



MAPPING METHODS OF CULTURAL RESISTANCE
THROUGH DESIGN POST-COVID & POST-ODETTE

HUNAT: CULTURAL RESILIENCE IN THE CREATIVE INDUSTRY



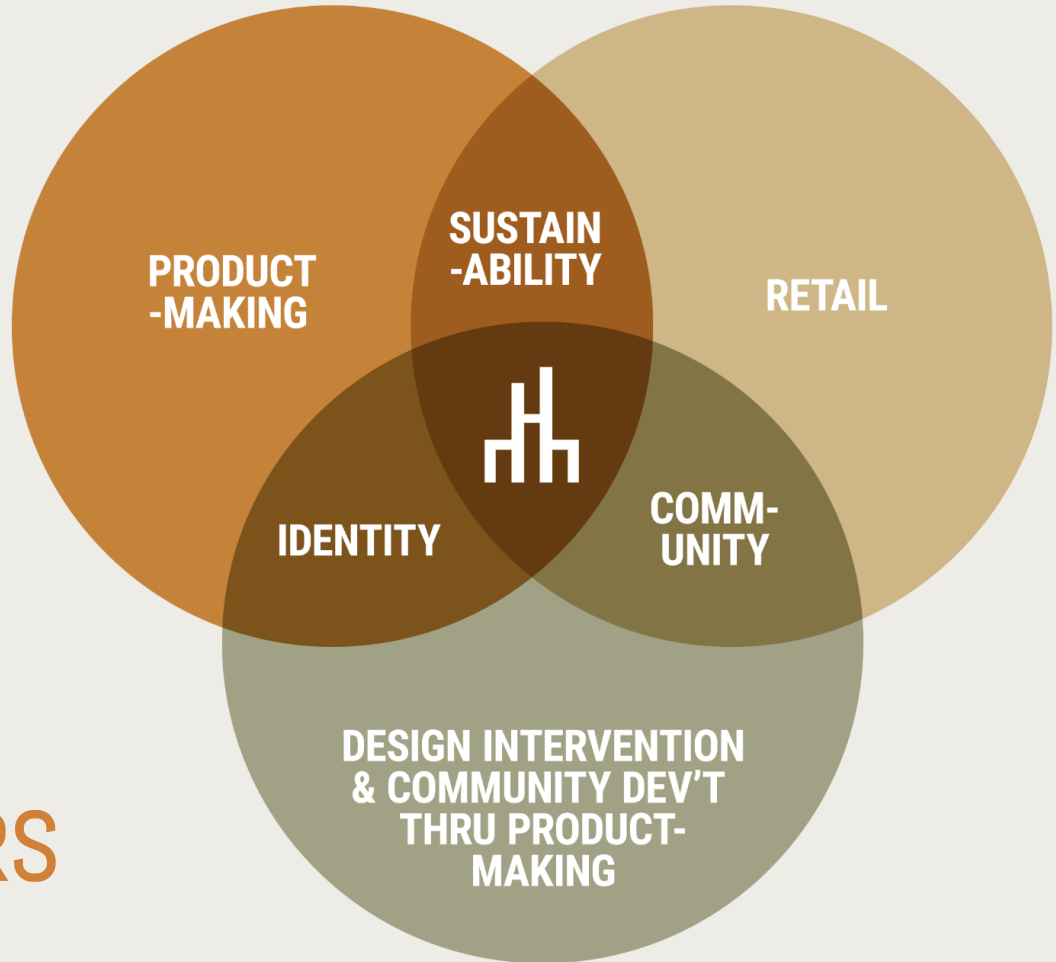
holicow
HOLISTIC COALITION



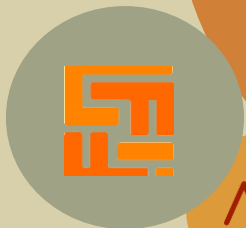
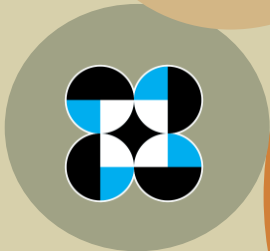
HolicOW:
Holistic
Coalition
Of the Willing



WHO & WHAT —



FURNITURE
DESIGNERS
& MANUFACTURERS



KALIBUTAN
mindset



KALIBUTAN

mindset

KALIBUTAN PROJECT 2021

ONE TOWN, ONE PRODUCT

MAPPING CULTURAL RESILIENCE
EXPLORING ACTUAL REMOTE
DESIGN PRODUCTION FROM
GRASSROOTS LEVEL



FURNITURE



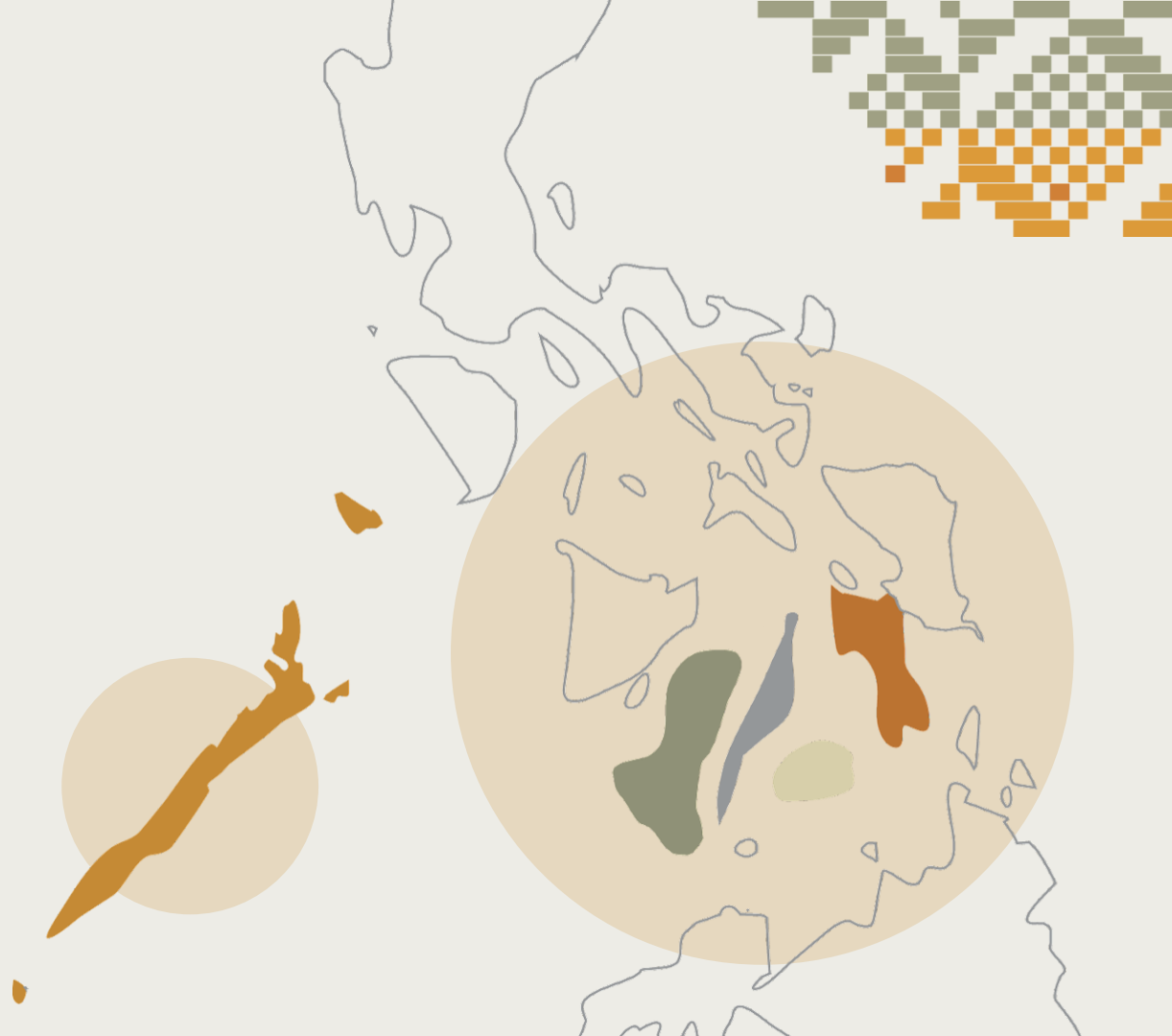
EXPORT



ARTISANSHIP

WHERE —

- **BOHOL**
- **CEBU**
 - ARGAO
 - BANTAYAN
 - CARCAR
 - DANA O
 - DUMANJUG
- **LEYTE**
- **NEGROS OR.**
- **NEGROS OCC.**
- **PANAY**
- **PALAWAN**



ROBUST SUPPLY CHAIN

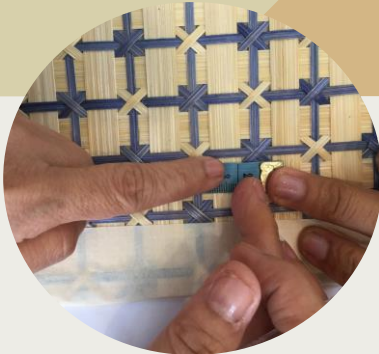
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Community
Masters a
craft or
product

Connect & do
design
interventions &
collaborations

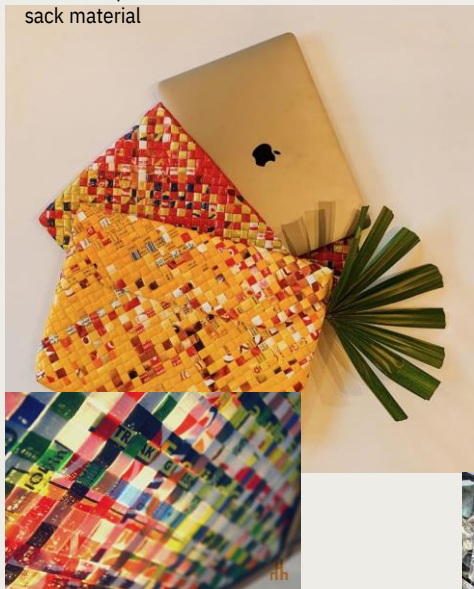
Agree on production
process & distribution
(through MOE; tailor-
made per community-
partner)

Distribution
through network &
platforms,
preference in our
work w/ interiors

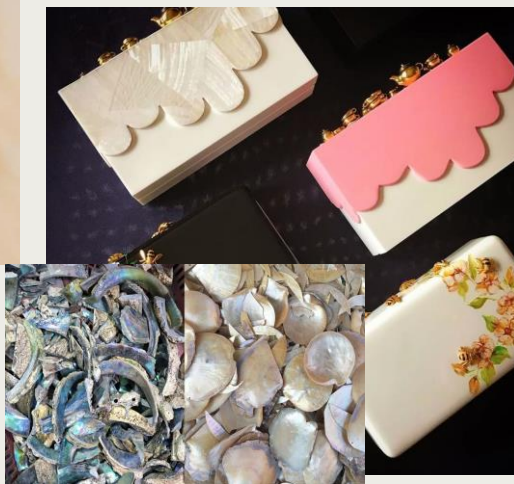


UNIQUE DESIGNS

Woven strips form rice sack material



Hand-painted *minaudieres* with brasswork



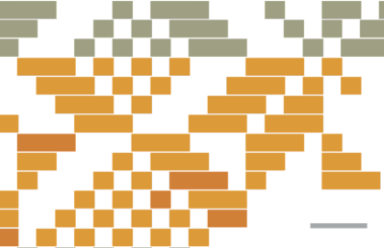
Rooted in Filipino culture, creative waste material management, and artisanal experience



Notebooks with *KIDLAT* artwork in eco-friendly wood cover and paper; behind, *retaso* from outdoor furniture woven on tricycle frame.

The classic *Bambooty*. Bamboo seat is from *retaso* bamboo ends from bigger bamboo furniture.





TUPAD: BESIDE

Who are we working with?
Who has the same speciality?
What materials are immediately available?
What are current concerns?



SUSTAINABILITY, COMMUNITY, AND THE FILIPINO IDENTITY

HOLISTIC COALITION OF THE WILLING (HoliCOW)

The Holistic Coalition of the Willing (HoliCOW) is an initiative by our *kababayans* in the Visayas region that fosters sustainability, community, but most especially, the Filipino identity.

They are a group of furniture designers and manufacturers in the Visayas who collaborate with communities to develop, produce, and market sustainable, fair trade products that responsibly tap a community's skills and resources, and that supplement their livelihood.

The coalition's core value is to craft from resources found within proximity: from objects to traditions passed down from one generation to another. By rallying the morale of our local designers and innovating the design industry's processes, HoliCOW is a key player in keeping the country's design scene thriving.

PROJECT/ GOAL

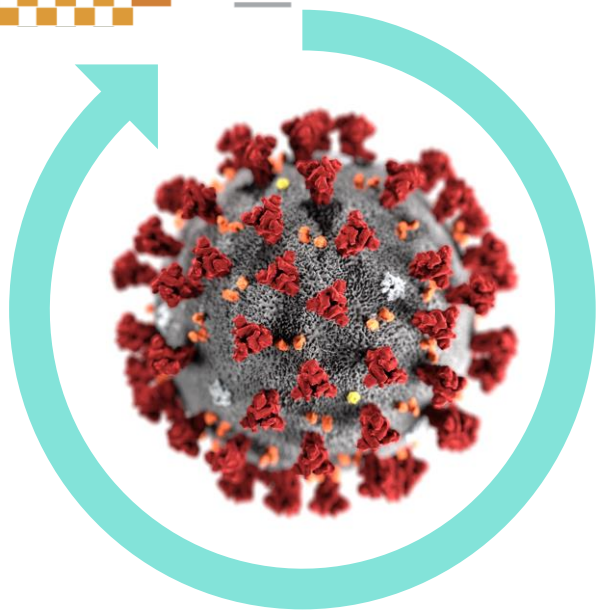
LIKOD: BEHIND

What message underlies the project?
Who are the communities benefitting?
What other projects made this possible?
Has this been done before?

ATUBANGAN: FRONT

What waste does it generate?
Who is the end-user and how can their agency be a part of this project?
How does it contribute to creative industry?



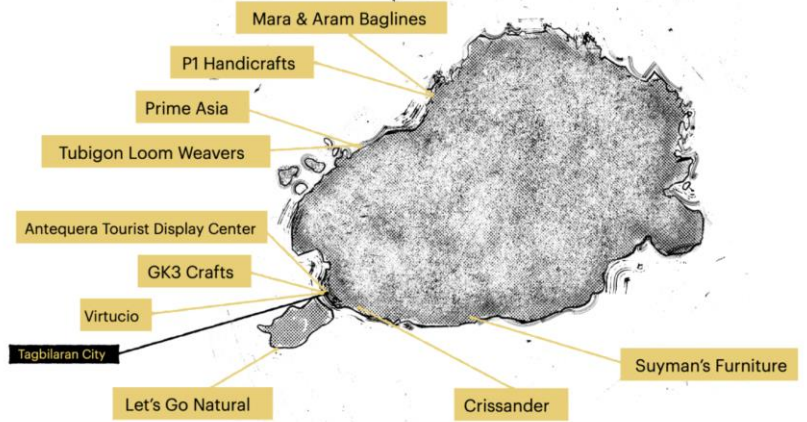
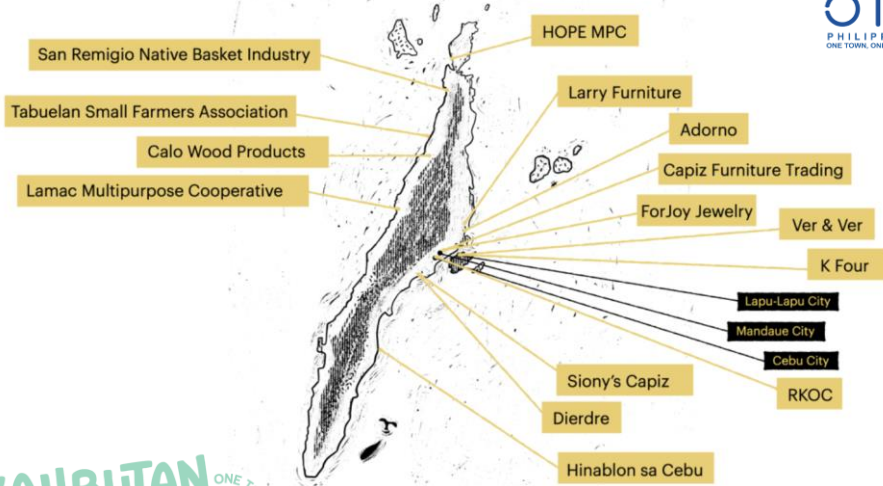


OUR COMBOBREAKERS FROM 2020-2022:
COVID 19 PANDEMIC (and lockdowns), TYPHOON
ODETTE, TYPHOON AGATON

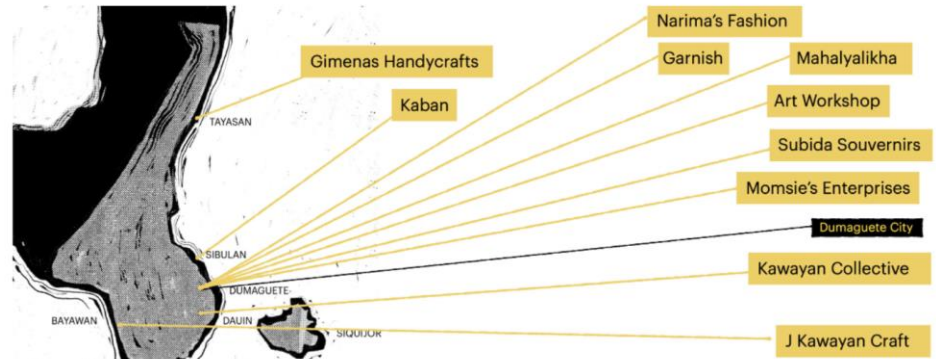


Could we keep designing?
Could we keep designing *together*?
Could design be cultural resilience?
Could we transform traditional methods to adapt?





KALBUTAN PROJECT 2021 ONE TOWN ONE PRODUCT





KITS

Easy to ship and store

Created from existing natural material or upcycled

Allowed end-user agency (diy)

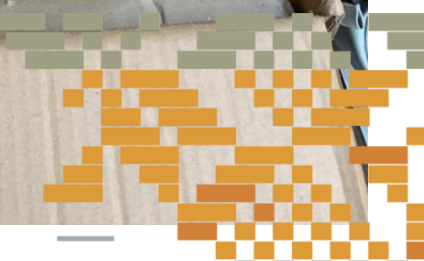
Alluded to indigenous lore or local cultural elements



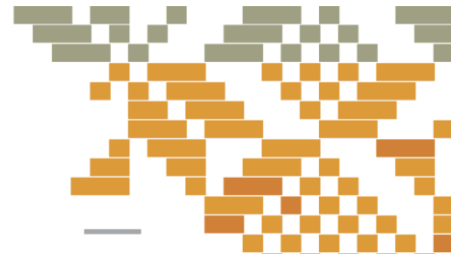
PERSONAS

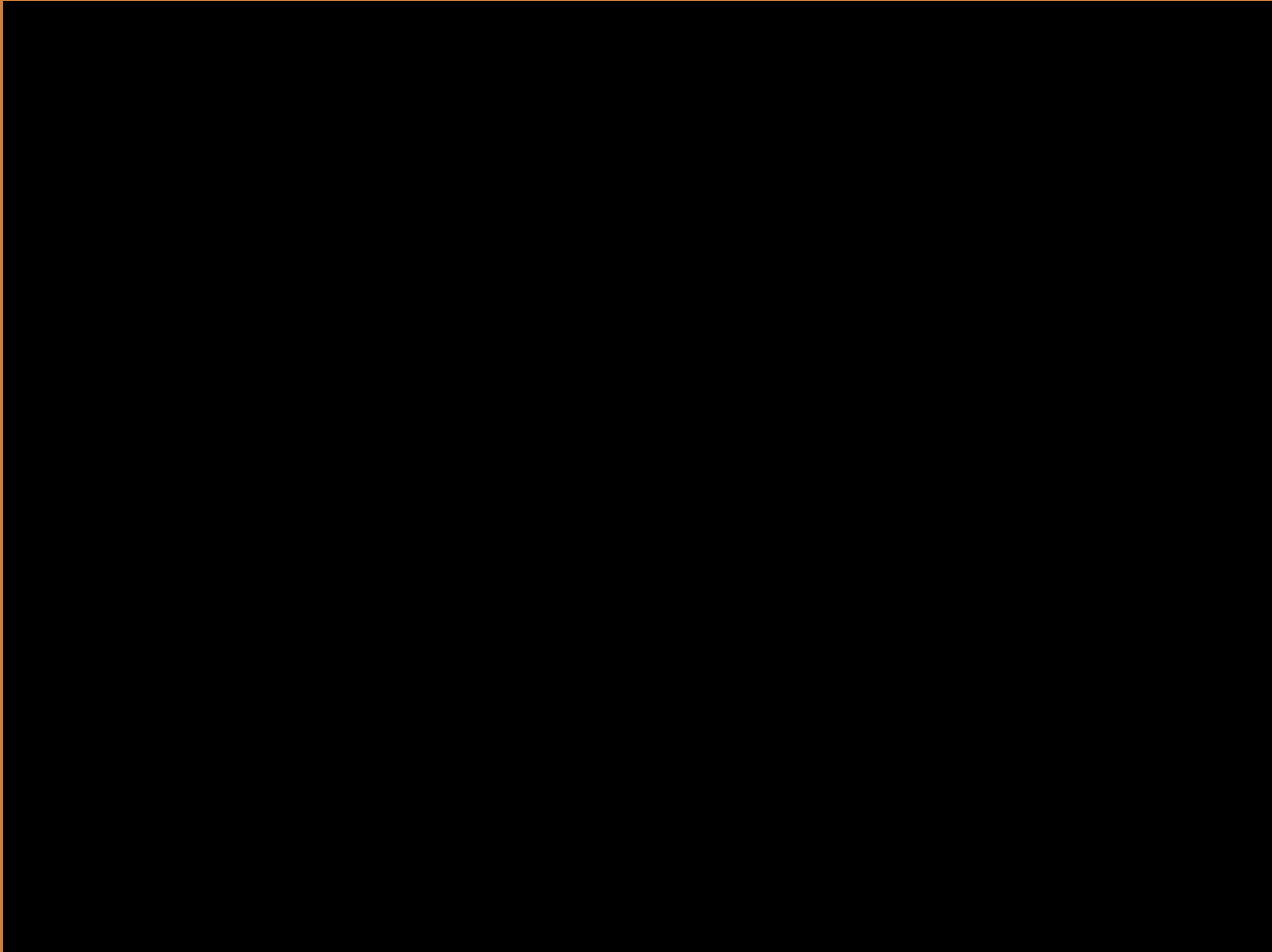
Create an image of the end-user in mind, and tell the story of their connection with our design.

Illustrations help manifest these concepts to our designers & team.



KALBUTAN
PROJECT 2021
ONE TOWN ONE PRODUCT





Kalibutan Design Team



Debbie Palao
Creative Director



Chester Gazzingan
Cebu Design Team Lead



Benjee Molina
Neg Or and Siquijor Design Teams
Lead



Christine Nazareth
Bohol Design Team Lead



Mark Deutsch
Brand Design Director



Marc Cabagnet
Provincial Trade Promotion Officer



Vanessa Gaston
Product Designer



Issa Cacnio
Communication Designer



Fior Pinlac
DCP Project Officer



Mona Alcudia
Product Designer



Iris Tirambulo
Product Designer



Bing Sumanoy
Provincial Trade Promotion Officer



Jennifer Porol
Product Designer



Rey Regis
Provincial Trade Promotion Officer



Jobel Dino
Product Designer



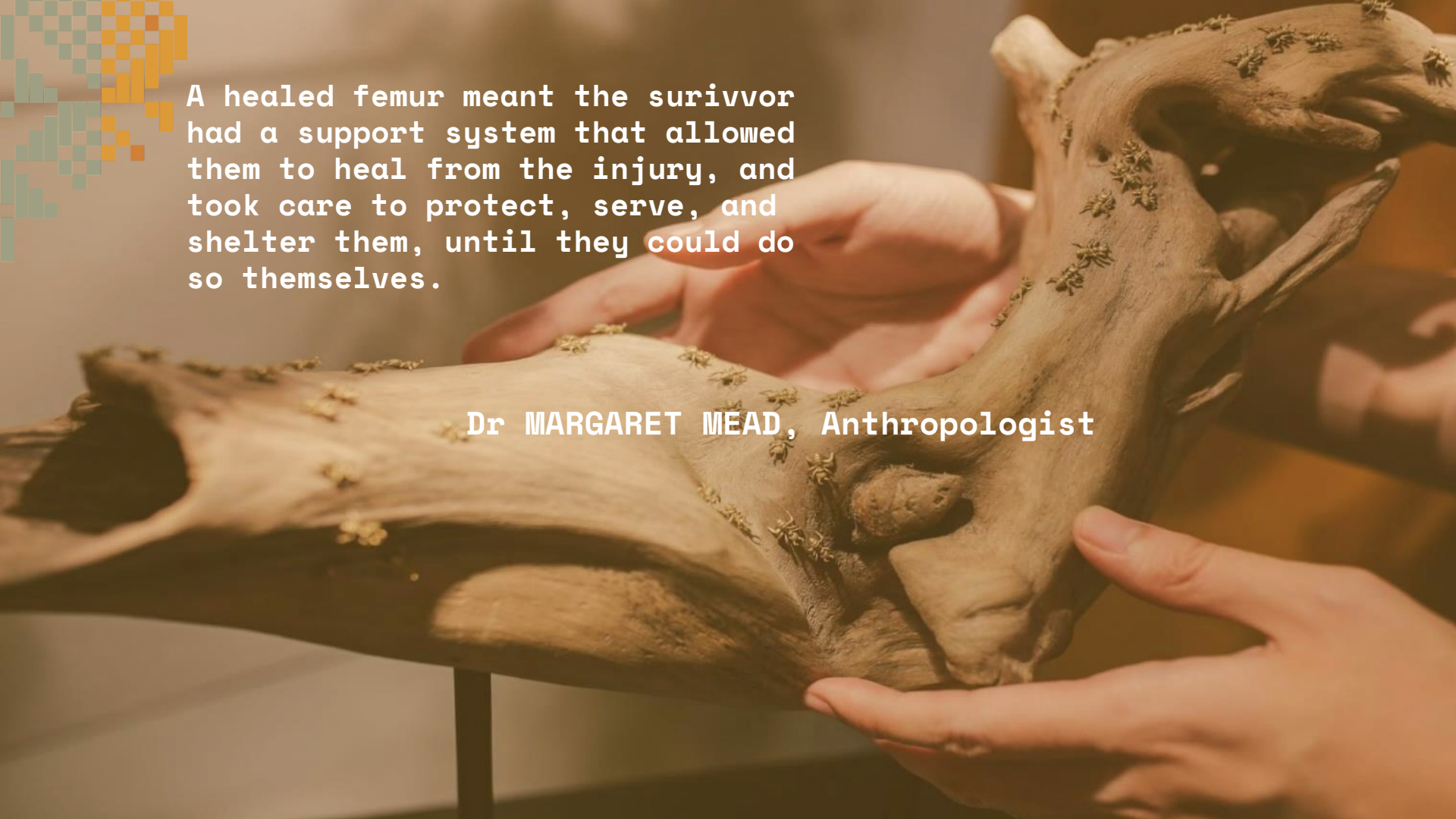
Richy Talingting
Visual Communication Designer

- 1) Constant zoom meetings. Three days a week, one for Cebu, Negros and Siquijor, and Bohol.
- 2) Evaluation of logistics-based needs, which DTI took care of.
- 3) Breaking down of tasks for management expectations
- 4) Getting EVERYONE—in spite of tech literacy—updated on the use of the apps we use to communicate
- 5) Cover for each region's shortcomings— for instance, when Siquijor reported a lack of MDF boards following Odette, due to a need for building materials, FABLAB Negros responded by sending along with relief goods retaso MDF from various sources.



Digital technology is therefore seen as a contributing factor to the ways in which community resilience can be built in new and novel ways.

(David Beel)



A healed femur meant the survivor had a support system that allowed them to heal from the injury, and took care to protect, serve, and shelter them, until they could do so themselves.

Dr MARGARET MEAD, Anthropologist