Press Release: Lifestyle

**Work of skilled Filipino hands on display in Frankfurt, Germany.**

* Various design iterations of wood, metal, fiber, rock and clay raw materials from Filipino makers will be highlighted in Germany’s biggest lifestyle trade event.

**MANILA, Philippines –** Under the theme “Hands That Work,” the LifestylePhilippines delegation in the upcoming German trade fair, Ambiente 2020 will celebrate Filipino craftsmanship.

The Philippine furniture and home décor sector will present an exciting collection of products that highlight the capable, skilled hands of local manufacturers and their material manipulation techniques that enable them to turn various raw materials into quality export products.

The event will be held in Messe Frankfurt, Frankfurt, Germany on Friday, 7-11 February 2020 through the leadership of the Department of Trade and Industry’s (DTI) Center for International Trade Expositions and Missions (CITEM), in partnership with the Philippine Trade and Investment Center– Berlin.

Each of the 24 homegrown exhibitors from the Philippines will feature their diverse specialties in transforming raw materials such as wood, metal, natural fibers and rock and clay into functional and design-driven pieces.

**Against the Grain: Transforming discarded wood**

This year’s Philippine delegation in Ambiente will feature Tarlac as the very first Partner Artisan Community. One of Tarlac’s representatives is Woodinspirations Crafts, who will show their wood manipulation expertise for the first time in Ambiente.

Using only sustainably sourced wood, Woodinspirations Crafts have been making bowls, trays, decorative, fashion and homestyle items from discarded wood pieces. Workers from nearby industrial parks that assemble chip sets and wiring systems sell the wood which the company then repurposes and transforms by stitching pieces together. The results are stunning wood objects and conversation pieces designed for the international market.

Other participating exhibitors that specialize in wood are Celestial Arts, Inc., Betis Crafts, Inc., More than a Chair, Inc., South Sea Veneer Corp., Finali Furniture and Home Accessories and Chanalli.

A picture containing stationary

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*Woven wood scraps turned home décor from Woodinspirations Crafts.*

**Welded Together: Unique and handmade metal crafts**

Arden Classic Inc. has become a master storyteller through their array of metal crafts. They use plants and animals and even mythical creatures as subjects for their whimsical collections that highlight an ingenious way of harnessing metal.

A picture containing flower, wall, vase, indoor

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*Arden transforms metal into imaginative home décor.*

**Weaving Trends: Exceptionally made fiber-based products**

From specializing on abaca handmade paper and products, Tuy Arts and Designs has evolved to explore other fiber-based raw materials. Using their knowledge in design, product development and visual arts, the company was able to manufacture upcycled products using sugarcane leaves. The leaves are skillfully crafted by the wives of the sugarcane farmers providing them with an additional income.

The company uses recycled materials such as ground coffee beans, wine and PET bottles and fuse them with abaca handmade paper and sugar cane leaves to create new upcycled products.

**A picture containing mollusk, cake, animal, indoor

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*Decorative bowl from fiber-based materials by Tuy Arts and Designs*

A picture containing wall, indoor

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*Laundry baskets by Marketex Handmade Craft Corp.*

Other exhibitors that offer fiber-based products are Marketex Handmade Craft Corp., Arte Cebuana, Inc., Artisan Craftmill Corp., TADECO, Klassy Collections & Designs Co., Tuy Arts and Designs, Corzo Crafts of TAMUCO, Starcrest Asia Corporation and JM Handicrafts.

**Set in Stone: Exquisite rock and clay creations**

The coarse nature of soil and rock was given new meaning with the development of innovative designs through the expertise of some local manufacturers. Natures Legacy Eximport, Inc., Southeast Metro Arts, Inc., Oricon Corp., Pumice Unlimited Ventures, Northshine Lightings and Decors Manufacturing and Pascasio Pottery have literally built their export businesses from the ground up. Now they are set to show the world the quality of their earthenware.

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*Artisan at work: Clay molding in Pascasio Pottery*

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*Vase by Red Slab Pottery*

The participation is under the LifestylePhilippines banner, the industry branding initiative of CITEM focused on bringing the product design sector towards greater global recognition by participating in overseas trade fairs.

Participating exhibitors are also part of Manila FAME, ([www.manilafame.com](http://www.manilafame.com)) the country’s foremost design and lifestyle trade show. This year, Philippine exhibitors are joining different lifestyle events in key major cities around the world and will be coming home to Manila FAME for a bigger and stronger show on October 15-17 in Metro Manila, Philippines.

To know more about the country’s upcoming participation in Ambiente 2020, please visit <http://www.citem.com.ph/ambiente>

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