

The electronic bulletin of the Cebu Furniture Industries Foundation, Inc. (CFIF)

Designing phase to phase

Phase 1 by Prof. Frank Sander

Owners and representatives of pre-selected companies met to discuss the methodology of the Eco-Design Series of trainings and its relation to the Resource Efficiency and Clean Production assessment

Prof. Sander's presentations are focused on helping designers and product developers create eco-friendly products, while taking into consideration the three important issues: health (people), eco-systems and renewable resources (planet) and marketability of products (profit). He also showed different designs that are eco-friendly that fits in the European market.



One-on-one Consultancy with Prof. Frank Sander

Through the consultation, Prof. Sander's was able to share his expertise and gave his insights to individual companies on their current products designs, the direction to EU furniture design and its marketability, going to the diverse market segment in the EU and he emphasize the importance of Filipino craftsmanship like weaving and carving that sets for a contemporary look. He also gave guidelines on where to start in development product designs the match the European taste.



Prof. Sander together with Mr. Boschi at Giardini del Sole

Prof. Sander also visited production facility and local showroom. He showed to company owners and management the steps on how to use their production strengths for more contemporary designs



Prof. Sander sharing his expertise with Ms. Yu of APY Cane

Phase II (with Marketing Consultancy) by Prof. Jan Armgardt and Prof. Auwi Stuebbe

Prof. Armgardt and Prof. Stuebbe began the workshop by drawing the participants' dream for the whole industry, as a company and as a designer. An important step in guiding them for their design direction. The workshops encourages the designers to create their own product designs in scale models.



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UPCOMING EVENTS:

ONE Cebu
August 5-15, 2011
Cebu International Convention Center

M.I.C.E.C.O.N.
August 10-13, 2011
Cebu International Convention Center

MATERIALS LIBRARY:RE-OPENING
August 19, 2011
DOST S & T Complex, Banilad

FURNITURE & FURNISHINGS FESTIVAL
@ PHILCONSTRUCT VISAYAS 2011
September 1-3, 2011
Waterfront Cebu City Hotel and Casino