



SayDesign



Milan Design Week 2020





DESIGNING FOR TOMORROW

FSRD ITB - STIDC

Furniture Design Training Program for POYOD



About

Bandung Institute of technology & Faculty of Art and Design

Bandung Institute of Technology (*Institut Teknologi Bandung / ITB*) is a state coeducational research university located in Bandung, Indonesia.

ITB was established in 1920 and became the first Indonesia's technological universities, and has established a strong reputation among both Indonesian and South East Asian institutions. The Faculty of Art and Design (FSRD) of ITB commenced in 1947 is entrusted with a task to nurture and develop scientific knowledge, conductive academic culture and community, and worldwide networks initiatives across art and design studies.



About

Sarawak Timber Industry Development Corporation (STIDC)

Sarawak Timber Industry Development Corporation (STIDC) is a statutory government body established in 1973 to regulate and facilitate the development of timber industry in Sarawak.

STIDC has established the Pool of Young Designers (POYOD) Program in January 2018 as its long term strategic plan to transform the timber industry into a high value added industry by 2030. This POYOD program was established to make readily available supply of young professional furniture designers in Sarawak and to produce furniture designs for commercialization.

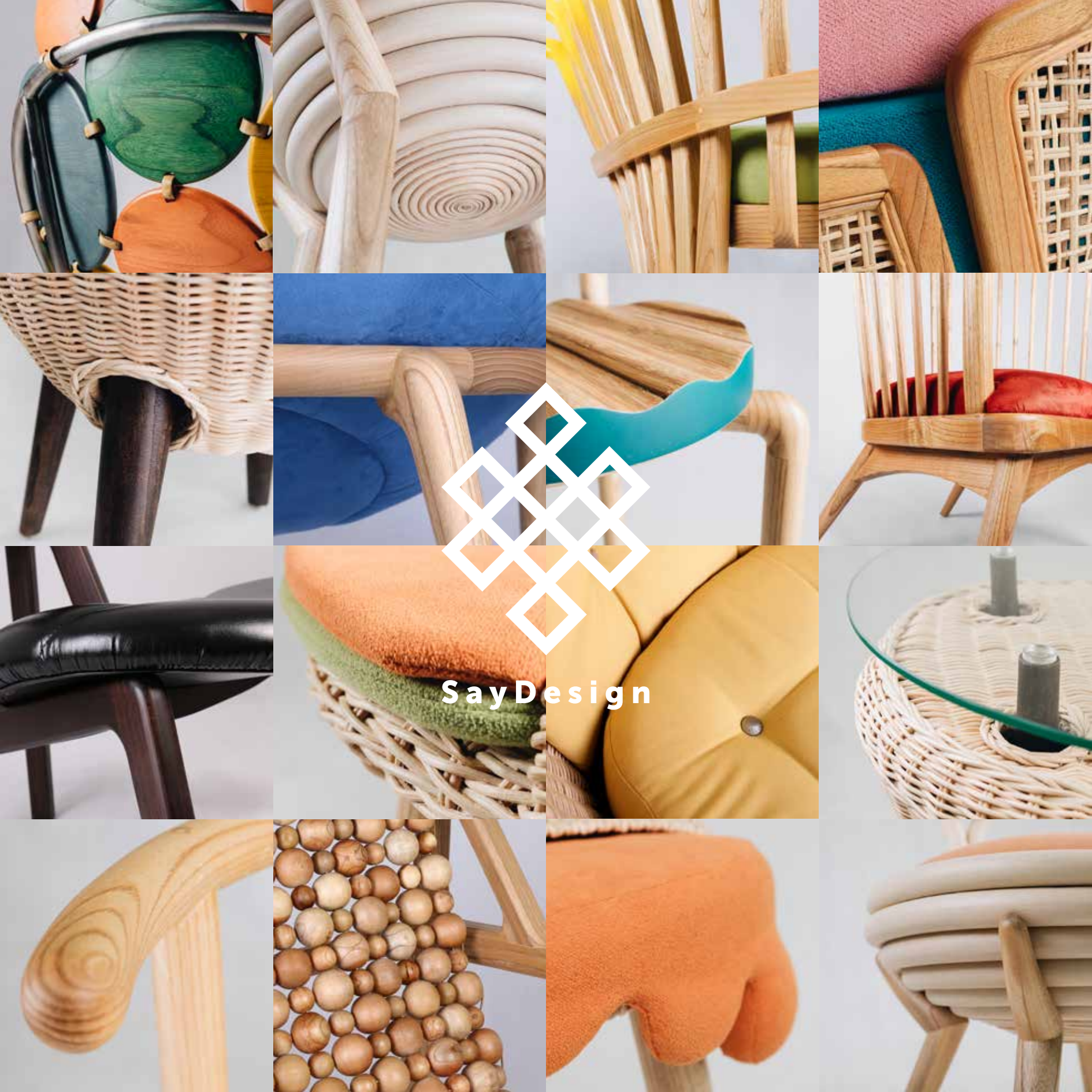


About FSRD ITB-STIDC Furniture Design Training Program for POYOD (Pool Of Young Designer)

FSRD ITB-STIDC Furniture Design Training Program for POYOD (Pool of Young Designer) is a one year fully customized design training program arranged by Faculty of Art and Design - Institut Teknologi Bandung (FSRD-ITB) for Sarawak Timber Industry Development Program (STIDC) as a part of two year collaboration program between two institution.

Started in January 2019, POYOD member enrolled at FSRD ITB to kick-start their training program (FSRD ITB-STIDC Furniture Design Training Program for POYOD), expected to elevate POYOD member's knowledge and skill in designing with more inputs, courses, various activities related to the furniture industry, furniture designers, international activities and exposure through ITB linkages and network.

Altogether, FSRD ITB; STIDC; Universiti Malaysia Sarawak (UNIMAS), and LAPI ITB mutually agreed to implement a long-term program of furniture design training for POYOD of Sarawak, Malaysia.



SayDesign

The Exotic Allure of SayDesign

Born in the exotic Land of the Hornbills, in Malaysian Borneo, SayDesign (Sarawak Young Designers) makes its debut this year, at the prestigious Ventura Future from 21 – 26 April during Milan Design Week in Milan, Italy.

SayDesign is a platform to highlight furniture design from vastly creative and talented young Sarawakian designers. A collaboration between Sarawak Timber Industry Development Corporation (STIDC) and Indonesia's renowned Institut Teknologi Bandung (ITB), SayDesign produces young designers for the timber industry in Sarawak, through a specially formulated training course that helps elevate their creativity and technical know-hows.

These stunning furniture pieces that will be showcased at SayDesign are created by the young designers using the finest materials sourced from Sarawak – treated and crafted into captivating works of art with impeccable craftsmanship. Their cutting-edge designs feature clever combinations of form and function, able to transform any space with unique characters and flair.

Exotic, premium and unique local hardwood timber are used to create fresh, edgy and boundlessly creative furniture pieces that are made to last – proudly labelled as SayDesign and can be customised to the whims and fancy of buyers from all over the world. Discover a new design language from SayDesign, which exudes timeless beauty that transcends borders at Ventura Future, from 21-26 April 2020, in Milan, Italy.

The background features a repeating pattern of small circles in two colors: a vibrant orange and a muted grey. These circles are arranged in a grid-like fashion across the entire page. Overlaid on this pattern are several large, overlapping geometric shapes. Some are solid grey, while others are semi-transparent, allowing the underlying polka-dot pattern to be visible through them. The shapes are angular and layered, creating a sense of depth and movement.

1st SEMESTER

HEAD SUPERVISOR :

Andar Bagus Sriwarno, M.Sn., Ph.D.

PRODUCTION COORDINATOR :

Hatif Adiar Almantara, M.Ds.

SUPERVISOR :

- Dr. Imam Santosa, M.Sn.
- Prabu Wardono, M.Des., Ph.D.
- Deny Willy J., M.T., Ph.D.
- Imam Damar Djati, M.Sn., Ph.D.
- Yogie Candra Bhumi, M.Ds.
- Harry Anugrah Mawardi, M.Ds.





TALABA CHAIR

Designer : **Rudy Edi**

Supervisor : **Prabu Wardono, M. Des., Ph.D.**

For the TALABA chair design, the designer encouraged ideas from members of his local community, and the project was inspired by the question "How can we improve our community?" Since the designer lives close to the ocean, it is quite likely that he was inspired by the fishermen's community itself. Subsequently, he has been intrigued by the similarities he has discovered between Malaysia and Indonesia. He realised that the beads used by the Dayak can be found in both Sarawak and Kalimantan.

With that information, he combined those beads using his skill at fixing fishnets and became a weaver. This TALABA chair design benefits the manufacturer and directs considerable benefit to the community as well. As such, the manufacturer will fabricate the main structure of the chair frame, and the sewing tasks will be performed by members of the community.





BITA CHAIR

Designer : **Ayu Mortadza**

Supervisor : **Imam Damar Djati, M.Sn., Ph.D.**

Beverages called "*air bungkus ikat tepi*" (drink inside a plastic bag that is tied with raffia rope) are very popular among Malaysians. This inspired the designer to release the BITA chair as a new part of her collection. While the project will have great sentimental appeal for consumers, it also brings back many fond childhood memories for the designer. As such, this chair is as much a statement by the designer as it is a commercial enterprise. Producers and users alike will share the vision of a chair that can provide ample comfort and cherished privacy.





PIDA CHAIR

Designer : **Robica Tingang**

Supervisor : **Dr. Imam Santosa, M.Sn.**

This product provides a strong visual impression of a wide-open chair that is inviting and welcoming. Imbued with the character of a blooming flower that is irresistible to pollinating bees, PIDA was designed to present a side view in which the armrest and chair leg are combined to resemble the flowers in a bouquet. The curved shape around the armrest provides enough seating space to offer a comfortable welcome to anyone looking to sit in this chair, and it manages to combine all of this with an added emphasis on value for the consumer.





PALABO CHAIR

Designer : **Iwan Hamdan**

Supervisor : **Deny Willy J., M.T., Ph.D.**

For this new collection, the designer was inspired by the coral reef. This is represented as a beautiful undersea ecosystem with colourful scenes in which reef inhabitants are shown in varying relationships within the groupings. The PALABO chair brings these characteristics of coral reefs together so they are represented by a palette in which beauty, colour, and a degree of randomness are the key features.





MALAMA CHAIR

Designer : **Calvin Renang**

Supervisor : **Yogie Candra Bhumi, M.Ds.**

For this MALAMA chair design collection, the designer was inspired by the *Semalu* plant (*Memosa pudicate*) because of its uniqueness. It has a defence mechanism and a characteristic repetitive pattern on its leaf, which will react by closing to protect itself when touched.

The designer is pleased to bring the user a feeling of safety and comfort with this chair. The repetitive circular flow and semi-curved shape of the upholstery make the user feel warm and embraced, and the thorn-shaped legs make the chair look light despite its sturdiness.





SANAM CHAIR

Designer : **Sazrin Jamali**

Supervisor : **Harry Anugrah Mawardi, M.Ds.**

The designer was inspired by the ant when developing his new chair collection named SANAM. The organised colonies and social characteristics of the ant exert direct influences on the design and the ant leads the designer to use the insect's organic shape to explore and achieve the design.

In this way, the leg of the ant lends its shape to the base of the chair and constitutes a unique aspect of the product. The texture and shape of the ant's body also inform the pattern of the upholstery and the colour of the product.

The background features a warm color palette of oranges and yellows. A large, irregular shape in the upper left is a bright yellow. A vertical, slightly curved shape in the center is a medium orange. In the upper right, there is a red shape with a white dotted pattern. At the bottom, there is a large, rounded shape with a red dotted pattern, similar to the one in the upper right. The text "2nd SEMESTER" is centered in white.

2nd SEMESTER

HEAD SUPERVISOR :

Andar Bagus Sriwarno, M.Sn., Ph.D.

PRODUCTION COORDINATOR :

Hatif Adiar Almantara, M.Ds.

SUPERVISOR :

- Dr. Imam Santosa, M.Sn.
- Prabu Wardono, M.Des., Ph.D.
- Deny Willy J., M.T., Ph.D.
- Yogie Candra Bhumi, M.Ds.
- Harry Anugrah Mawardi, M.Ds.
- Anastasia Sulemantoro, S.Ds.





LIESCA SEMI DINING SET

Designer : **Ayu Mortadza**

Supervisor : **Deny Willy J., M.T., Ph.D.**

The concepts “sweet” and “delicious” provide the designer with inspiration based on the characteristics of foods being enjoyed. Various defining characteristics of food, such as chewy, crunchy, and melting, create the essence of the design.

Delighted by these attributes, the designer captured them with the design of the LIESCA semi-dining set and used a combination of cushions and fitrit rattan to imbue the material with these concepts. Some parts are interchangeable to ensure user satisfaction and, with regard to technical aspects, the product is designed for easy mass production.





TUARLOO CHAIR & SIDE TABLE

Designer : **Sazrin Jamali**

Supervisor : **Dr. Imam Santosa, M.Sn.**

These TUARLOO chair and side table were inspired by the egg, which is classified as a “superfood” rich in nutrients. The designer is excited to represent the puffy texture and iconic shape of the egg in his design, themed “Sweet and Delicious”.

The combination of those elements creates a warm feeling in those who see it, and the chair can be used to create a relaxing atmosphere in any living space. Moreover, this design also yields a competitively-valued product, which will increase demand in the marketplace.





TOTE COCKTAIL CHAIR & TABLE

Designer : **Rudy Edi**

Supervisor : **Yogie Candra Bhumi, M.Ds.**

Texture and sensation signify the very definition of this cocktail set's design. Inspired by the ideas "sweet and delicious", the designer is led to think beyond what the eyes can see. He is inspired by the joy of serving sweet and delicious foods as symbols of love, even when there are no words to describe it. The visual impression makes us question our senses, but the truth lies beyond any doubting thoughts - just as when we thrill ourselves by eating spicy food.

Named Tote, this design is also intended to adapt to the manufacturing realities of the production line and consists of a combination of different components and materials.





KYIE CHAIR & TABLE

Designer : **Robica Tingang**

Supervisor : **Harry Anugrah Mawardi, M.Ds.**

The KYIE collection presents a smooth form with a twist structure and is reminiscent of a continuous line of marshmallows. The designer chose as a model these small sweets we can eat while sharing with others, since they can bring happiness to everyone. The curved and oval form of this series balances the overall design and conveys various impressions to the user. With round and welcoming shapes, the set emphasises the combined characters of rattan and wood she wished to apply to this design.





THE RANCE EASY CHAIR & TABLE

Designer : **Iwan Hamdan**

Supervisor : **Prabu Wardono, M. Des., Ph.D.**

Designing involves feeling and instinct, which bring utility to a simple thing by accentuating the details to enhance the product; the interpreter can generate ideas simply by scratching on paper. For this furniture set, the designer sought to bring out “sweet and delicious” as the highlighted theme. Orange fruit is chosen because it inspires us to imagine the sensations of sweetness and tastiness. To enhance the commercial appeal of the product, wood and upholstery are used to provide convenience and this is enveloped with rattan weaving to provide a sense of texture. The Rance collection is represented with an orange sprig and a slice of orange fruit, which has fibres that resemble a root.





NAMIA EASY CHAIR

Designer : **Calvin Renang**

Supervisor : **Anastasia Sulemantoro, S.Ds.**

The designer was inspired by the ice cream wafer sandwich. Using the concept “sweet and delicious”, he strives to bring user comfort to his collection.

The seat design was inspired by ice cream of two different flavours. This gives the user two options for choosing a suitable and comfortable cushion, but also allows for the use of both cushions. The cushions are constructed out of different materials and made to look like various flavours found in an ice cream wafer sandwich.

This choice of one or two cushions also allows the user to find a more comfortable height, making the chair customisable for users of any age. The smooth shape evokes the sensation of a beautiful, sweet, melting ice cream sandwich.



ARTWORKS & BOOK DESIGN by:

Wanara Studio - Bandung, Indonesia





Faculty of Art and Design
Institut Teknologi Bandung



Sarawak Timber Industry
Development Corporation
(STIDC)



LAPITB