

***"Think" like a designer !***

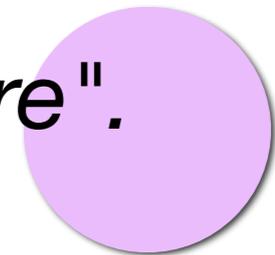


Philip Yap  
*Chief Judge*  
**MIFF FDC 2017**

# When I enrolled to design school

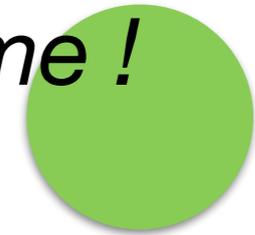
*I wanted to "change" the world !*

*I wanted design to be "original"  
creating ideas that "never seen before".*



# Many years later in the design industry

*I realized that in order to be a good designer,  
I have to first let the world "change" me !*



## **We are not Artists, we are Designers**

*Artists have a license to recreate representations of their emotions and imaginations however they wish to do so. Their art is a blank canvas left open for interpretation. It sometimes serves no pragmatic function.*

*Designers, on the other hand, have an unsaid mandate to be sensitive towards market demands and trends. Design is a multi-faceted industry involving business, material sciences and creativity.*

*The word “design” itself implies the meaning of “purpose and planning behind a particular action or object.”*

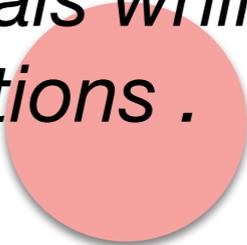


## ***We have to make Designs that sell !***

*Designers could perhaps be loosely classified into two different types, idealistic and challenge designers.*

*Idealistic designers are passionate and have a head full of ideas, but often forget the need for design to suit practical demands of end-users. In contrast, “challenge designers” are those who study, adapt and integrate.*

*They push innovation to the limit, expressing their artistic passion with new technologies and materials while focus on delivering customers' expectations .*



## Know what's right for your target consumers,

*We have to make Designs that sell,  
Designs that enhance our surroundings,  
Designs that bring better function and satisfactions,  
Designs that offer higher perceived values  
according to its targeted market*

*Don't start your idea with a mission to create something "original" !  
Be practical, look from the views of needs and esthetic appreciation!*



# Table2Gather

**Table-and-chair** set for indoor, outdoor or commercial use  
Must incorporate wood; participants are encouraged to use  
**a mix of materials.**

**Innovative and sustainable** concept for the ubiquitous furniture that **brings people together** whether for fine dining or meals at home, to share traditions, tete-a-tetes, make new friends or make new business.

*Show us design that comes with purpose, with visual effects,  
and most of all comes with clear design objectives.*

**See u soon !**