

MOBILI

MALAYSIA MOBILI 2013

Mobili is an initiative launched by the Malaysian Timber Industry Board (MTIB) to select, promote and market, outstanding designs, designers and furniture products during iSaloni 2014 Milan Furniture Fair. We want to create a portfolio of new exciting designs that have international market appeal and can be manufactured and marketed by Malaysian furniture manufacturers.

Designs pieces created within MOBILI 2012 have been developed and showcased at the SaloneSatellite in Milan, during the iSaloni exhibition between the 9th - 12th April 2013; under the banner TANGGAM by MTIB. TANGGAM showcase has received more than ten thousand visitors during the 6 days of exhibition.

Prizes for MOBILI 2013 Competition include:

For Organisation / Company

- Exhibition during iSaloni 2014: trip and stay in Milan for 1 representative (transport and accommodation only)
- Logistic arrangements for exhibition
- Support in marketing campaign (printed material & media coverage)

For Designers

- Exhibition during iSaloni 2014: trip and stay in Milan (transport, accommodation and daily allowances)
- Logistic arrangements for exhibition
- Support in marketing campaign (printed material & media coverage)
- Assistance the form of financial and manpower resources for development of prototypes.

Deadlines for MOBILI 2013 Competition

- 01 June '13: Launch of Competition and Workshop
- 31 July '13: Deadline for submission
- August '13: 1st Round of Shortlisting (w scale model)
- 01 Dec'13: Final Round of Shortlisting by COSMIT
- Dec'13 - Feb'14: Prototyping process
- 28 Feb '14: Deadline for prototyping
- Feb'14 - Mar'14: Preparation for Milan Furniture Fair

Other Information regarding the Competition

- Submission requirements and Design Brief for the Competition shall be announced during the Launching. These details, together with the Participation Form, will be available for download on MALAYSIA MOBILI MILAN FACEBOOK from 1 June 2013.
- Entries that contravene intellectual or industrial property rights will be disqualified. Participants will be liable for claims by third parties resulting from the contravention.
- Participants are required to give their full commitment in time and effort during the process of design & prototype development.
- Any prototypes which do not correspond to the original design(s) submitted (in terms of material, technical details, assembling methods etc) shall be disqualified.
- The judges' decision is final. No correspondence will be entertained.
- The Organiser reserves the right to publicise any submitted entry.
- The Organiser reserves the right to make changes without any prior notice.

This flyer is for MOBILI Workshop only.

For full information on MOBILI 2013 Competition:

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MOBILI 2013 Workshop Programme:

08.30 Registration & Morning Refreshments

09:00 Design Workshop

Sharing by Malaysian designers who showcased at Tanggam booth, SaloneSatellite, Milan

-- : -- Design Brief for Mobili Design Competition 2013

-- : -- Design Marathon

For this session, participants will be requested to do quick exercises/designs, which shall help them to have a better idea and obtain more information regarding the Competition's Design Brief.

-- : -- Presentation by participants and feedback from experts

12.30 End / Lunch



Winners of MOBILI 2012, exhibiting at TANGGAM Booth in SaloneSatellite, iSaloni, Milan (9th - 14th April 2013)

Reasons for participants to attend MOBILI 2013 Workshop:

- To understand the Design Brief
- Clarification on Rules & Regulations
- Get Tips and Advice
- Get to know the Judges
- Questions and Answers session

Please note that Workshop is not compulsory requirement for participation in MOBILI Competition. However, we encourage ALL potential participants to attend this session to understand the Design Brief better and obtain clearer ideas on ways to win the competition.

Preparation by Participants for MOBILI 2013 Workshop:

- To bring own stationaries & equipment: pens, pencils, paints, markers, ruler, scissors, cutters, cutting boards, glue, sticky tape etc
- To bring own cleaning materials: rugs, sponge, tissue papers etc
- To bring own paper based material: A4/A4/colored papers, old newspapers etc