

CONFERENCE ON WOOD BASED FURNITURE DESIGN 2018

SUSTAINABLE & COMMERCIAL

30th OCTOBER 2018

THE SWISS-GARDEN HOTEL
KUALA LUMPUR, MALAYSIA

Evolution and diversification of businesses and industries, and making them more sustainable and eco-friendly are the main agenda of today's world. Consequently, we will need to understand the requisites of sustaining our businesses and basics of making our products friendly to the environment and must also be commercially viable.

This first conference on wood based furniture design is aimed at addressing and acknowledging these challenges especially in making sure that Malaysia will stay in the top 10 list of the furniture exporters of the world – more than 80% of Malaysia's furniture export is wood based.

The idea of growing the Own Design Manufacturing (ODM) and the Own Brand Manufacturing (OBM) production lines within Malaysia's conventional and traditional Own Equipment Manufacturing (OEM) model is to innovate the furniture industry to become a more design-based producers of furniture. This is to ensure the sustainability of the furniture industry of Malaysia.

The conference will also offer the international audience an understanding of the challenges and future hopes of the Malaysian furniture industry. With the participations of international and local speakers who are practising designers and entrepreneurs, this conference will be a great meeting point for the stakeholders of the furniture industry. It will also be a discussion venue for many captains of industries that are linked directly and indirectly to the furniture industry.

An event by



in conjunction with



supported by



YBHG. DATO' DR. JALALUDDIN HARUN FASC.
DIRECTOR GENERAL OF MTIB

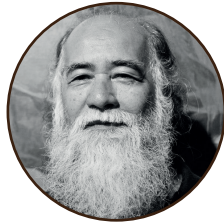
YBhg. Dato' Dr. Jalaluddin Harun is the 8th Director-General of Malaysian Timber Industry Board (MTIB) since 2009, a lead agency tasked to enhance the development of Malaysia's wood-based industry. Apart from initiating appropriate development for the various sectors of the timber industry, MTIB's activities include licensing, promoting and marketing of timber and timber products as well as providing technological inputs to the industry to ensure the continued viability and advancement of the industry. He graduated in B.S. Forestry (UPM); M.S. (Forest Resources, Pennsylvania State University); Post Graduate Diploma (Pulp and Paper Technology, University of Trondheim, Norway); and Ph.D. (Wood Science, University of Wales, UK). He has served in forestry and timber disciplines for the last 33 years, started as a lecturer in the Faculty of Forestry in the Universiti Putra Malaysia in 1980, and rising up the ranks until he was appointed as the founder Director of the Institute of Tropical Forestry and Forest Products (INTROP) in UPM in 2007 for a period of two years. His area of expertise include bio-composite, wood science and technology, and pulp and paper technology. He has published more than 100 scientific and technical papers in journals, magazines, technical publications, etc.

SPEAKERS PROFILES



ASSOC. PROF. DR MOHAMAD HARIRI ABDULLAH
DIRECTOR OF MRM

Started his journey as a Designer with Malaysian Handicraft after graduated in BA Industrial Design from Institute Technology MARA or known as ITM in 1986. Then pursue his degree on BA Hons Transport Design in 1988 at Coventry University and worked as Automotive Designer at Motor Panels UK before joining ITM in 1992 as a lecturer in Vehicle Design at Faculty of Art and Design. In 1998, completed his MA Automotive Design at Coventry University and worked at Nomad Automation System UK as Design Director before back to UiTM and been awarded Associate Professor in 2003. Obtained his PhD in Automotive Design Image and Identity from Birmingham City University in 2007. While in UiTM, he also holding various position such as a Manager for Pusat Daya Cipta, Head of 3D Department, Deputy Deans', Head of Post Graduate and Director for National Design Centre and also as design practitioner, academican and industry design advisor. His strong philosophy that Don't Ask People to Recognised You but Let Them Recognise You become evidences by his appointment in community activities in various design events such as Advising Panels for MOHE for design related subjects since 1994 till today, Head of Panel Judges for Malaysia Good Design Award from 2009 to 2017, Board of Studies to 8 institutions, head and judges for various national and international design competition that enable to enhance design activities. Therefore, those experiences and involvements made him being appointed by MESTECC as a Director for Malaysia Design Council in 2017



YBHG. TUAN HAJI ZAINAL RAHMAN
CHAIRMAN, SIDE FX SDN BHD

A very senior designer, maker, lecturer and consultant who has been very active in the field of furniture, product design, interior design, visual communication, digital media, design education and training. Presently, engage in several research projects on studying the status of design for current and future users, and also looking at how technology is and can be applied to design development and manufacturing. At the same time, promoting and creating awareness through designs in maintaining human, cultural and environmental values and concern, within these robust and dynamic activities. Side FX Sdn Bhd is a creative Digital and Interactive Media Services company that is changing the way we communicate, shop, learn, and entertain ourselves. It is a cultural revolution that is setting the stage for an incredibly exciting future. And you need to be there. Yet, when it comes to finding the right combination of technology and content for a specific application, the questions can quickly become overwhelming. That's where we come in. Building upon our strong grasp of today's technologies and tomorrow's possibilities, we assist our clients in identifying the best, most cost-effective ways of interacting with their audience. From Interactive TV interfaces and content, to Internet-based Virtual Reality Tours, to digital story boarding for film and television, we're constantly pushing ourselves to shape this brave new virtual interactive world by designing and delivering unparalleled interactive media solutions.



MR. ALAN NG
IGNITION LABS, KUALA LUMPUR, MALAYSIA

1998 was the year that Alan Ng decided to focus his efforts on people potential and community development initiatives after a short stint with Raleigh International, a UK-based outreach organization that had a field office base in Sabah, Malaysia. He underwent positive personal growth that spurred him to set-up his own events agency that successfully managed many a regional as well as international events whilst actively contributing his time towards youth development programs and community service initiatives. And twenty years on, he shows no signs of slowing down. A graphic designer by certification, Alan spent many a year dabbling in agency work. He eventually ventured into account and client management where he had the privilege of working with reputable clientele such as Disneyland Hong Kong as well as Universal Studios Singapore; the latter as a Thematic Artist and the former as an Art Director. Alan established Ignition Lab in early 2017, a creative learning workshop that utilizes the art of woodworking as a teaching mechanism to promote creative thinking, effective team work and positive communication practices, in line with his passion of developing people potential. His teaching approach is focusing on creative thinking and problem solving.



MR. STEFAN SCHÖNING

stefan.schöning.studio, ANTWERP, BELGIUM

After graduating in product development at the Henry van de Velde Institute in Antwerp, Stefan Schöning founded his multidisciplinary studio in 1994. 'Folder', a chair which is cut and folded into existence, attracted worldwide attention when it was released in 2001 and has become a design classic. Soon after he received commissions from an increasing number of international furniture manufacturers. In 2005, the new corporate identity, designed & developed for the Belgian railways, was the first assignment in public design and received several international awards such as 'if product design award', the 'reddot design award' and the 'Henry van de Velde award'. Furthermore, the studio was awarded the restyling of the traffic lights for the Flemish government. In 2008 Stefan Schöning received the title 'designer of the year' from the Interieur Foundation and several partners. In a cooperation with ir. arch. Giuseppe Farris, he presented the new pavilion for the counter room 'de loketten' and the reception desk of the Flemish parliament in 2010. The same year, the Belgian television broadcasted a 50 min. documentary on Stefan Schöning in a successful series about design. In 2011 he designed the scenography for the exhibition 'Belgium is design' at the prestigious 'Pinacoteca di Brera' in Milan during the Salone del Mobile. Lately he has been designing the furnishings for several public spaces & natural parks. Since the last couple of years he has been involved in an international design program (PDP) in Malaysia where he has been working together with companies and designers in order to lead the furniture business from OEM to ODM.



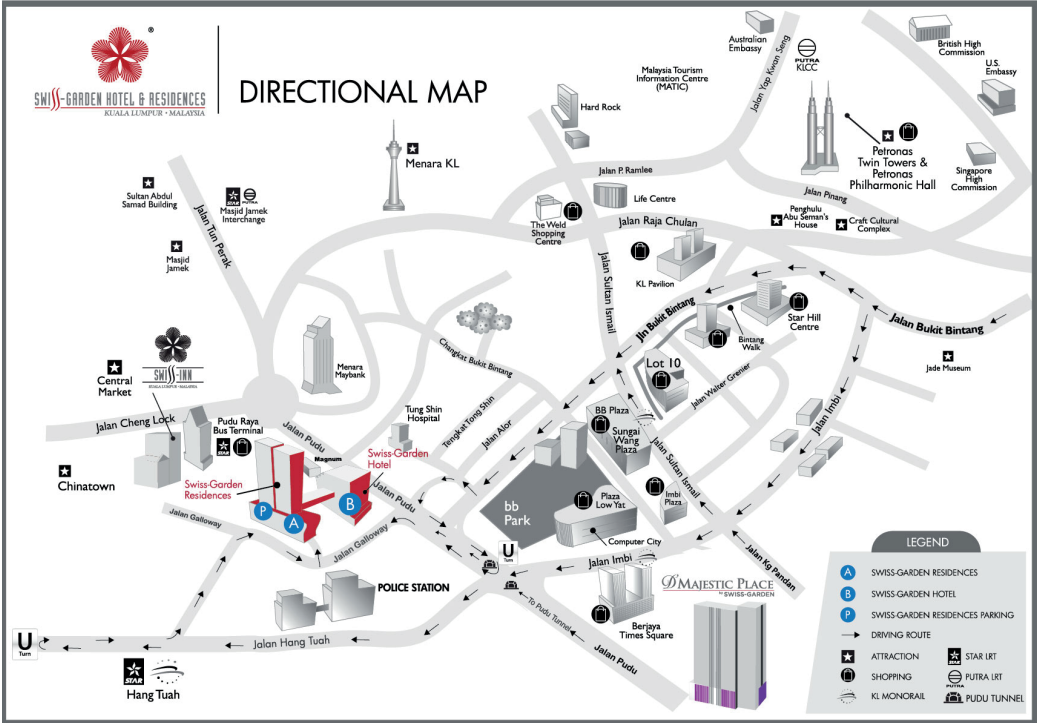
MR. GIORGIO BISCARO

GIORGIO BISCARO STUDIO, MILAN, ITALY

Designer, art director, professor, design editor, entrepreneur, GB is known as one of the most eclectic players on Italian design stage. Since his graduation (at IUAV, University of Architecture of Venice, with a pioneering dissertation about LEDs in domestic lighting) and through his job at Foscarini, he deals with the design of light; an inclination that in 2012 led him to be appointed Art Director of world-famous and leading design light firm FontanaArte. Deemed one of the most prominent Italian furniture and lighting designers of the noughties, in 2012 he co-founded SomethingGood, a design firm he also runs together with his partners selling high-quality, handcrafted products locally made in Italy, to promote Italian traditional techniques and know-how, specifically dealing with business development in Europe. Frequently showcased into many magazines around the world and design exhibitions (including MoMA, Milan Triennale, and many others), he is also teaching in many international universities, doing workshops, lectures or postgraduation courses, while working with many companies as a consultant specifically on art direction and business development. He has been selected to represent the whole Italian Design during the Celebrations for Italian Unity 150th Anniversary, in Turin.

SCHEDULE

TIME	PROGRAM			
8:00 AM	REGISTRATION		HALL FOYER	
9:00 AM	ARRIVAL OF VIPs		VIP HOLDING ROOM	TRANSFER TO MAIN HALL ONCE READY
9:15 AM	OPENING REMARKS FROM THE CHAIRMAN OF MTIB		MAIN HALL	
9:30 AM	SPEECH FROM THE YB MINISTER OF MPI	OFFICIATING/LAUNCH SPEECH	MAIN HALL	
10:00 AM	COFFEE BREAK/NETWORKING SESSION	PRESS CONFERENCE	HALL FOYER	END OF OPENING CEREMONY
10:30 AM	KEYNOTE PAPER	YBHG. DATO' DR. JALALUDDIN HARUN FASC. DIRECTOR GENERAL OF MTIB <i>OEM TO ODM - WHAT DOES IT TAKE?</i>	MAIN HALL	
11:10 AM	SPEAKER 1	YBHG. ASSOC. PROF. DR MOHAMAD HARIRI ABDULLAH DIRECTOR OF MRM <i>THE CHALLENGES OF TIMBER-BASED PRODUCT DESIGN</i>	MAIN HALL	
11:50 AM	SPEAKER 2	TUAN HAJI ZAINAL RAHMAN CHAIRMAN, SIDE FX SDN BHD <i>SUSTAINABLE BRAND FOR MALAYSIAN WOODEN FURNITURE AND TIMBER PRODUCTS</i>	MAIN HALL	
12:30 PM	LUNCH BREAK/NETWORKING SESSION			
1:30 PM		CLINIC SESSION	MAIN HALL	
2:00 PM	SPEAKER 3	MR. ALAN NG IGNITION LABS, KUALA LUMPUR, MALAYSIA <i>THE SIGNIFICANCE OF DESIGN, THE IMPORTANCE OF PRODUCTION</i>	MAIN HALL	
2:40 PM	SPEAKER 4	MR. STEFAN SCHONING stefan.schöning.studio, ANTWERP, BELGIUM <i>THE ADAPTATION OF CULTURE IN FURNITURE DESIGN</i>	MAIN HALL	
3:20 PM	SPEAKER 5	MR. GIORGIO BISCARO GIORGIO BISCARO STUDIO, MILAN, ITALY <i>SUSTAINABILITY AS A NATURAL FEATURE</i>	MAIN HALL	
4:00 PM	PANEL SESSION	PANEL MEMBERS: - MATRADE - MTIB - MRM - SPEAKERS	MAIN HALL	WILL BE MODERATED BY A HOST
4:30 PM	COFFEE BREAK/NETWORKING SESSION		HALL FOYER	
5:00 PM		CLINIC SESSION	MAIN HALL	
7:00 PM		CLOSING REMARKS FROM THE SECRETARIAT	MAIN HALL	



Registration

- Registration can be done via this link:
<https://goo.gl/sf8LTN>
- Registration fee: **RM250** (limited seats)
Maybank (Malaysia)
514404801787
(Lembaga Perindustrian Kayu Malaysia)
- Please call +603 9282 2235 or +6017 2404 781 and speak to Ari for more information.



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* Please e-Mail this form to cwbfdkl.2018@gmail.com before **15th October 2018**

First Name :

Last Name :

Date of Birth :

Gender : Male ☐ Female ☐

I.C. No./Passport No :

Company/Organisation/Institution :

Designation/Profession :

Preferred Mailing Address :

Postal Code :

Country :

Tel. No. :

Fax. No. :

e-Mail :

Which Speaker's Clinic Session will you want to attend? *

- ☐ YBhg. Professor Madya Dr. Mohd Hariri Abdullah
- ☐ Tuan Haji Zainal Rahman
- ☐ Mr. Alan Ng
- ☐ Mr. Stefan Schoning
- ☐ Mr. Giorgio Biscaro
- ☐ I am not interested to attend the Clinic Sessions

Are you currently a practicing Designer?

- ☐ Yes
- ☐ No
- ☐ Maybe

What material do you usually work with as a Designer?

- ☐ Wood
- ☐ Others
- ☐ None

REGISTRATION FORM