

**Jakarta, 23 September 2019 – Indonesian Furniture Designers Association (HDMI)** in collaboration with **ABBASOURCE.COM** invites furniture designers and furniture makers to take part in **Open Call Indonesia Creation (OCIC) 2019**. OCIC is a competition to seek out the best designs from Indonesian furniture designers. These selected products will then be displayed and sold to the world's most prestigious furniture exhibition, the **Salone del Mobile 2020** in Milan, Italy.

Salone del Mobile has often been used as a barometer for displaying interior product design trends in the world. Each year, the exhibition is attended by 188 countries and more than 2,300 global companies.

"This year, OCIC is specifically focus on designs relating to **tables and chairs only**. This does not mean that the possibility is closed for other product designs to be included. Another words, the following years, it will expand its search to other products such as lamps, home accessories, and other Interior products," explained Ira Samri, chairman of HDMI. The choice of table and chair products is based on high demand for these two products from the international interior and living industry.

"Designers and makers can register their finished works and products through the portal [www.abbasource.com](http://www.abbasource.com), where potential participants from HDMI members can register by including their membership numbers. Not to worry, for those who are not yet members of HDMI will automatically be granted membership after filling out and completing the form with all conditions listed in the portal," Ira added.

The submitted designs and products will be selected by the team of curators consisting of various practitioners in the design and interior world, including Fabianus K and Noel Febry from HDMI and Diana Nazir, Principal Designer from Artura Insanindo.

"The evaluation criteria in this competition consist of two parts. Firstly the submitted designs will be assessed in terms of aesthetics and ergonomics properties of the designs. Secondly, the judges will look at the technical aspects in terms of production and price respectively," explained Diana Nazir.

ABBASOURCE.COM will be a vehicle to market the selected products in OCIC 2019 at the Salone del Mobile 2020 Exhibition that will be held from 21 to 26 April 2020. "Today is also an important milestone as we launch [www.abbasource.com](http://www.abbasource.com), a tech company that aims to be a platform for talented designers and makers to bring quality Indonesian furniture to the global market," explained Indra Febriansyah, Chief Community Officer of ABBASOURCE.COM.

In this portal, furniture designers and furniture makers who are already members will be able to propose their respective products and designs within the Co-Creator Zone that has been specially established. "We are a diverse group of experts who has a long history of experience in the production and marketing of quality furniture products. Thus, ABBASOURCE.COM is not only a tech start up company but with such diverse experience, this platform has truly become an important base for all talented

designers to be able to produce their designs with the required quality to compete globally," added Indra.

In addition, this portal also has an Online Store zone which is a digital storefront allowing product made by Indonesian designers and makers to be marketed globally. Finally, ABBASOURCE.COM has also included an Our Story zone that contains information and stories that highlights the process of how a product is produced by the respective designer and maker. There will also be other stories especially to provide knowledge about furniture and the latest trend in the world's design market.

According to the 2018 Nikkei notes, the world furniture market has a total transaction value of US \$ 480 Billion, strengthened by a survey from USA Research and Markets, where the world furniture industry will grow by 5.2% in 2018-2023. This data shows a great opportunity for Indonesia to enter the vortex of the World furniture industry by offering quality products that have their own characteristics.

"We have the complete material wealth with reliable craftsmanship expertise respectively. In addition, Indonesian handmade products are well known to have been passed down for generations and this include using materials from wood, rattan and bamboo to ceramics. We therefore have the capability to penetrate the world's market, "added Diana Nazir.

These potentials and opportunities make ABBASOURCE.COM eager to be present as a DIGITAL PORTAL that will market Indonesian works to the world market. "We will also invite one of the applicants who passed the curation process to take part in the Salone del Mobile Exhibition in Milan with an all expenses paid trip. This is a great opportunity for selected designers to be able to market their work directly and get a large potential exposure in the international design industry, "Ira added