

CITEM – PRESS RELEASE

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PH creative culture takes center stage in Maison et Objet 2017

DTI-CITEM features 9 PH brands in premier Paris lifestyle event



Nature Legacy's Wall Art

The Department of Trade and Industry-Center for International Trade Expositions and Missions (DTI-CITEM) is set to spotlight the Philippine creative culture through the country's finest home and fashion products at the Maison et Objet in Paris, France on 8-12 September.

In their third participation in one of the world's biggest lifestyle event, DesignPHILIPPINES will harmonize the diverse creative sensibilities of nine Philippine Home and Fashion brands as the country's material strength and awe-inspiring sights translates to the design and manipulation of their products.



Beatriz' Upinde Clutch Bag

“We will show to the world our country is an archipelago of captivating sights, material abundance, and endless inspirations through our export products, which are juxtapositions of a creative singularity and artistic heritage from various values, traditions, and ethnicities in the Philippines,” said CITEM Executive Director Clayton Tugonon.

DesignPHILIPPINES will feature the following brands: Beatriz, Megabijoux, Agsam Fashion Fern, Kitsilver Jewellery, Weave Manila, Finali Furniture, Eva Marie Arts and Craft, Nature's Legacy, and Catalina Embroideries. Their pavilion will be located at at the Hall 7 - scènes d'intérieur of the Parc des expositions de Paris-Nord Villepinte convention center.

Under the theme “Common Ground,” each brand will present the country's artistic heritage that has been refined by the Filipinos' passion for craftsmanship, a repertoire of modern influences, and an evolving style sense that is inspired by the vibrant sceneries and picturesque landscape of its 7,641 islands.



Weave Manila's handwoven Abaca Rugs and Carpet

“We want to highlight the ‘meaning of making’ in the Philippines, creating bridges over barriers through design. Using panoramic juxtaposition of product and landscapes, the exhibition was designed to allow nations to connect and appreciate the country’s rich culture and creative influences,” explained Tugonon.

Maison & Objet Paris is the premier French trade fair for the interior design held biannually—January and September. It has a reputation as “among the three (3) most important European events for interior design.”

The five-day event welcomes over 75,000 professional visitors from France and the rest of the world. These visitors are composed of international buyers from global concept/lifestyle stores, fashion retailers, high-end boutique department stores, museums, art galleries and specifiers.



Agsam’s Beaded Necklace

Among these buyers are interior designers, decorators, architects, hotel directors, art directors, stylists, and trendsetters. Aside from buyers, it also attracts almost 3,000 journalists from France and the rest of the world.

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Led by CITEM, DesignPHILIPPINES is a branding initiative that positions the Philippines as a sourcing destination for finely crafted products for the world market. It is a design movement that nurtures and celebrates the creativity and originality of a globally competitive and passionate community of Filipino designers and craftsmen.

The participation in Maison et Objet is a key initiative of CITEM in its commitment to develop, nurture, and promote globally competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers by implementing an Integrated Approach to Export Marketing in partnership with other government and private entities.

For more information on its services and events, please log on to www.citem.gov.ph.