

2016 KATHA Awards



Since its inception in 1990, The Katha Awards has been distinguished as a hallmark of Philippine product design excellence and innovation. It inspires and challenges exporters to raise their design standards for export products through constant creation of original designs, and skillful exploration of new materials or processes to produce market-responsive furniture, home décor and furnishings, holiday décor and gifts, and fashion complements.

KATHA Awards October

For the October 2016 edition of Manila FAME, CITEM has forged a partnership with LOCALE Magazine—a lifestyle publication and BusinessMirror subsidiary, to generate over PHP 10 million worth of local and international promotion of home, fashion, and gift products of Philippine Small and Medium Enterprises (SME-s) that participated in the show. The media partnership created a new category, the LOCALE Magazine Editors' Choice Award.

Out of the 406 local exhibitors of the October 2016 edition of Manila FAME, a total of seven (7) Awardees were chosen based on four (4) primary criteria: aesthetic appeal; function; material manipulation; and product innovation.



Special Citation: Eco-Design Award

Product Name:
Diamond Lamp
Company Name:
MASAECO
Designer:
Christine Mendez

The environmental impact and consistency of the processes that the products undergone were the key deciding factors for this category. MASAECO won with its 100% sustainable processes and materials—from the glue to the paper used, in making something as exquisite as the Diamond Lamp, a handmade lighting with bold geometric patterns and achromatic colors.



KATHA Awards April



Best Product Design for Holiday Decor and Gifts

Product Name:
Ladies Fans
By:
Cassa Mercedes

