­MAISON & OBJET PRESS KIT

Kindred: A Design Collective

Thirteen Philippine design brands are bringing proudly Filipino creations to a global audience at the major European trade fair Maison & Objet. Brought together through the theme Kindred: A Design Collective, these like-minded designers and manufacturers showcase traditional Philippine craftsmanship, but with a fresh, innovative approach through a curated selection of interior design and décor.

Focusing on smaller, specialist items like home accessories, tabletop décor, lighting fixtures, accent pieces, as well as a sampling of fashion accessories, this year’s Philippine delegation is comprised of CDO Handmade, CSM Philippines, E. Murio, Finali, HaloHalo, JB Woodcraft, Nature’s Legacy, Schema, South Sea Veneer, Tali Handmade, Weave Manila, Vito Selma, and Zacarias 1925.

Through the guidance and direction of seasoned designers Rita Nazareno and Gabby Lichauco, Kindred’s 13 exporters will present newly developed products made with each of their distinct styles, techniques, and materials, and some in collaboration with each other. From fine bone china décor, abaca woven rugs, to wire mesh lighting fixtures, hand-carved solid-wood accessories, tree-less paper, and even recycled plastic weaves, the one-stop-shop booth at Maison & Objet will allow buyers to easily peruse the products and visualize how items of separate manufacturers, aesthetics, and visions can actually be styled together.

Brands:

CDO HANDMADE

What began as a kitchen experiment with a blender and homemade paper 14 years ago, Lolita Cabanlet started Cagayan de Oro Handmade, a line of décor and stationery made with tree-less paper, with the inspiration that people should fill their homes with sustainable décor.

To learn the professional methods of creating decorative pieces out of paper, Cabanlet took courses at the Department of Science and Technology. The self-taught designer then expanded her creative skills by enrolling in CITEM’s Design for Export Program where she learned from industry stalwarts like Tes Pasola and Chilean-born Nelson Sepulveda.

Since then, CDO Handmade has gained buyers from all over the world and continues to craft beautiful pieces using 100 percent tree-less handmade paper. From decorative baskets, storage boxes, to lighting fixtures, CDO Handmade prides itself in being at the forefront of sustainable design.

CDO HANDMADE

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CSM

Established in 1994, CSM has mastered the manufacturing of fine bone china into decorative pieces. The Laguna-based company creatively handcrafts vases, candleholders, lamps, planters, figurines, and other novelties with this material.

Bone china is considered the finest type of porcelain and requires a long and complex process. CSM’s group of skilled artisans follows the same formula espoused by Josiah Spode, an esteemed English potter during the 18th century.

Bringing this technique to the present, CSM injects a sense of humor and artistic flair in what would normally be considered a delicate material. Their current offering of home décor and accessories include cheeky designs, pastel-hued dinnerware, as well as life-like replicas of blooms that instantly add character to any space.

CSM

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E. MURIO

Heritage furniture maker E. Murio has produced over 40 years’ worth of finely-crafted furniture, home interiors, and accessories. Working with tropical woods, bamboo, rattan, and grass weaves, as well as metal and leather finishes, E. Murio’s timeless, tropical designs echo its Spanish and Asian roots.

Infusing fresh ideas and inventive designs to their traditional pieces is creative director Tisha de Borja-Samson. An architect and interior designer by training, her proficiency in both fields bring new designs, techniques, and concepts to the brand, all while featuring the natural and local materials E. Murio specializes in.

From larger furniture like wardrobes and media cabinets, to every day pieces like chairs and desks, to accessories like towel racks, dog houses, and even chopstick rests, E. Murio’s wide range of designs all have that signature artisanal—yet inventive—finely-crafted feel.

E. MURIO

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FINALI

Established in the southern province of Cebu in 1999, Finali Furniture and Home Accessories works both as manufacturer and designer. Crafting furniture and décor made from wood, rattan, abaca, resin, fiber, cast aluminum, stone, and other natural indigenous materials present in the country—and often combining several elements together—Finali features eye-catching details in their thoughtful designs.

Often inspired by nature and the sea, Finali’s creations echo the curves of waves in their accent chairs, while their decorative elements replicate the shapes of nature’s flora and fauna.

An example of the brand’s innovative designs is the Largo chair. Designed by Angelo Cadungog, the piece won the Katha Award for Best Product Design for Furniture in 2017. Minimalist, yet striking, the statement-making piece made with metal-framed rattan twisted into loops.

FINALI

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HALOHALO

Founded in 2013 by brother and sister team Rocco and Cara Sumabat, HaloHalo is a lifestyle brand based in Manila. Much like the local delicacy it is named after, HaloHalo is a mishmash of handbags and home accessories made with various materials and unlikely combinations.

They initially designed large multipurpose totes aptly called *Bayong*, made out of recycled plastic *banig*, that could be used for grocery runs, as a planter, or even storage. While the traditional *banigs* produced in the Philippines are often made with brightly-colored weaves, HaloHalo recreated their version in muted tones and fine patterns, lending it a more contemporary feel.

After a sold-out first collection, the brand expanded their line to include smaller handbags that feature buttery leather straps and unexpected bungee cord details, to home and outdoor accessories like roll-up travel mats, various-sized ottomans, and poolside recliners—all made with their signature *banig* material.

HALOHALO

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JB WOODCRAFT

JB Woodcraft, a sister company to South Sea Veneer, is a subsidiary to core family business Betis Crafts. Unlike South Sea Veneer’s clean, modern lines, JB Woodcraft specializes in intricately carved wood.

Founded in 1972 in Betis, Pampanga, the brand established itself as the leading exporter of hand-carved components and furniture. Bold, ultra-detailed, and lifelike, JB Woodcraft’s skilled artisans, at the helm of Leslie Bituin-Mendoza, hand-carve each of their elaborate designs onto thick wood slabs. From old-world romantic filigrees that wrap entire bed frames to more contemporary pieces like arm chairs that include an inlaid carved element down its backrest, JB Woodcraft prides itself in its assortment of accent pieces.

Updating their offering are smaller home accessories like floral wreath mirrors or tabletop candleholders, made updated with a sleek black finish.

JB WOODCRAFT

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NATURE’S LEGACY

In 1983, Pete and Cathy Delantar joined Cebu’s numerous rattan furniture manufacturers and exporters. With increasing competition from other countries, the Delantars decided to seek out other materials and products to export. After developing their own version of casted cement using stones found in Cebu to create planters, figurines, and other decorative pieces, Nature’s Legacy was born.

Today, Nature’s Legacy constantly evolves their product line of indoor and outdoor home accessories through material innovation and sustainable practices. The brand has proudly patented unique materials including one that utilizes agro-waste: Stonecast is made up of crushed natural limestone, Nucast is made of recycled paper composite that can mimic most natural textures, Naturescast is the award-winning material made from rescued agro-forest debris, making it biodegradable, and recyclable.

Their current collection showcases Marmorcast, a combination of high-grade polymer with polyester resin, that lends their dining ware and lighting a vibrant, eye-catching finish.

NATURE'S LEGACY

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SCHEMA

Jerry and Celia Jiao have been in the manufacturing industry since 1994, producing Christmas décor under their first company Kalikasan Crafts. Due to the heavy competition from other countries, the couple decided to shift strategies and venture into the home furnishings business. Utilizing their skilled workers and specialized machinery to design and create pieces made of metal, Schema was born in 2013.

To set the brand apart, the Jiaos developed their own intricate metal weaving style. With Celia heading the design, and oftentimes working in collaboration with acclaimed designers like Stanley Ruiz, Budji Layug, French-Swiss Segolene Aeyi-Fabie, and Thai creative Anon Pairot, Schema is able to translate imagined designs onto metal weaves.

Sturdy and rust resistant yet easily malleable, galvanized iron is the star material of Schema’s designs. Finely woven wires create elaborate patterns that are applied onto modern lighting fixtures like pendant lights and lamps, streamlined furniture pieces like stools and accent chairs, tabletop décor and other home accessories.

SCHEMA

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SOUTH SEA VENEER

Based in Mabalacat, Pampanga, South Sea Veneer—an offshoot of family business Betis Crafts—is known for their expertise in various wood craft techniques applied onto wall décor, bed frames, chairs, tables, cabinetry, and even tabletop décor. What sets South Sea Veneer apart, however, is their mastery of marquetry or veneer inlay.

Using different types of wood like walnut, oak, and ash, just to name a few, geometric and eye-catching patterns are translated into veneer inlay, set into sleek and modern frames through cabinets or applied onto trays, tables, and wall panels.

Initially working as a sub-contractor and manufacturer for other brands, Alona Bituin-Sinsuat, South Sea Veneer’s Chief Operating Officer and design department head, established their own product line which include furniture as well as smaller accessories like nesting trays made with lahar casted in resin and wood covered in faux shagreen, as well as decorative bauble boxes made of mappa burl veneer.

SOUTH SEA VENEER

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TALI HANDMADE

Tali Handmade´s co-founders, Liza Morales Crespo and Marielle de Leon-Lazaro, embody the new crop of social entrepreneurs that give equal importance to quality production and design as well as sustainability. As the Design Director of her eponymous Ecotecture design agency that espouses sustainable architectural design, Liza Crespo combines her expertise with those of Marielle de Leon-Lazaro, who works in manufacturing corporate products, and has had many years of experience in designing and producing apparel for the retail market.

Together, Crespo and de Leon-Lazaro founded Tali Handmade in 2015. Inspired by their visit with the female inmates of a city jail in the Philippines, and wanting to make a difference in their lives, they began teaching them simple patterns and eventually employed them to bring their original bag designs to life. Eventually, the project turned into a true social enterprise focused on empowering women at the grassroots level, while producing elevated fashion accessories that include vibrant-colored totes, clutches, and footwear made with plastic twine, raffia, and leather.

TALI HANDMADE

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WEAVE MANILA

Working out of a 2000sqm home in Bicol province in the Philippines, Weave Manila’s team of craftsmen expertly hand-weave abaca fibers—a material indigenous to the Philippines—into area rugs, carpets, and wall-to-wall treatments.

**﻿**Abaca is a natural fiber that is one hundred percent sustainable and completely biodegradable, as even its waste materials are used as organic fertilizer by farmers. It is one of the strongest natural fibers in the world and is eye-catching when braided and woven together.

While the classic abaca carpets provide that rustic feel to a space that has attracted buyers from all over the world, Weave Manila also offers designs with geometric patterns, pop-art references and colorful weaves that highlight the handicraft of hand-braiding fibers, but with a more modern flair.

WEAVE MANILA

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VITO SELMA

Hailing from a family of furniture manufacturers from Cebu, designer Vito Selma has become known for his natural and minimalist furniture that translates traditional concepts with a modern perspective. While his Masters in Industrial Design at the Scuola Politecnica di Design exposed him to various aesthetics, Selma’s eponymous brand produces contemporary Filipino designs that put the spotlight on material and clever shapes inspired by Philippine culture, nature and memories.

With wood as the primary material in his works, geometric patterns, and natural wooden inlay elements make for visually appealing yet functional coffee tables, chairs, and other furniture. Selma has since expanded his portfolio to include small accessories, lighting fixtures, and tabletop décor. Machine-carved wooden platters, candleholders made of floral seashells, as well as eagle-wing pendant lights join the likes of his award-winning Baud table series made of rattan waves.

VITO SELMA

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ZACARIAS 1925

Zacarias 1925 is the perfect blend of progressive design and the art of hand-weaving. The brand’s creative director, Rita Nazareno, is an Emmy-award winning former TV producer that returned home to the Philippines after years of living in the U.S. to help out with her family’s fine-crafts business, S.C. Vizcarra.

S.C. Vizcarra started 94 years ago by Nazareno’s grandmother Segundina Vizcarra, as a hand-embroidery atelier. Then under the helm of Nazareno’s mother Vicky Amalingan-Sales, the focus moved to weaving, producing the hand-woven luxury bags and home accessories the brand is known for.

Nazareno’s influence has infused new ideas into S.C. Vizcarra’s classic styles, but pushing the boundaries further is her offshoot label Zacarias 1925. Named after her grandfather, the brand veers away from the established, and instead celebrates the unconventional through handbags that feature asymmetrical shapes, bright colors, art and film references, all while highlighting the S.C. Vizcarra signature weave.

ZACARIAS 1925

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Main Text

Considered as the second-largest archipelago in the world with its 7,641 tropical islands, the Philippines is one of the greatest gems of Southeast Asia as it continues to be among the fastest growing economies in the region. Endowed with a rich culture and abundant natural resources, the country is a vibrant destination ideal for both trade and tourism. More than its white sand beaches, majestic mountains and breathtaking views, however, it is also the renowned Filipino warmth and hospitality that invites everyone to visit, explore and do business with the Philippines.

The foundation of this melting pot of trade and leisure is made up of over 106 million hardworking Filipinos known for their creativity and English proficiency. The Philippines also holds the record as one of the most highly-skilled labor forces in Asia.

**The country’s globally-acclaimed credentials have been building up over the years. In 2017, the United Nations Conference on Trade and Development (UNCTAD) ranked the Philippines seventh in the “most promising host countries” for foreign direct investments (FDIs) among developing countries. American multinational investment banking firm Goldman Sachs listed the Philippines as one of the “Next Eleven Economies,” estimating that by the year 2050, the Philippines will be the 14th largest economy in the world. By 2030, the Philippines is projected to become a $1 trillion economy, according to Washington-based analytics firm IHS Global Insight based on its latest “Sovereign Risk Review.” The country is also the only sovereignty in Asia that received a positive remark from the IHS.**

Owing to its long history of trade and politics with other nations, the Philippines is made up of a colorful tapestry of cultures. This diverse heritage shines through in the products and services the country offers the world. Always innovative and determined to make a mark, the Philippines is intent on maintaining its economic standing. With its distinctive craftsmanship and product designs, the Philippines now has a stable export market that includes Japan, China, the United States and the European Union (EU), among others.

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Regarded as the “Milan of Asia,” the Philippines is known to be among the world’s best in terms of design, innovation, and quality. The country’s furniture and design manufacturers are distinguished for their expertise in various material manipulation and techniques such as carving, weaving, antique reproduction, unique hand-finishing and strict quality assurance, making the Philippine home furnishings and interior design industry one of the most sustainable sectors in the country.

The Philippine furniture industry aspires to be a global design innovator and a hub for products that use sustainable materials by 2030. A feat that can be easily achieved through the country’s thriving domestic and international markets, lead by its competitive, creative and highly-motivated design sector and skilled labor force.

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The Center for International Trade Expositions and Missions (CITEM) is the export promotion arm of the Philippines’ Department of Trade and Industry (DTI).

CITEM is committed to developing, nurturing and promoting globally competitive micro, small and medium enterprises (MSMEs), exporters, designers, and manufacturers by implementing an integrated approach to export marketing, in partnership with other government and private entities.

For three decades, CITEM has established the country’s image as the premier destination for quality export products and services. It continues to set the highest standards of creativity, excellence, and innovation to achieve export-competitiveness in the international market.

As the prime mover in export marketing, CITEM provides export-driven programs, spearheads official participation in overseas trade fairs, and organizes signature events in the Philippines and high-profile promotional activities in key markets abroad.