

PRODUCT DEVELOPMENT PROGRAM

The Manila FAME Product Development Program continues to support participating Manila FAME exhibitors by providing them free design consultation and assistance, in collaboration with CITEM-hired product design specialists. The new designs and collections developed will be showcased at Design Commune, the main special setting of the Manila FAME trade event, where trade buyers can find the latest products and trends, and where visitors can fuel their inspiration.

These services have always been sought after by participating Manila FAME exhibitors and many success stories have been told by exhibitors who join the program.

DESIGN COMMUNE CREATIVE TEAM



Vince Uy

Creative Director, Manila FAME / FAME+



Gabby Lichauco & Rita Nazareno

Home and Lighting



Stanley Ruiz

Home and Lighting



Rachelle Dagnalan

Home and Fashion



Andre Chang

Fashion

KEY PERFORMANCE INDICATORS

	FASHION	HOME	TOTAL
Number of Companies Assisted	15	55	70
Number of Designs Developed	158	321	479
Number of Prototypes Developed	12	21	33

As of December 2020

DESIGN COMMUNE THEME: NATURE / FUTURE

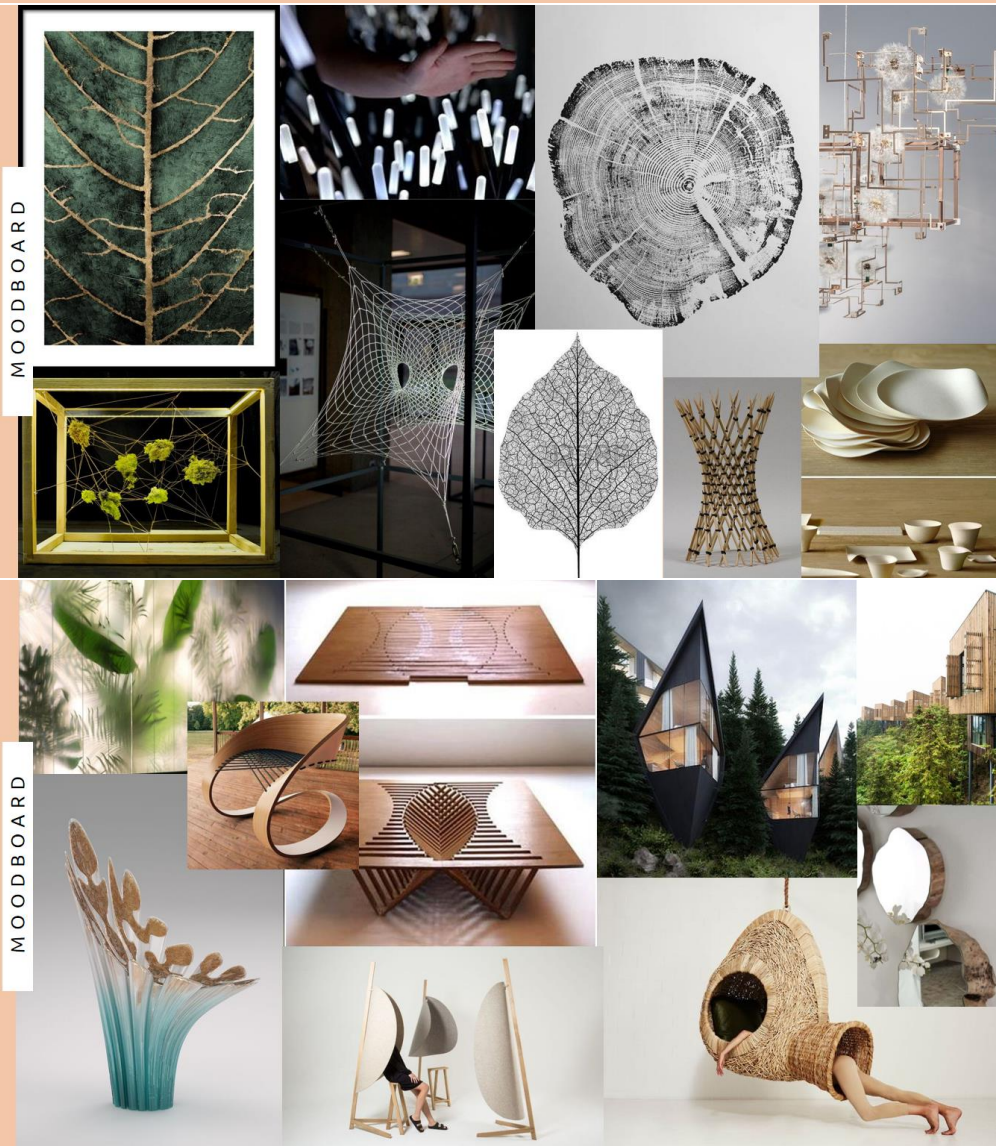
NATURE / FUTURE

The future, inspired by nature.

There's an amazing world that lies
at the intersection of nature and technology.

The dawn of the new decade poses numerous technological
advancements that elevate production techniques, inspiring the Filipino
Designer.

This year's Design Commune aims to show how technology and
technique can be utilized to unlock creativity while using our rich
resource of natural elements as it envisions a future fueled by nature.



MOVING FORWARD IN 2020

Due to the pandemic and natural calamities that hit the country in 2020, Manila FAME and the product development program and its dynamics have been greatly affected. The Manila FAME Product Development Program was crafted before these unprecedented times and although the program has received positive feedback in general, participating exhibitors have shared their sentiments and struggles to keep their businesses operational:

- The community quarantine forced majority of the companies to close their workshops for an extended period which resulted in halted/delayed production and orders.
- Companies want to prioritize to push their existing inventories before adding new collections.
- They do not welcome new designs at this point because they have to streamline their inventory and production.
- They understand that ROI will be slow for the new collections because there are very limited number of shows in 2020 where they can showcase these, or none at all.
- Due to strict quarantine measures and natural calamities, delivery of raw materials and products, especially those coming from provinces were delayed, cancelled or damaged
- Because of community quarantine, companies have limited operation and less manpower.
- The company's artisans/workers based in provinces and other remote communities could not travel to the workshop/factory due to the lockdown

Given the circumstances at hand, it was imperative to put health and safety as the top priority thus the Manila FAME and Creative Teams must utilize the available resources. The following steps were taken to address the situation and to continue the delivery of services to participating exhibitors:

- CITEM coordinators arranged virtual meetings between the company and Product Specialists to address the social distancing protocols.
- The Product Specialists addressed the shortage in raw materials by creating designs based on the company's available raw materials.
- The Product Specialists developed additional design options per product for companies to choose and decide which designs doable for them based on their current situation. The Product Specialists provided design alterations (change in colors, dimension, etc.) and conducted product selection for companies who had difficulty in manufacturing due to limited operations.

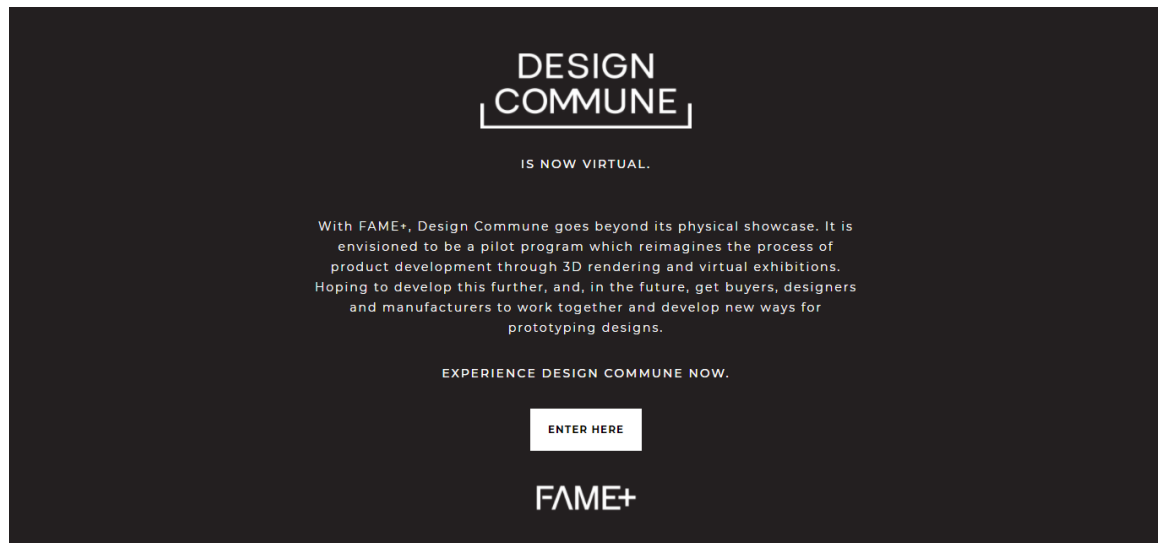
DESIGN COMMUNE DIGITAL EXHIBITION

In addition to the above, following the transformation of Manila FAME to FAME+ also led to the development of the virtual Design Commune which is linked to the FAME+ website. Design Commune is envisioned to be a Virtual Exhibition where products will be showcased in a Digital Art Installation where products displayed are shown as digitally-rendered prototypes or as photos.

The first Design Commune Digital Exhibition was launched on 22 October 2020 where it featured products developed by Creative Director Tony Gonzales and Product Specialists Kitty Bunag and Mia De Lara for Ambiente 2020, and the Bubble Living collection developed by design duo Rita Nazareno and Gabby Lichauco for Maison et Objet 2020.

Design Commune Home Page

www.designcommune.fameplus.com



Virtual Lobby

