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MARANATHA

“Redefining conventional and modern craft through Co-creative Design”

By Freddy Chrisswantra 2020



INDONESIA

Has abundant of resources such as
Human resources (artisans)
Techniques, Materials, and Cultures



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How many artifacts produced by artisans that become masterpieces?



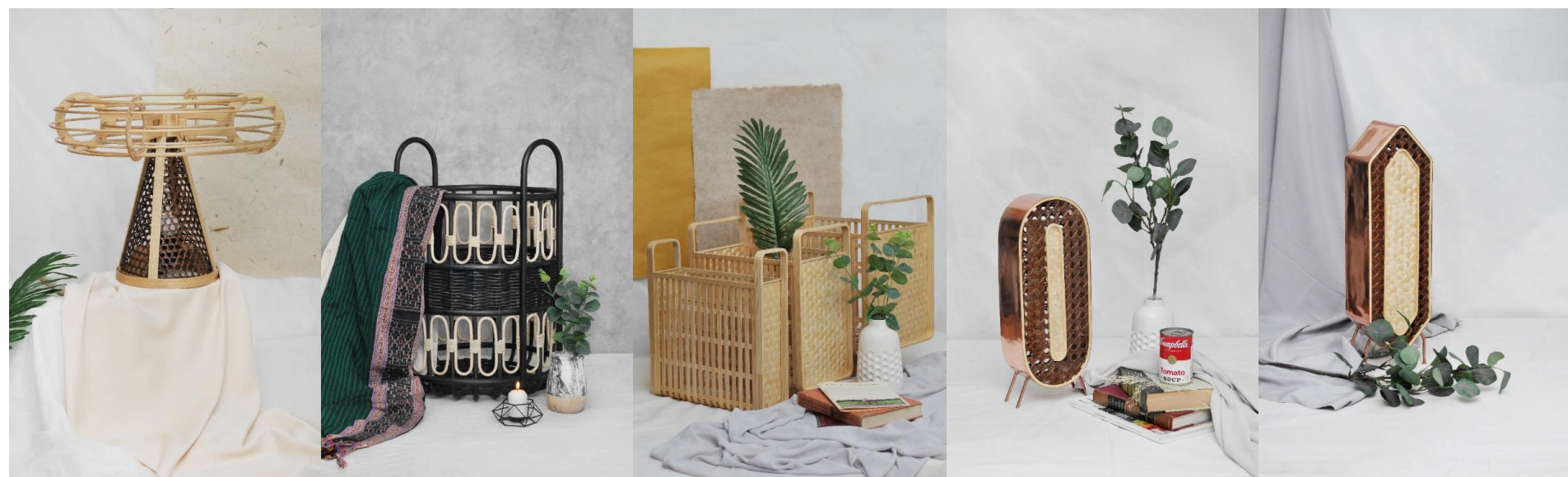
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Why? Because the artisans made the masterpieces with all their heart and passion. These masterpieces also symbolized Indonesia's True Cultures and Arts.



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But in some cases, they come with the price. The crafts are expensive and take a long time to create.



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Because they all produced with what we call today
holistic approach?



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On the other hand, some artisans
faced different problems.





Many artisans can produce craft in high speed and capacity because they already use semi industry production system. Since the products can be made with machine help, there is no special skill needed





Sakacraft



Sendok Kayu untuk minum madu



Panjang: 20cm



But to compete with other artisan who produce typical products, they have to set the price lower than other.



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What is wrong if we create crafts with conventional methods? Nothing is wrong with the approach if we look from the product and how it created.

But it becomes a problem if we see it from an economical perspective.

What is wrong if we create crafts with modern methods? Since machines get involve there is no need for emotional attachment between artisan and the product. the product lost its character and no diversity from others.

This also becomes a problem from an economical perspective.

Let's imagine if products are pricy because they took a long time to produce. Will people or customers buy it in a certain quantity? Or how low the price that they have to set to get the inquiries?

Because if artisans can not sell their products the next thing that will happen is the **decrease** in their income due to **market losses**.

Pengrajin Anyaman Bambu di Tasik Keluhkan Penurunan Omzet

Kamis, 16 April 2020 | Irpan Wahab Muslim



Omzet Menurun, Pengrajin Anyaman Bambu Tasik Ngeluh. (Ayotatik.com/Irpan)

okefinance

HOME SAHAM & VALAS FISKAL & MONETER SEKTOR RI PROPERTY FOTO VIDEO INDEX

HOME // ECONOMY // INDUSTRI

Minat Terhadap Kerajinan Tangan Mulai Turun

Martin Begye Kertiassa, Jurnalis - Senin 29 November 2010 12:32 WIB



TERPOPULER BERITA PILIHAN

1. Berlaku 1 Juli 2020, Jual Beli Online Kena Pajak 10%
2. Jika Tak Ada New Normal Akan Terjadi PHK Besar-besaran pada Agustus
3. 7 Pabrik Indocement Terimbas Covid-19, Komisaris dan Direksi Relakan Potong Gaji
4. Buruh Bingung dengan istilah New Normal
5. 6 Syarat Kibao Kota Saat PSBB, Wajo Bawa Surat Keterangan Bebas Covid-19
6. Cegah Gelombang Kedua Covid-19, Presiden Jokowi Minta Arus Balik Diperketat
7. Berakur Besok, Ini Cara Daftar Sensus Penduduk Online
8. Anggaran Rp34 Triliun, Petani-

BBC Menu

NEWS | INDONESIA

Berita Indonesia Dunia Viral Liputan Mendalam Majalah

Industri mebel Indonesia terhimpit ekonomi

Iryana Arhatini
Wartawan BBC Indonesia

17 Oktober 2015



Tuntutan biaya produksi seharusnya membuat harga produk naik, tapi konsumen ingin harga tetap.

Industri mebel menjadi salah satu yang terkena dampak dari kondisi ekonomi Indonesia yang lemah. Penjual dan pemilik usaha mebel serta kerajinan ukiran mengungkapkan kerugian yang mereka alami sepanjang 2015.

Berita Utama

Kontroversi RUU Keamanan berlanjut, Menu AS nyatakan Hong Kong 'tak lagi otonom dari China'

Menristek Luar Negeri AS Mike Pompeo mengatakan kepada Kongres bahwa Hong Kong tidak lagi berhak atas perlakuan khusus berdasarkan hukum AS. Pernyataan ini dikeluarkan menyusul rencana Beijing memberlakukan undang-undang keamanan baru yang kontroversial di Hong Kong. Sebelumnya Pompeo menggambarkan undang-undang ini sebagai "lonceng kematian" untuk kebebasan Hong Kong.

28 Mei 2020

Angka kematian di AS lampau 100.000 orang, ini reaksi Trump

28 Mei 2020

Penerapan New Normal, 'kondisi pasien sekarang saja sudah membludak'

28 Mei 2020

Majalah



Nasib Pengrajin Seni Kriya Logam yang Kurang Dilirik Pemerintah

Lukiantoro

VSTORY > LAINNYA
Rabu, 13 November 2019 | 12:04 WIB



Proses pembuatan Garuda Pancasila raksasa

Photo: vstory

VLIX



Nekat Mudik Meski Dilarang

PILIHAN REDAKSI

TOPIK TRENDING



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We have to do something because if we don't, Indonesia artisan will lose their income and will end up artisan considered as a not promising profession to their descendants and the worst is **we will lose our precious artifacts as part of our identity.**

As designers, what we have got to do with it?

Case studies described in the book “Designers Meet Artisans”, indicate that designers can help revive local craft industries by linking tradition with modernity, thereby assisting in meeting the demands of modern society (UNESCO, 2005, pp. 92-106)



Mission

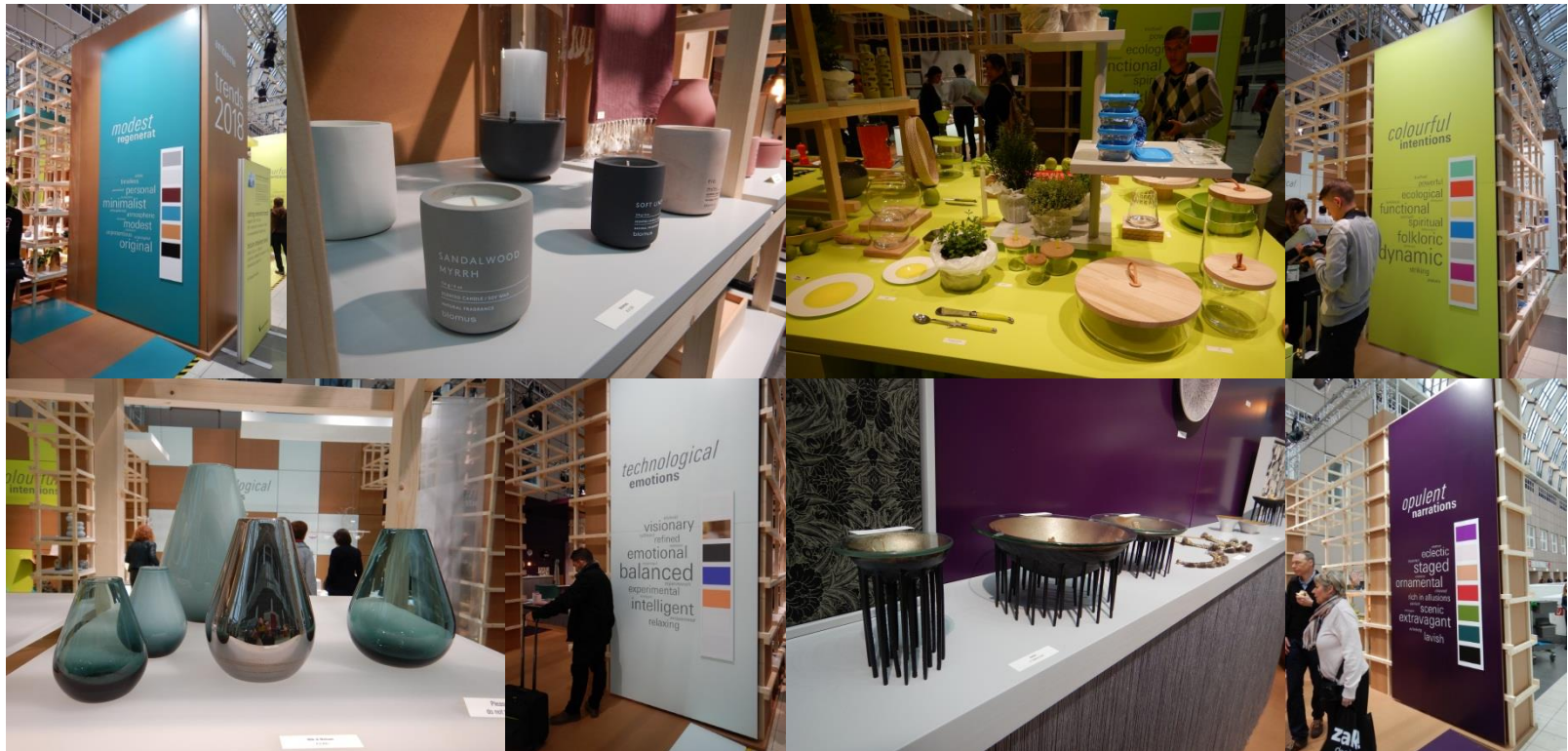
Designers are creative people (have to). We can elaborate visions as ideation. We see the unseen when others do not.

We can give insight into the artisan about how to make a design that easy to produce, has a big market but still has Indonesia Identity.

we have the
knowledge or
vision// trends//
methods

modern crafts serve a knowledge and process that combines materials and methods together in order to create a combination of mass production elements and handwork (Hamilton,2016).





We have the knowledge what happened in Global Market//market need, such as

Competitive price//Trend update//Short production time//Designed



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What about **TRENDS**

Trends is not what happened today
but more like we try to forecast what
and how trends emerge in the future
based on the global phenomenon



EXUBERANT

18
Trend Forecast 19/20 Product Design

NEW AGE ZEN

EXUBERANT



24
Trend Forecast 19/20 Product Design

POSH NERDS

EXUBERANT

Material & Teknik
Tekstil berkinologi tinggi
Dibuat di bengkel rumahan

Materials & Technique
High-tech textile
Workshop-made, garage-made

Permukaan
Multitarna
Corak yang halus atau warna pastel

Surface
Multicolored
Subtle patterns or pastel colors

Bentuk
Berlapak lapis dan bertumpuk

Shapes & Forms
Layered

Pengalaman
Hal-hal cun menjadi pop
Susun/rangkai sendiri
Mengakali

Experience
Geeky stuff turns pop
Self-assembly
Hacking



Ki Ecobe



Car Sofa, Bourllec Brothers, Hay



Yanko Design

28
Trend Forecast 19/20 Product Design

URBAN CARICATURE

EXUBERANT

Material & Teknik
Material apa saja dengan sentuhan ilustrasi

Materials & Technique
Any materials with illustrative touch

Permukaan
Kombinasi glass
Multwarna, pastel, catberang
Graffiti dan semi mural

Surface
Glass combination
Multicolored, vivid pastel
Graffiti style graphics

Bentuk
Manusia urban
Ikonis

Shapes & Forms
Urban toy
Iconic

Pengalaman
Menyengatkan dan menyakinkan
Cenderung seperti karya seni

Experience
Playful and attention-stealing
Seems like works of art



De Castelbajac, Instax

De Castelbajac, Instax



Singapore, Yanko Design



56 Laughing Squid



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NEO-MEDIEVAL

42
Trend Forecast: 19/20

Product Design

CELESTIAL NEO MEDIEVAL

Material & Teknik

Beludru, titanium, emas, kaca dan lainnya
Ilusi berpendar

Materials & Technique

Velvet, titanium, gold, glass and others
Gleaming effect

Permukaan

Berpendar dan berkilau, knoll-knoll
Transparan

Surface

Gleaming and with small textures
Transparent

Bentuk

Berulang dan bersegi

Shapes & Forms

Repetitive and faceted

Pengalaman

Mewah dan misterius
Feminin

Experience

Luxurious and glamorous
Feminine

Extra Ordinary Vial, Alessi

Jellies, Patricia Urquiola, Kartell



Crystal Chandelier, Yabu Pritzke, Eero Aarnio



Iron Chair, Joris Laarman

34

Trend Forecast: 19/20

Product Design

STRONG & TOWERING NEO MEDIEVAL

Material & Teknik

Metal atau logam dengan kesan kasar
Kulit
Keramik berglasir kasar

Materials & Technique

Metals with rough accents
Leathers
Ceramics with rusty glaze

Permukaan

Blok kasar dan aksan glossy
Tekstur halus nersan kontras
Cenduring matte

Surface

Rusty effects and glossy accents
Subtle yet contrasting texture
Has a matte tendency

Bentuk

Momjang
Tepi yang tajam dan dimensi yang berat
Solid dan kokoh

Shapes & Forms

Forged
Sharp edges and heavy dimension
Solid and tough

Pengalaman

Mengintimidasi dan angkuh
Mengusai ruang

Experience

Intimidating and arrogant
Powerful



Celestial Tower, L'Objet

Milkbox, Elena Salmistraro, De Castelli



19/24 Colesse



38

Trend Forecast: 19/20

Product Design

FUTURISTIC MEDIEVAL NEO MEDIEVAL

Material & Teknik

Material masam lampu dengan teknik
masam kini
Bentuk modern yang mengutamakan fungsi
Minim penggunaan material

Materials & Technique

Old-era materials with modern technique
Function-oriented modern shapes
Minimum use of materials

Permukaan

Ilusi dan ilusi
Warna gelap dengan polesan alami

Surface

Smooth and sleek
Dark colors with natural finish

Bentuk

Langkungan yang lembut
Triois

Shapes & Forms

Soft curvature
Thin

Pengalaman

Ringan dan terkesan ringkih
Fragile

Experience

Light and looks fragile



Half-Wing Lounge Chair,
Patrick Norguet, EMU

19/24 Colesse



Chair, Mark Albrecht



Chair, Mark Albrecht



Chair, Mark Albrecht



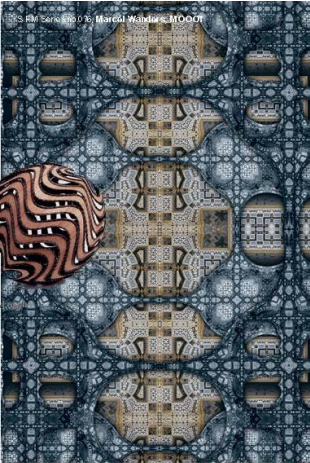
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SVARGA

48 Trend Forecast 19/20 Product Design SUPRANATURAL SVARGA



Tokoro Orobami 'Budel',
Terrel Dew Johnson and Aranda



'Armor', Haruaga/Van Kulkbeek, TextileLab



Material & Teknik
Keramik atau kayu bertatah
Gabungan material dengan bentuk,
bentuk grafis

Materials & Technique
Inlaid ceramics or wood
Mixed materials with graphic shapes

Permukaan
Warna cenderung gelap dan misterius
Perpaduan motif dua budaya atau lebih

Surface
Dark in colors and mysterious in feel
Mix of patterns from two cultures or more

Bentuk
Bentuk-bentuk dasar berbalut motif
Motif merah

Shapes & Forms
Basic shapes covered with patterns
Festive patterns

Pengalaman
Magis dan menghipnotis

Experience
Mystical and hypnotizing

52 Trend Forecast 19/20 Product Design UPSKILL CRAFT SVARGA



Tohono O'odham,
Terrel Dew Johnson and Aranda/Lasch



Bella Donna sofa, Franco Albini



Hybrid glowing, Tai Saito

Material & Teknik
Material alami
Buatan tangan
Berbasis riset yang mendalam

Materials & Technique
Natural materials
Handcrafted
Based on extended researches

Permukaan
Tekstur alami dari material alami

Surface
Natural textures from natural materials

Bentuk
Organik terstruktur
Meluk

Shapes & Forms
Structured organic
Bendit

Pengalaman
Kemewahan naturalis

Experience
Naturalistic luxury



56 Trend Forecast 19/20 Product Design FESTIVE RELICS SVARGA

Lox Wixarika jewelry box,
Maurolio Renteria, Topel



Material & Teknik
Tekstil, kayu, dan keramik berbalut motif
Kaya detail

Materials & Technique
Patterns-covered textile, wood and ceramics
Rich in details

Permukaan
Motif tradisional dan tribal berwarna cerah

Surface
Traditional and tribal patterns in cheerful colors

Bentuk
Penyederhanaan bentuk ilustratif
Berbalut motif

Shapes & Forms
Simplified illustrative shapes
Covered in patterns

Pengalaman
Ceria dan bebas
Bernuansa pesta rakyat

Experience
Cheerful and free
Folk festivities feel



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CORTEX

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Product Design

CRYSTAL GROWING

CORTEX

Material & Teknik

Kaca atau material transparan

Materials & Technique

Glass or transparent materials

Permukaan

Warna biru keabu-abuan
Berkesan dingin
Membiarkan cahaya yang masuk

Surface

Grayish blue
A cold feel
Diffusing the light

Bentuk

Bentuk organik yang seolah-olah bertumbuh
menyesuaikan lingkungan

Shape & Form

Organic form that seems to grow adjusting
the environment

Pengalaman

Dingin dan tenang

Experience

Cold and serene



70

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Product Design

EMBEDDED SENSORY

CORTEX

Material & Teknik

Material cerdas dan responsif

Materials & Technique

Smart, intelligence and responsive material

Permukaan

Mulus, taktil

Surface

Seamless, tactile

Bentuk

Menyesuaikan dengan bentuk tubuh

Shapes & Forms

Fit to body shape

Pengalaman

Interaktif dan meningkatkan kualitas hidup

Experience

Interactive and improving the quality of life



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Trend Forecast 19/20

Product Design

PARAMETRIC

CORTEX

Material & Teknik

PVC atau material cetak tiga dimensi lainnya

Materials & Technique

PVC or other 3D printed materials

Permukaan

Pewarnaan artificial, gradasi, dan
fabrikasi digital

Surface

Artificial coloration, gradation and
digital fabrication

Bentuk

Organis
Dirancang dengan parameter tertentu
Hasil kreasi digital

Shape & Form

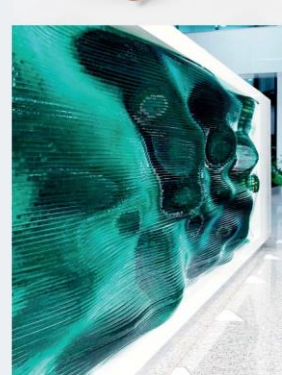
Organic
Designed with certain parameters
Digital creation result

Pengalaman

Meluk dan berpadu dengan harmonis

Experience

Swirling and churning harmoniously

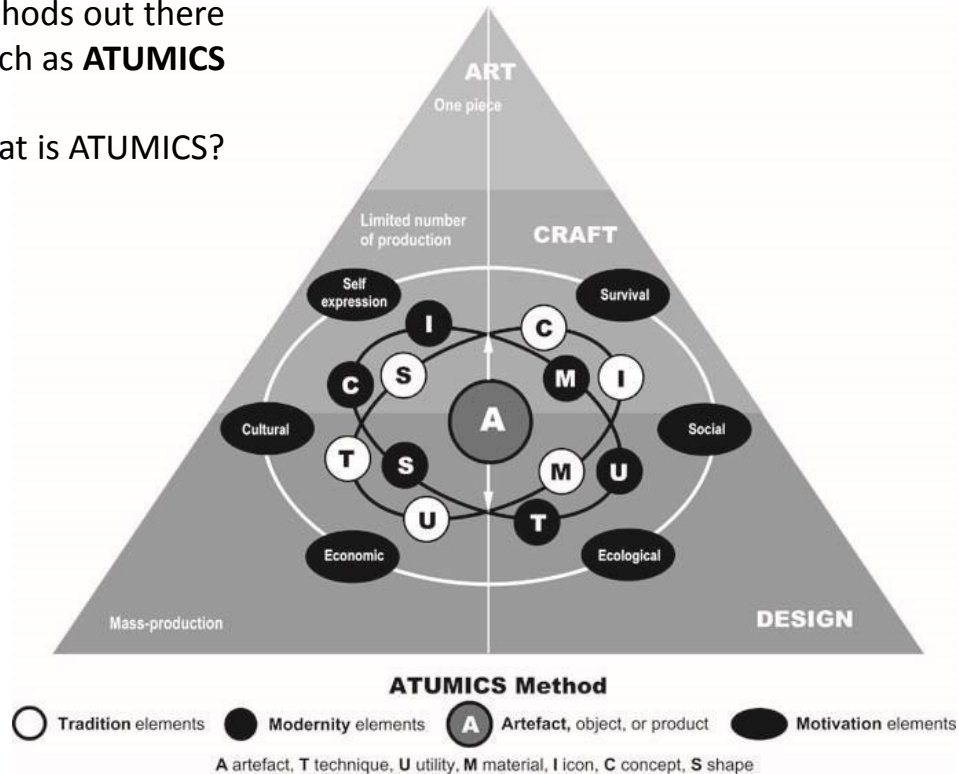


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METHODS

There are tons of methods out there that we can use, such as **ATUMICS**

What is ATUMICS?



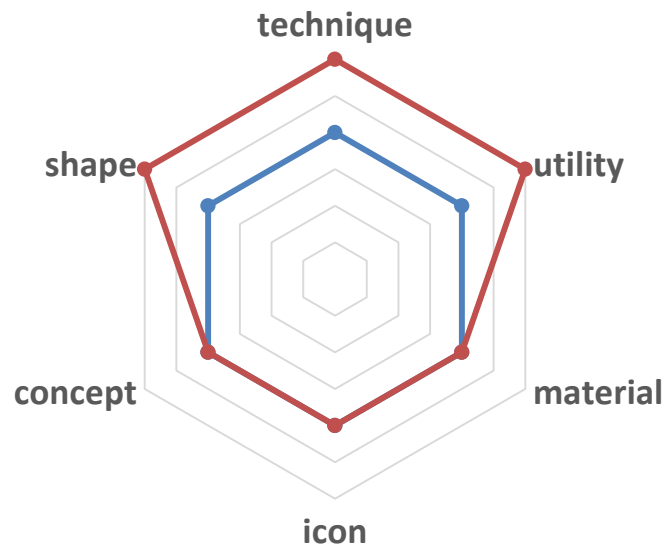
By Adhi Nugraha M.A., Ph.D

Design Output

By using the revitalization design method and applying it to the design concept "soft blended authenticity", Bana created "NATHA" a multipurpose basket that adheres to the power of the simplicity and answers lifestyle needs by applying a stacking system to pursue a compact function yet represent the existing artifacts. In sum, "NATHA" has a soul from Indonesian local wisdom.

ATUMICS WEB

—●— traditional elements —●— modernity elements



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Design Concept

Bana also tries to create several products referring to existing artifacts and lifestyle trends. Bana tried to apply the concept of Soft Blended Authenticity design by emphasizing the use of endemic Indonesian natural materials and combined with the expertise of Indonesian craftsmen's hands and packaged in a modern style as a manifestation of the style and methods of industrial production processes that produce forms and technics that refer to simplicity and compact which are expected to bring the value of tradition and bring it to the daily values of its users in the future.



Harvested
Material

Man
Made

Industrial-
natural

Soft Blended, by
redefining
The tradition
values into new
Everyday things



CASE STUDY



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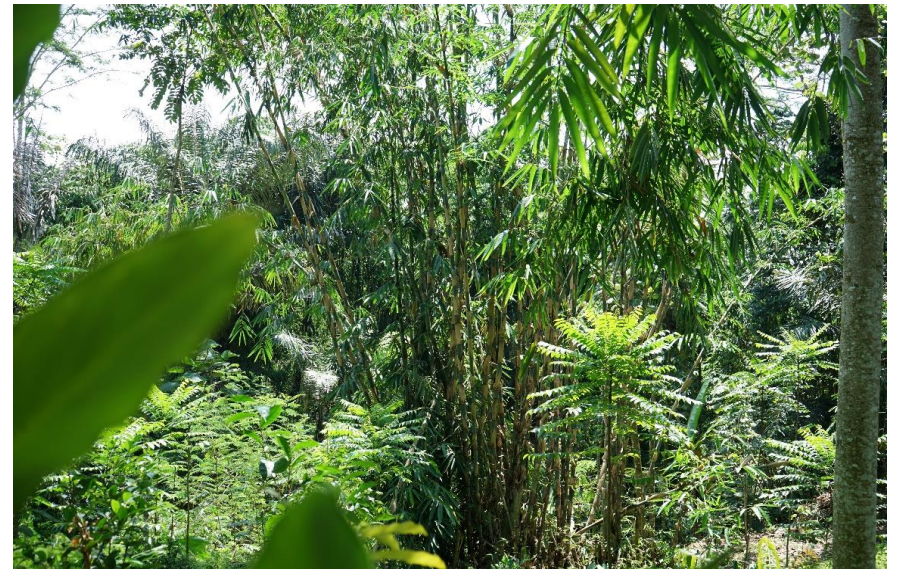
Leuwisari



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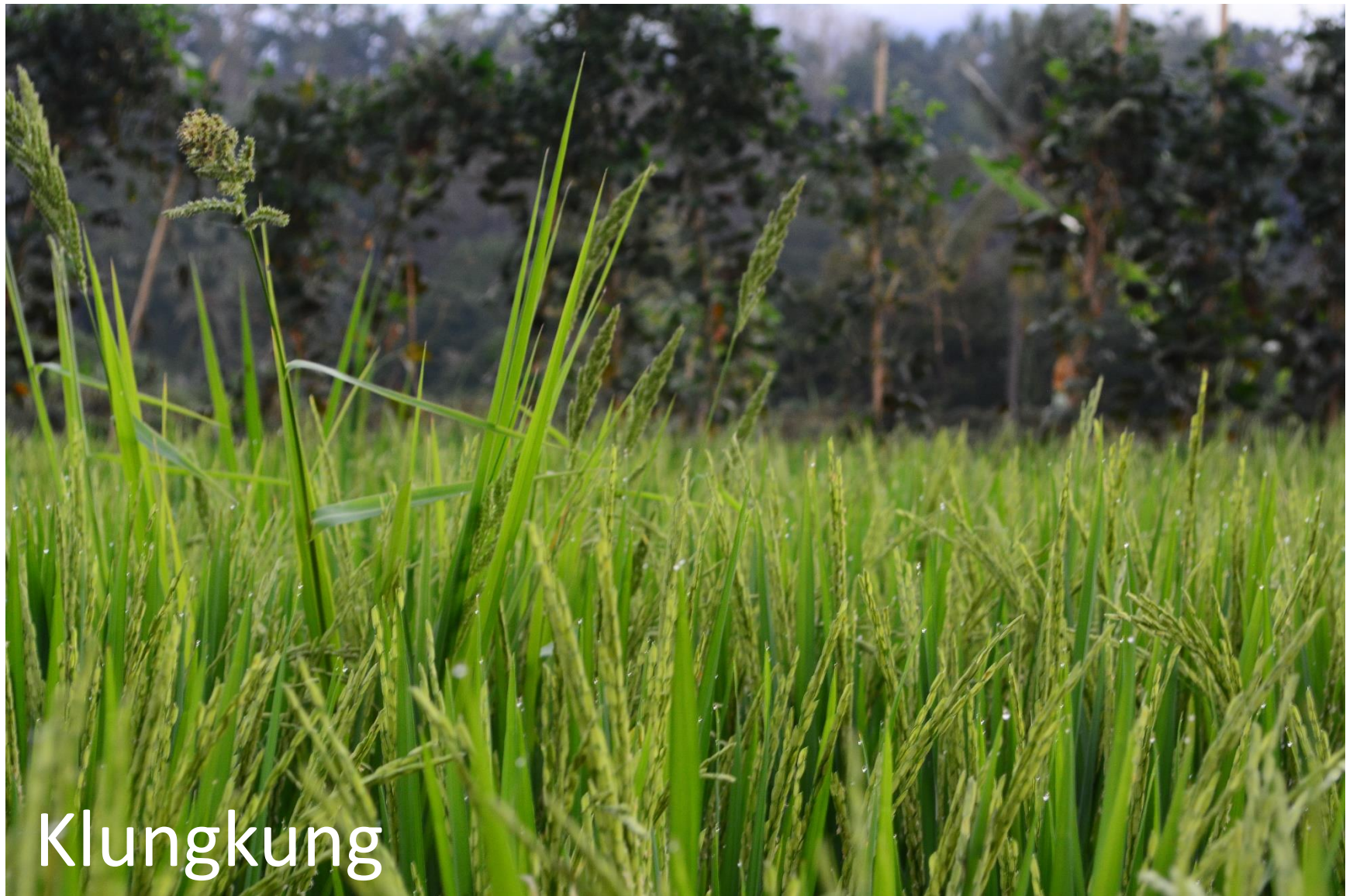
Leuwisari is one of the artisan villages spotted in Tasikmalaya-West Java- Indonesia. It took about 1.5 to 2 hours from Bandung to the south by car. Leuwisari specialty is a bamboo craft that comes with high skilled bamboo craftsmanship. The village is also well known for the bamboo laminated technique skill. There is no other region event in Indonesia that use the same bamboo technique.



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Bamboo artisans in Leuwisari produced the crafts with the conventional method that one artisan responsible to produce the craft from start until finish (holistic). For instance, they spent 3 to 4 days to produce 1 piece of craft. That is why the only capable to provide in a small amount of craft in a month at a high price.





Klungkung



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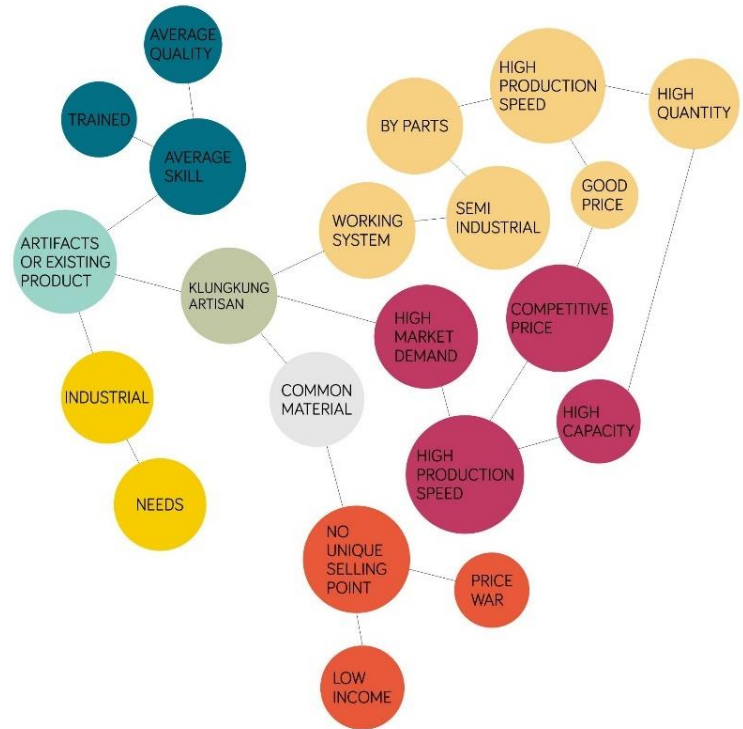
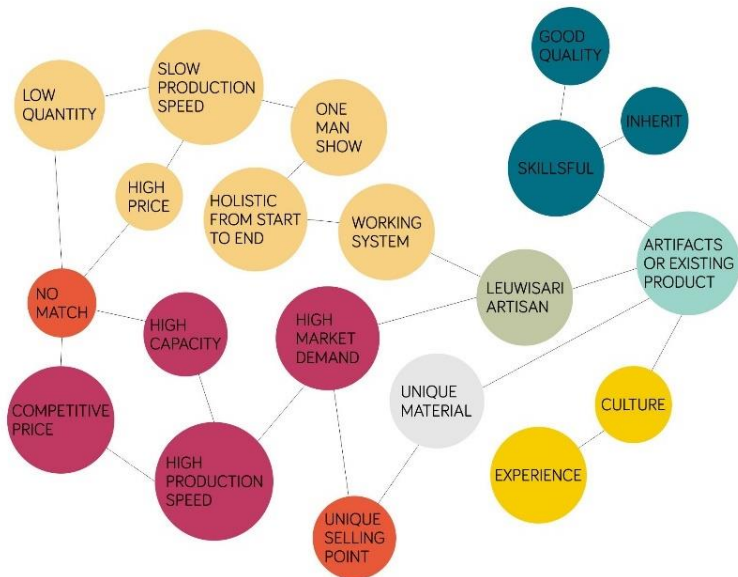
Meanwhile, in Klungkung-Bali, 1.5 hours from Denpasar, there is Bali Agung village which has an artisan community that can produce wooden craft in high capacity using teak wood as the base material. The unique parts, most of them are women. The main product from this community is wooden tableware.

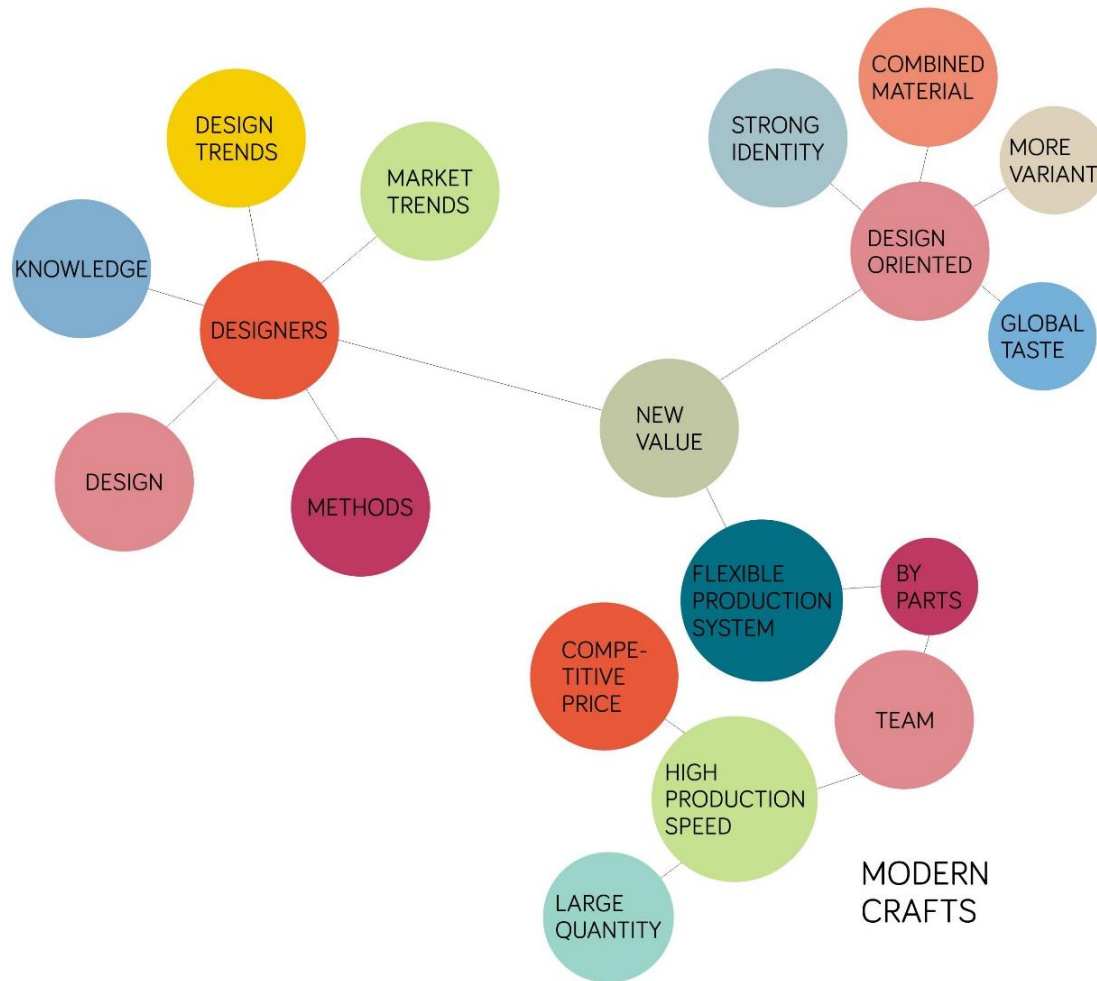
The difference between Klungkung and Leuwisari is the working system. The working system already applied the semi-industry system which is they do part by part like the conveyor system so that they can produce 600-800 pieces of spoon per day.



They were aware that the wooden tableware that they produced are not very special because they are easy to make with engine help. They do not need special skills to make a spoon, that is why there are so many from small-medium to medium-big enterprise produce the same items. Because of that condition, there is no choice for them to sell the products at a lower price in order to get more buyers.

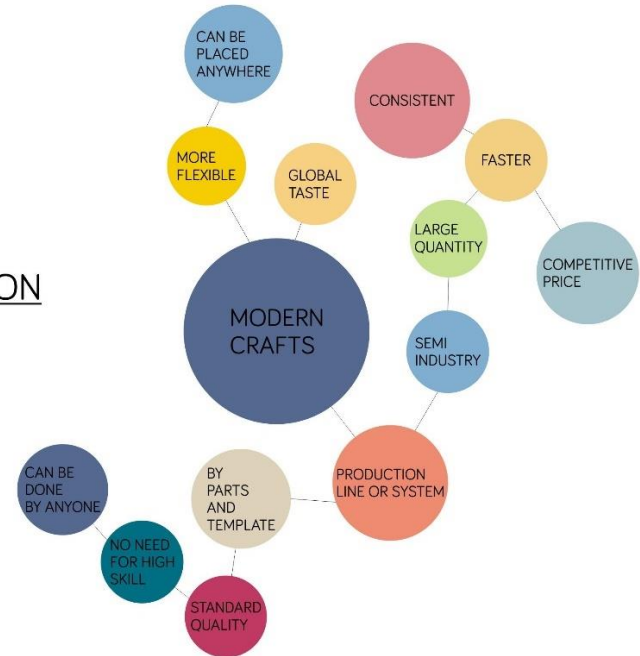








DESIGN COLLABORATION





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Handcrafted Goods

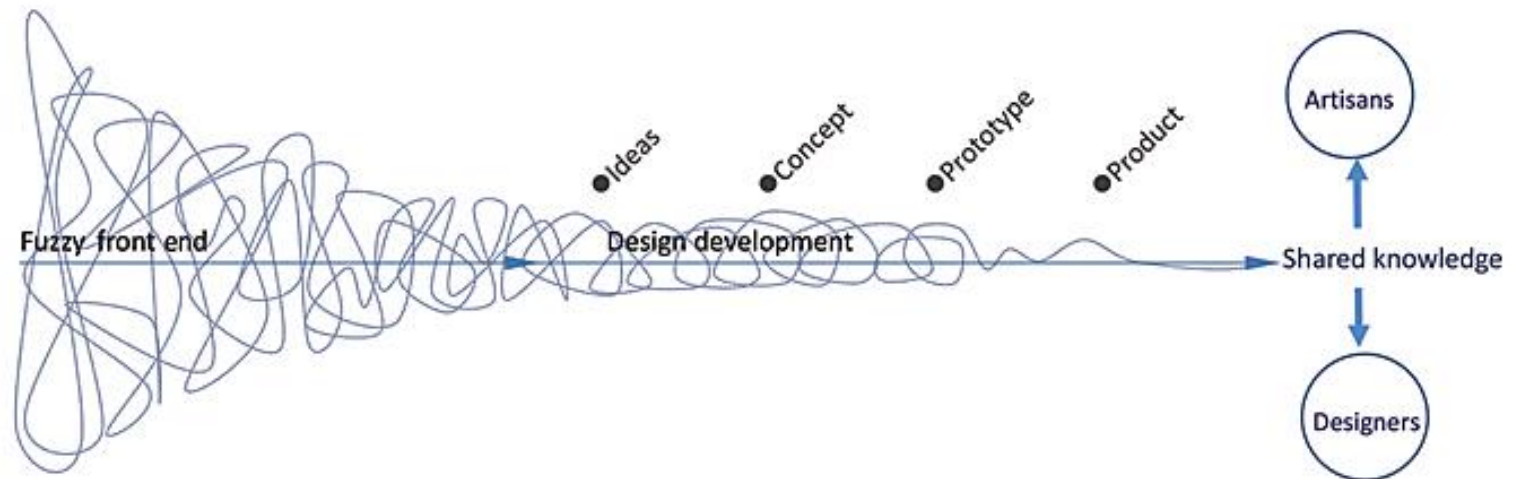


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IMPLEMENTATION



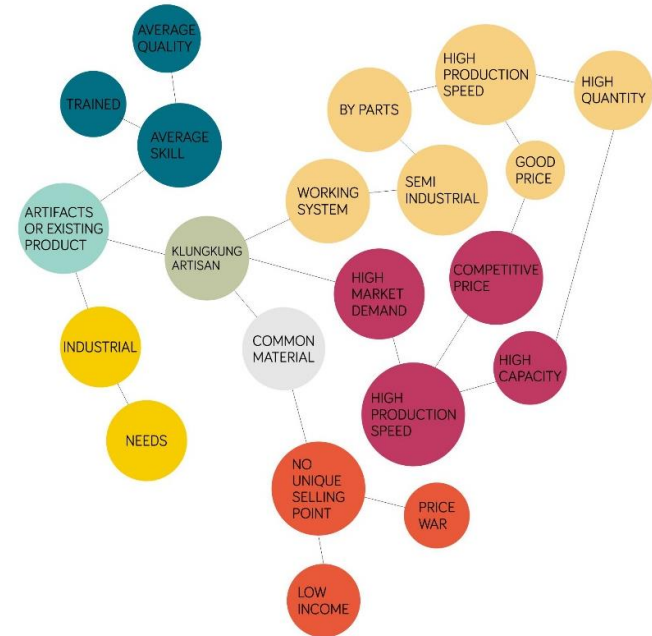
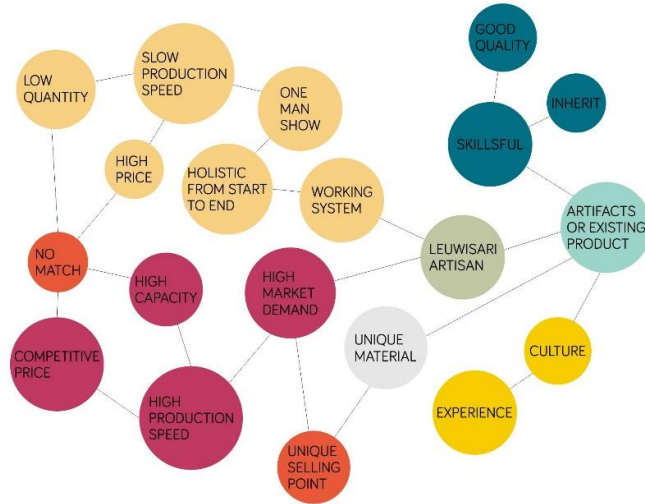
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Craft-design collaboration process adapted from co-creation process proposed by Sanders and Stappers (2008)

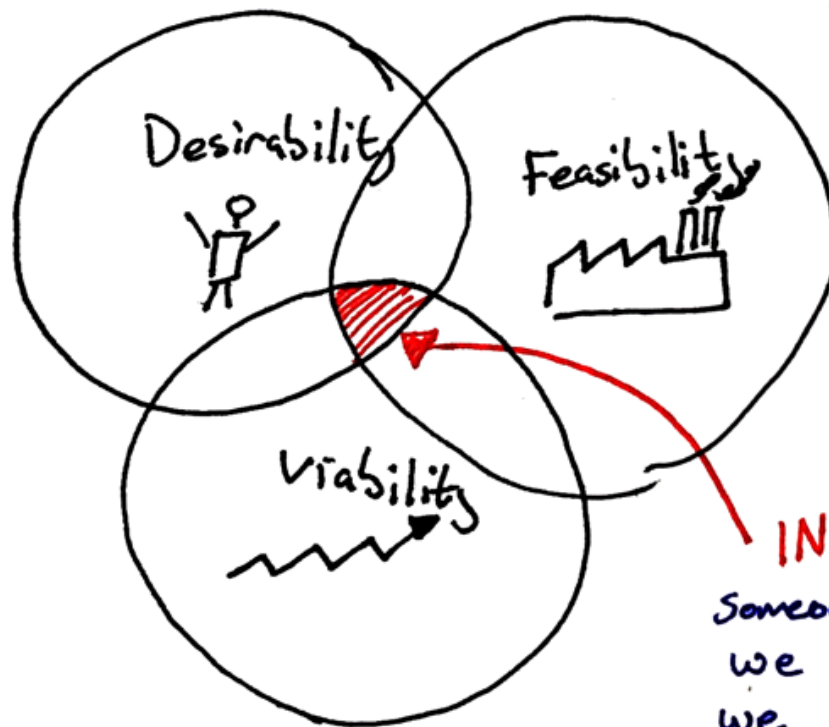


ANALIZED TO PREDICT POSIBILITIES



-  ONE MAN SHOW SYSTEM
-  SLOW SPEED PRODUCTION TIME
-  LOW QUANTITY
-  HIGH PRICE
-  UNIQUE MATERIAL
-  HIGH SKILL ARTISAN
-  HAS UNIQUE SELLING POINT

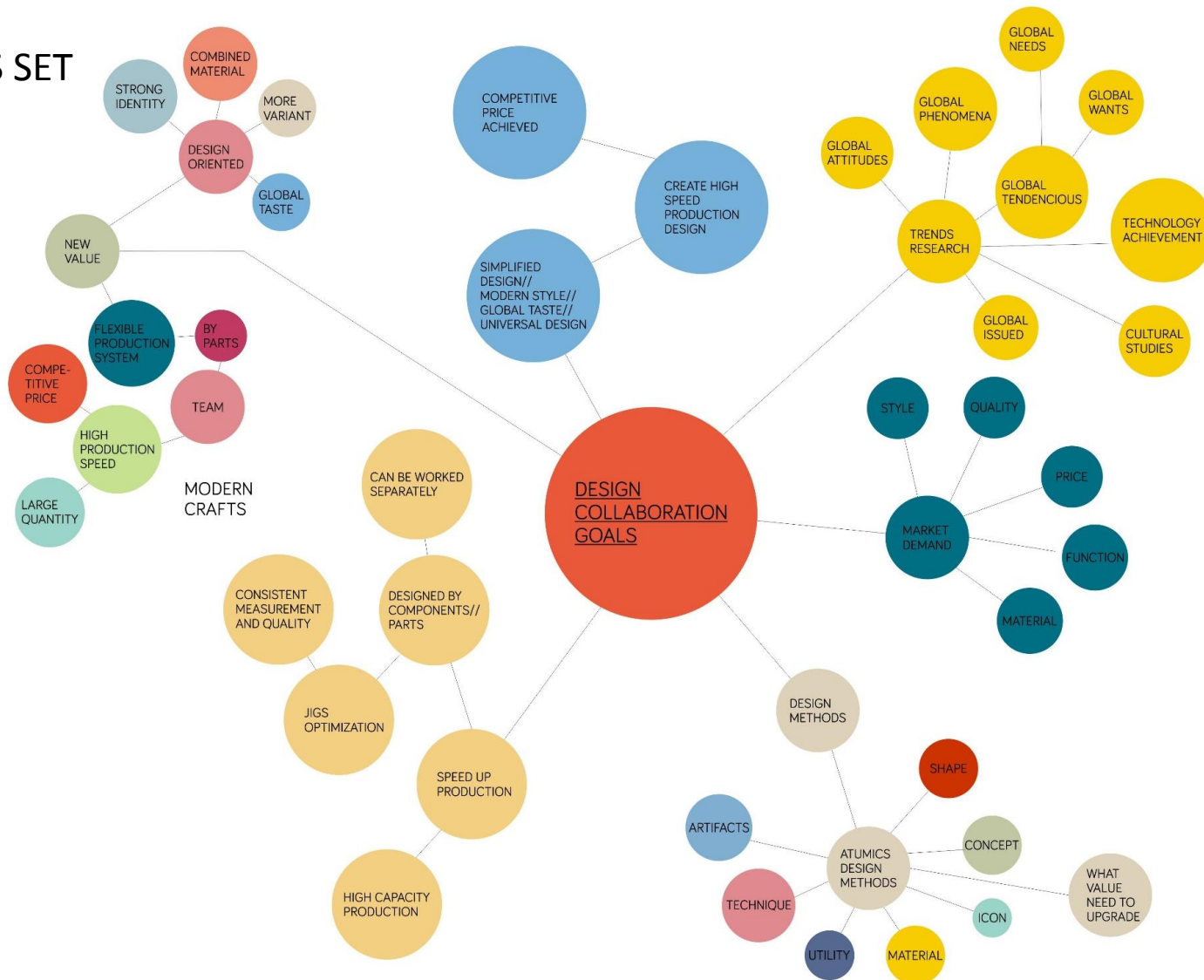
-  SEMI-INDUSTRIAL SYSTEM
-  HIGH SPEED PRODUCTION TIME
-  HIGH QUANTITY
-  COMPETITIVE PRICE
-  COMMON MATERIAL
-  NO SKILL NEEDED
-  NO UNIQUE SELLING POINT



INNOVATION!
Someone wants it
we can do it
we should do it



GOALS SET



RESULT





SAKI
BAMBOO
MULTIPURPOSE
TRAY



PARNA
BAMBOO
MULTIPURPOSE
CONTAINER



NATHA
BAMBOO
MULTIPURPOSE
CONTAINER



ALIKA
BAMBOO
MULTIPURPOSE
CONTAINER



ADIA
BAMBOO
MULTIPURPOSE
TRAY



RAYYA
BAMBOO
DESK LAMP



PATRA
BAMBOO
MULTIPURPOSE
TRAY



PARAS
BAMBOO
MULTIPURPOSE
TRAY



DHEERA
BAMBOO
MULTIPURPOSE
CONTAINER



PASA
BAMBOO
MULTIPURPOSE
CONTAINER



KIRANA
BAMBOO
DESK LAMP



KAIA
BAMBOO
MULTIPURPOSE
TRAY



GENDHIS
BAMBOO
MULTIPURPOSE
CONTAINER

TEMBAGA-BOYOLALI



PADMA
COPPER + BAMBOO
DESK LAMP



KANAKA
COPPER + BAMBOO
DESK LAMP



LONTAR-FLORES



EILA
KETAK
MULTIPURPOSE
CONTAINER



PANDAN-RAJAPOLAH

KETAK-LOMBOK



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 **BaNa**
Handcrafted
Goods



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BaNa
Handcrafted
Goods



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1200

1000

800

600

400

200

0

2018

2019

2020

■ Production Speed in days

■ Quantity in dozens

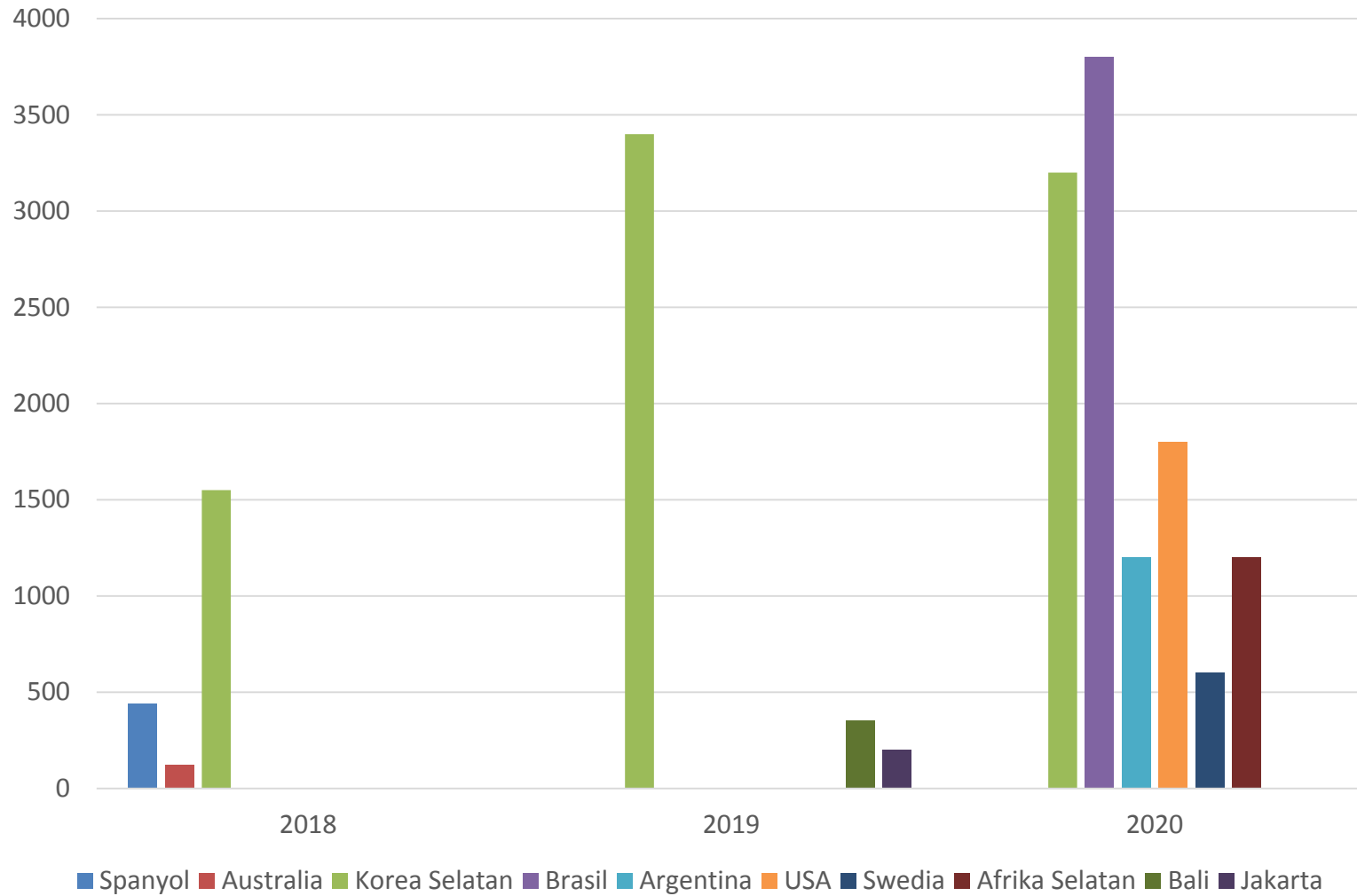
■ Value in millions

■ Production cost in millions



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Qty in pcs/set





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