

MANILA FAME

THE DESIGN AND LIFESTYLE EVENT

2012

+manila now + CEBUNEXT + BIJOUX

17-20 OCTOBER

SMX CONVENTION CENTER
METRO MANILA, PHILIPPINES

WWW.MANILAFAME.COM

furniture & furnishings • holiday & gifts • fashion

THE ART OF THE CRAFTSMAN = THE SOUL OF THE PHILIPPINES



An attached agency of DTI



DEPARTMENT OF
TRADE & INDUSTRY
PHILIPPINES

ORGANIZER

The **Center for International Trade Expositions and Missions (CITEM)** is the export marketing authority of the **Philippine Department of Trade and Industry (DTI)**. CITEM is committed to creating and nurturing a pool of globally competitive exporters and manufacturers. CITEM's programs are geared towards small and medium scale manufacturers who need marketing and promotional assistance to make them product and market ready.

SEE YOU AGAIN
14 - 17 March 2013
17 - 20 October 2013

MANILA FAME SECRETARIAT

Center for International Trade Expositions and Missions
Golden Shell Pavilion, ITC Complex,
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The Craftsman's hands work the materials in a language all their own. Men and women working with *rattan*, *buri*, *tinalak*, bamboo, *abaca*, shell and paper – in a manner that is simple and interlaced with silences where they share their passion for their craft.

This is the word of the hand...

THE ART OF THE CRAFTSMAN = THE SOUL OF THE PHILIPPINES

This theme is brought to life through Manila FAME – The Design and Lifestyle Event – that returns true craftsmanship and beauty to contemporary living.



Take the journey to
soulful creativity...

BE A FAME BUYER!

Becoming a Manila FAME Buyer is more than just a sourcing visit to the show. It is a rewarding experience as one discovers exceptional design-driven products, the legendary Filipino hospitality, and the perks and amenities of the Manila FAME Buyer Program.

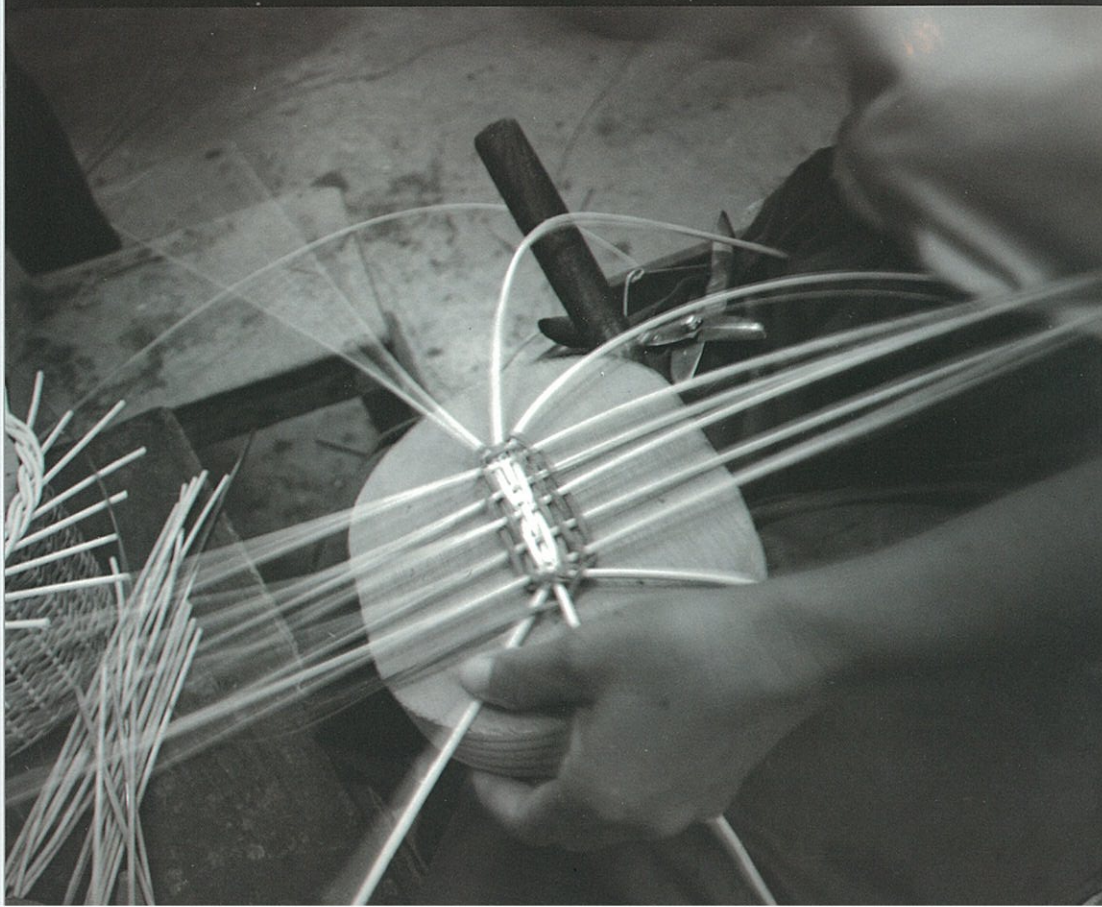
Register as a FAME Buyer on or before

15 SEPTEMBER 2012

to avail of the following privileges:

- **FREE 3D/2N first-class hotel accommodations**
- **Pre-arranged appointments to exhibitors' factories and showrooms**
- **VIP assistance and services**

For more information, visit:
www.manilafame.com



SPECIAL SERVICES FOR FAME BUYERS

Manila FAME offers comfort, pleasure and personalized services before the show, while doing business, and even after the show.



AT YOUR SERVICE...

BEFORE THE SHOW

Pave the way for your visit with the following pre-event amenities:

- Online registration
- Pre-arranged business itinerary
- VIP assistance in travel arrangements, from airport to hotel to venue

DURING THE SHOW

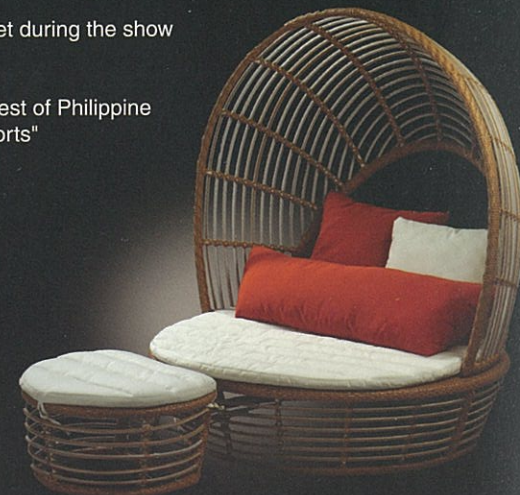
Experience the joy of Business + Leisure:

- Worry-free sourcing with a personal FAME Buddy
- Shuttle services to and from the venue and hotel
- Dedicated Interpreter during business meetings as requested prior to the show
- Pre-arranged appointments to exhibitors' factories and showrooms
- Complimentary refreshments and unlimited use of wi-fi at the Buyers Lounge
- Complimentary *wellness treat* at the Serenity Lounge
- Complimentary assistance for travel arrangements within the Philippines
- Customized itinerary to selected design destinations — museums, art galleries, special design shops, and restaurants

AFTER THE SHOW

Avail of the following post-event services:

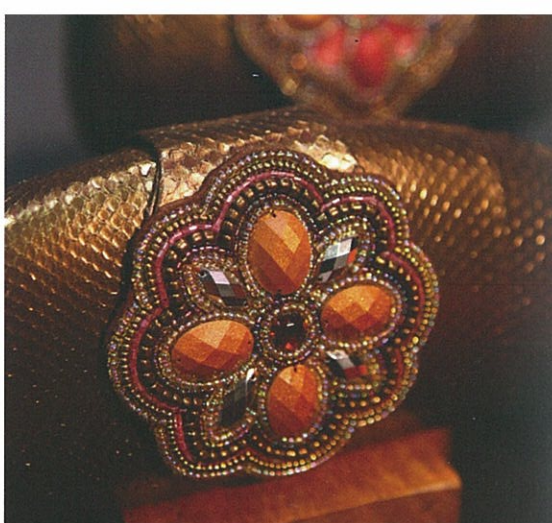
- Follow-up and coordination with suppliers met during the show
- Shipment consolidation
- e-Newsletters on Manila FAME
- PLUS: A year-round sourcing venue of the best of Philippine export products at Hall One "Design for Exports"



ABOUT MANILA FAME

Manila FAME is Asia's only design and lifestyle event that caters to a wide variety of exceptionally handcrafted products from furniture and furnishings to holiday decor and gifts and fashion.

This coming October 2012, find endless inspirations and innovations of products with unparalleled craftsmanship by Filipinos' skilled hands.



+manila now +CEBUNEXT+BIJOUX CEBU

Established in 1996, manila now showcases the best trendsetting furniture pieces from Manila and Pampanga, two of the Philippines' leading design hubs.

For 22 years, CEBUNEXT has embodied the craftsmanship and evolving design sensibilities of Cebu, known for its rich history of furniture making.

With an exclusive focus on eco-fashion, BIJOUX Cebu is Cebu's premier trade exhibit of fashion accessories made from Philippine natural materials.

FAST FACTS

Frequency:	Twice a year (March and October)
Exhibition Size:	16,230 sqm (9,130 square meters Ground Floor; 7,100 square meters Second Floor)
Opening Hours:	Wednesday, 17th to Saturday, 20th October 2012 Daily from 9:00 a.m. to 6:00 p.m.
Scale:	Approved Event by International Union des Foires Internationales (UFI), The Global Association of the Exhibition Industry
Trade Buyer Profile:	Foreign Buyers & Importers, Wholesalers, Distributors, Trading Firms, Merchandising Agents, Buying Offices, Department Stores, Retailers, Mail-Order Houses, Architects, Interior Designers, Facility Managers

EVENT HIGHLIGHTS

■ DESIGN HOUSES

Manila FAME takes design to the ultimate level as internationally acclaimed and upcoming Filipino designers were carefully selected to showcase how they harness the country's indigenous materials in expressing their individual design sensibilities at the FAME Design Houses.

The Design Houses will be featured all throughout the show floor highlighting each designer's emotional connection in exploring, developing and crafting products that reflect their personal interpretation of design.

Designers to watch out for are: Milo Naval, Stanley Ruiz, Wataru Sakuma, Daniel Latorre-Cruz, Olivia D'Aboville, Amina Aranaz, Robert Alejandro, Vito Selma and Iñigo Elizalde.

■ THE GARDEN PAVILION

Inside goes out and outside comes in as the garden space becomes the sanctuary connecting us to our environment with the refreshing joys of *Life Alfresco*. The Garden Pavilion is a collaboration among Manila FAME's Creative Team: Project Director James Booth and internationally renowned designers Josie Natori, Budji Layug, and Kenneth Cobonpue. Ito Kish adds his visual merchandise flair while rising star Leeroy New takes charge of interpreting the garden in art installations.

■ CRAFT SPOTS

Filipino artisans take centerstage as they demonstrate how they craft natural materials into extraordinary shape and form. With the Craft Spots, one can observe centuries old disciplines that paved the way to a high new level of Philippine design and artisanship.

■ STYLE SPOTS

Outstanding products from a cross-merchandise presentation of color, texture, material and form takes the limelight in the Style Spots. Every product meets the criteria of the three leading Macro Trends occurring in the world today—Eco-Sustainability, Hyper-Localism, and Being In Connection. The featured collection will come from the design collaboration of several designers and exhibitors as curated by Visual Merchandise Specialist Ito Kish.

■ FASHION PAVILION

Manila Wear brings fashion design into new heights as the country's select top and promising fashion designers take on the challenge of creating one-of-a-kind collection of tropical fashion accessories and wearables in one design roof. Taking inspiration from the country's tropical season, the Fashion Pavilion will bring out the hottest capsule collection of year-round fashion essentials and beach must-haves.