar results of the first edition of the Professional Designers Program (PDP) - presented in the last edition of the EFE 2016 fair in March, have been so noteworthy that the Malaysian Furniture Promotion Council (MFPC) has committed to renew it by launching the 2016/2017 edition of the project, in close cooperation with Malaysian Timber Industry Board (MTIB). The PDP 2nd Edition 2016/2017, or PDP2, will rely on the same trustworthy team of professional designers of the first edition, which will put their skills into action for four new Malaysian furniture manufacturers. These companies will receive creative support to develop new products by the PDP team, comprising established designers worldwide and local rising stars coming from the well-known MTIB's TANGGAM initiative, supplemented by the operative knowledge of the in-house designers of the companies.

Malaysia and its furniture industry

The Malaysia furniture industry is continuing its march towards excellence. It is currently one of the ten major furniture exporters of the world, with 80% of its production going towards the Asian and USA markets.

This performance has been a success which is fueled by several distinguishing factors of the industry: good workmanship, quality and the abundance of natural resources, and ethical work conditions. The Malaysian Ministry of Plantation Industries and Commodities (MPIC) has set an ambitious plan to reach MYR53Billion of sales for wood-based furniture in 2020, and PDP is one of the major initiatives it is investing into to achieve this lofty goal.

One of the main directions it is following is to raise the level of the furniture design, so to create the brands that will compete in the flourishing Asian market of the future: and the PDP aims to deliver products but - more importantly - support the culture of design and its marketability, locally and globally.

Highlights of the PDP2

It will debut on the 30th October 2016, with an intense week of work together with the



Giorgio Biscaro, Filippo Mambretti and Ahmad Suradi Adnan



Giorgio Biscaro at Hup Chong

companies. The first results of this activity will be shown early January, on the occasion of the second trip of the professional designers to Malaysia, during a press conference that will be held in the new Tanggam Design Center, in Kota Damansara (KL). The Programme will run its due course to



Stefan Schoning and Betty Tert at Jukraf

present its final results during the EFE 2017 fair, from 8th to 11th March 2017, in Kuala Lumpur.

The expected results of the Second edition of the PDP program are going to be:

- 20 new products made by the participating select Malaysian companies;
- Eight original designs by the Professional Designers to be approved for registration by Intellectual Property Corporation of Malaysia (MyIPO);
- 12 local furniture designers who will cooperate with the Professional Designers to present



a range of new products for the participating companies;

- An enhanced product value to compete internationally;
- A better focus and knowledge of applied ODM (Original Design Manufacturer) and OBM (Original Brand Manufacturer) business models. This second edition of the PDP involves four top Malaysian manufacturers, 4 international professional designers, and 12 local designers coming from MTIB's TANGGAM initiative.

The companies will manufacture an array of designs - two each from the professional designers and 1 each from the TANGGAM designers, for a total of 20 products to be realized and exhibited.

The International professional designers and the marketing and communications consultants managing the programme will input all their skills and experiences to help the internal design departments of participating companies to develop the product line created for the programme, from the very first concept to the finalization, so to manufacture finished products for the final exhibition and, after that, to help engineer them for the operative production and local and international distribution.

The leading thread of this second edition of the PDP program is the creation of new products,



Stefan Schoening and IB Sofa staff



Manolo Bossi and Tanggam designers at Jukraf

based on the use of local materials, and the diffusion of the "design thinking" as an important tool for manufacturing higher priced products. These new designs will become new products, sold through traditional sales channels as well as new, advanced e-commerce, with new marketing and distribution strategies designed to add value to the single products.

Mr. Azrizal Aziz, Marketing Manager at MFPC and PDP project leader, so commented;

"I am both excited and proud that we are running PDP again. The first edition has been a breakthrough, a real turning point for the industry and its players. Some participating companies to the first edition have, in fact, proceeded autonomously, and created other design lines together with their assigned professional designer. This shows us that our main goals have been achieved, and demonstrates that design is a force and a commitment, and it actually sells: it is not a futile exercise or just only for its aesthetics. This is an experience that a majority of the furniture manufacturers and local designers in Malaysia are beginning to understand, and I am sure, they are going to further exploit this experience as a driving force in their future operations."

The four professional designers taking part in the second edition of the programme are the same members of the first edition. They possess an impressive background in furniture design and production, and now, after one year,

also a very specific knowledge of the local Asian design trends and needs. Giorgio Biscaro, Manolo Bossi and Filippo Mambretti are from Italy; Stefan Schoening is from Belgium.

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

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

The 12 TANGGAM designers involved in PDP2 are some old and new faces of the Malaysian design industry. They are namely:

- Mohd Sujak Hasbollah,
- Mohd Hazmi Zakaria,
- Stephen Ting Eng Poh,
- Sim Chia Yi,
- Nasaruddin Shah Morani,
- Stephanie Ng Hui Sien,
- Shahril Faisal,
- Abdullah Al Rashid Ab Hamid,
- Ezran Zainal,
- Vivian Shi Wei,
- Eric Wong
- Mohd Noor Aziah.

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