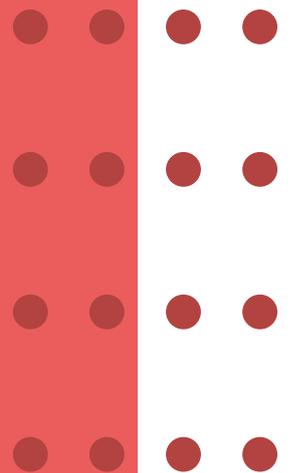
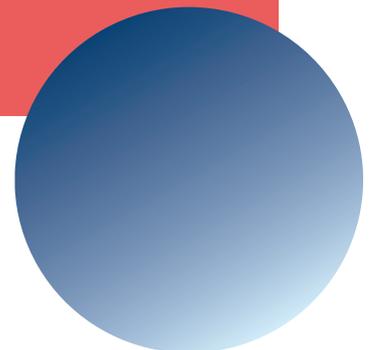


Design Pal



*Design as a tool to develop
products, territory, collaboration,
and friendship*





A project by



MANOSSUSIAS

For



In collaboration with



With the patronage of



Ambasciata d'Italia
Bangkok

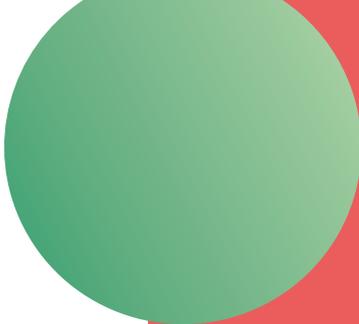


REGIONE
LAZIO

Supported by



หอการค้าไทย-อิตาลี
THAI - ITALIAN
CHAMBER OF COMMERCE



Ideated and supervised by

Mattia Bonavolontà

Co-founder of Manossusias design studio

Co-founder of Thai Puan Creative Hub

Art Director of Suntree

Supervisor for IED Roma

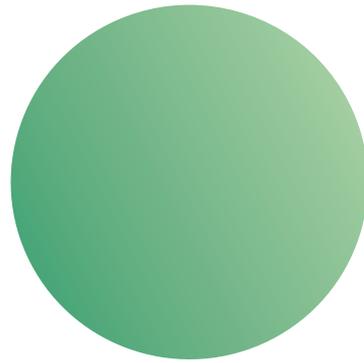
Barbara Brocchi

Dean of Jewellery Faculty IED Roma

Illustrator/Designer for Bulgari

International Professor in Mexico, Perù and S. Korea





The Project

This project aims to establish a collaboration, and network, between students and universities of Italy and Thailand. It will be part of the teaching process as a design module.

Students will collaborate with the best Thai craftsmanship from the Sukhothai province.

They should reinterpret the traditions and historical techniques of jewellery, fabric, and ceramic processing in a modern key, creating a goldsmith product usable for a young audience and contemporary market.



15

Italian Students

15

Thai Students

2

Months

4

Prizes



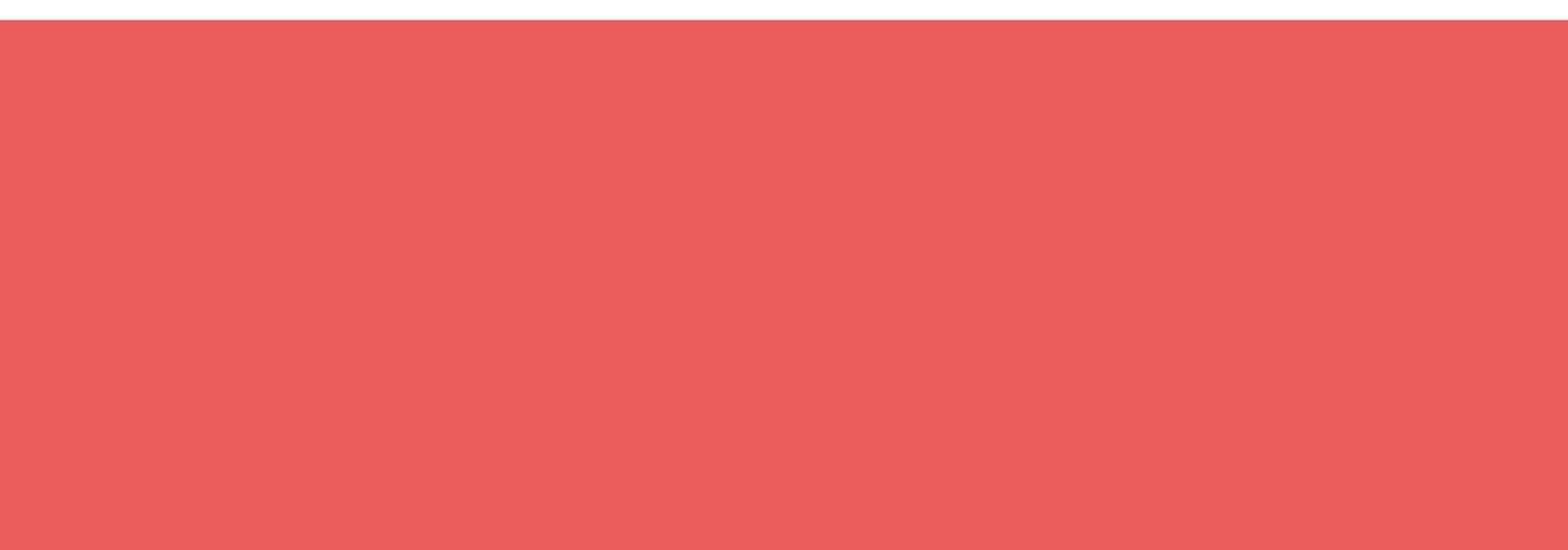
The Brief

Blend Thai tradition and culture with the vision and style of contemporary Italian design.

Create a goldsmith element that reflects today's Thailand culture, tradition, and evolution.

Shaping an iconic element with a decisive mark that is a pride for young people and attractive for a market with a contemporary, local, and international taste.

Valid for both formal and informal occasions and daily use. It is required to create a design with a clean and contemporary sign but at the same time easily distinguished from existing products.



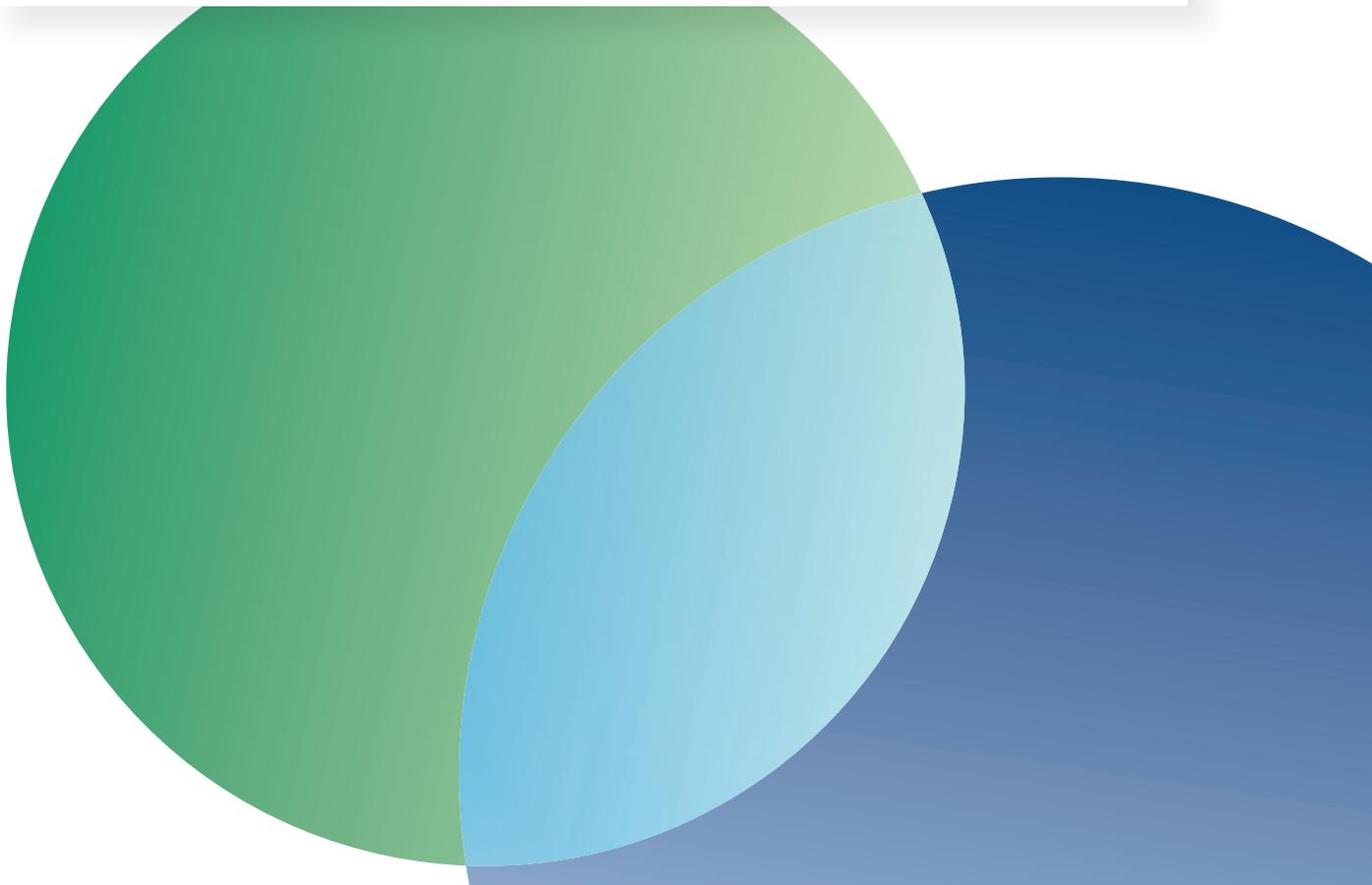
The Teamwork

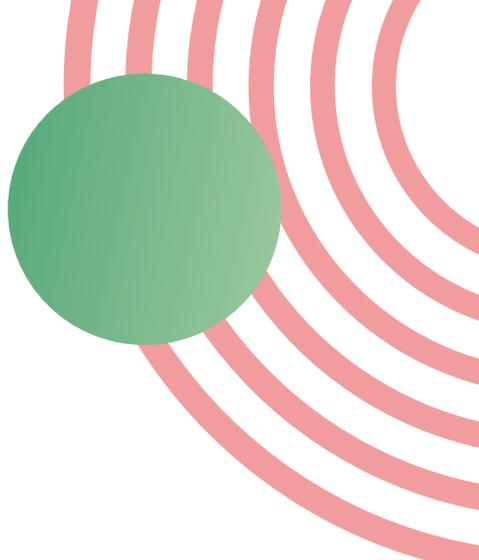
Students will work remotely in pairs with their Thai counterparts, using online platforms to share and develop their concepts and projects.

Each couple can choose between developing a unique element (fashion/iconic element) or a set of products.

In each couple, the Thai student will guide the workmate within Thai culture, thus giving all the elements to identify and develop their project. Furthermore, it will work closely with the artisans throughout the follow up of the project's developments.

In the same way, the Italian student will introduce the vision and elements of Italian design, combined with the trends present in the Western market.





Product Categories

Iconic fashion element

It is required to present a single product, choosing between a **diadem** or **ear cuff**.

The design should have a powerful concept and a recognizable sign that aims to make the presented element iconic.

Parure

It is required to present a family of jewels composed of: a minimum of two pieces (**necklace, earrings**) and a maximum of four (**necklace, earrings, bracelet, brooch**).

The design should have a unique and characterizing style and concept.



Materials and technology

Because silver is the material traditionally used by artisans in the Sukhothai province, it is required to use it as the dominant precious metal (not less than 60%) The filigree method is the technique chosen for the product fabrication.

The design can be enriched and complete with custom ceramic and or fabric elements.

Two prestigious craft workshops will follow the realization of those elements.

So will be possible to customize every detail by experimenting with shapes, colours, materials, patterns, and textures.

N.B.

Using precious stones has been not admitted. It will be possible to replace them with custom elements made in ceramic.

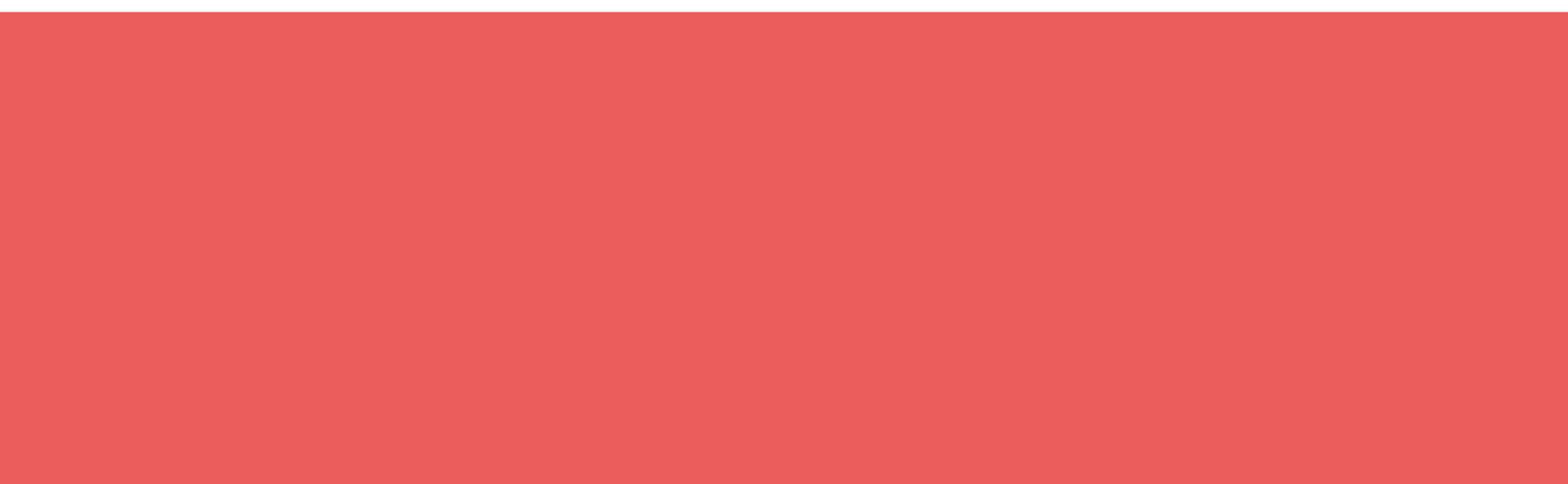
Any exception regarding metals or precious stones will be evaluated and authorized if it is essential to the purpose of the concept.

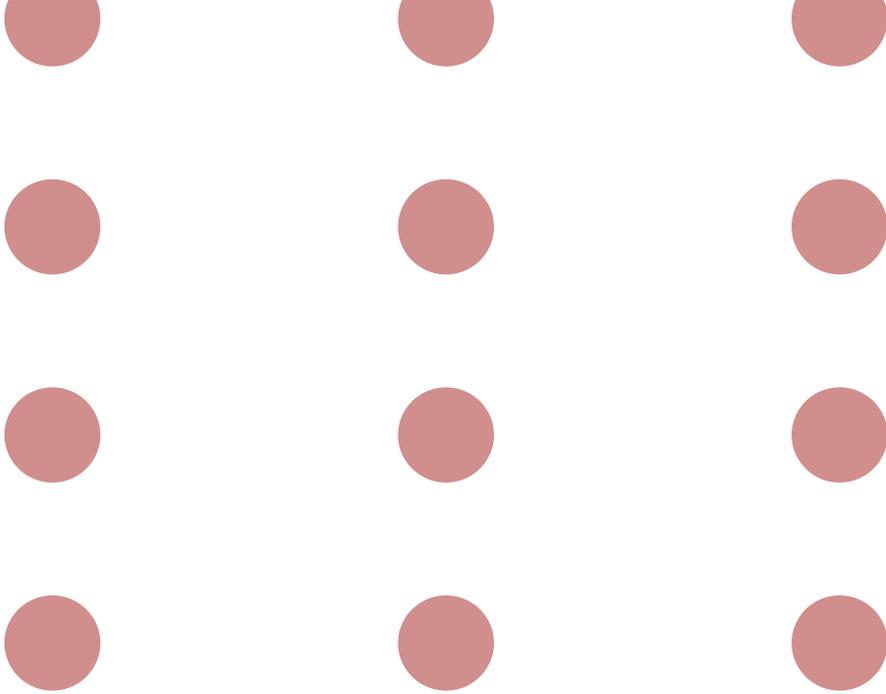
The Final Project



Each couple should submit a project progress status weekly. It could be done in the form of a vlog, via social media, or in classic mode through review.

The final delivery includes:

- Table with a mood board and design path (even discarded ideas).
 - Final presentation (pdf, animation, or video under the minute)
3d model (highly appreciated), technical drawings to create the prototypes.
 - 2 Tables with sketching for product presentation.
- 



The Prizes

- Best project
- Best Product with fabric
- Best Product with ceramic
- Best collaboration

The projects will be evaluated by a technical jury and the score will be divided as follows:

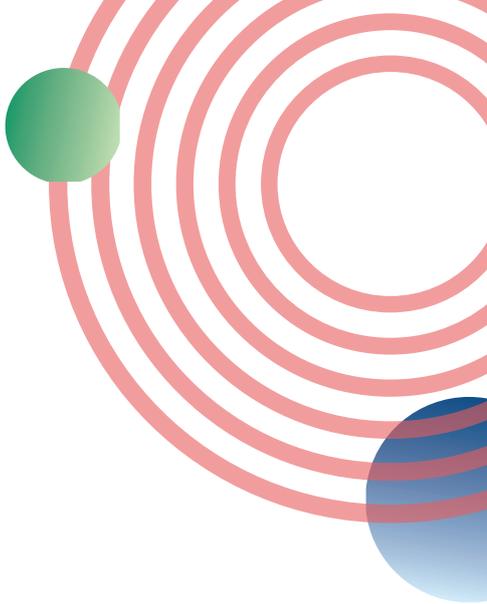
50% Artisans rating

30% of Guests' Jury rating

20% Tutor rating

The winners of each category will be candidates for the DeMark, If, Good Dvesign award in the jewel category.





Meetings and milestones

Expected project start:
September 2022

Duration:
Eight weeks

There will be three official meetings before the presentation on the following dates:

Date 1 (after two weeks from the start)

Date 2 (after two weeks from the last date)

Date 3 (after two weeks from the last date)

Presentation Date

Pr and Media

All the projects will be promoted through the social channels of the respective universities, students, government partners, and sponsors.

In addition, the projects will be exhibited and emphasized during the most prestigious events in the jewellery and design sector in both countries.