HUNAT: CULTURAL RESILIENCE IN THE CREATIVE INDUSTRY

MAPPING METHODS OF CULTURAL RESISTANCE THROUGH DESIGN POST-COVID & POST-ODETTE
HoliCOW: Holistic Coalition Of the Willing
FURNITURE DESIGNERS & MANUFACTURERS
KALIBUTAN
mindset
KALIBUTAN mindset

MAPPING CULTURAL RESILIENCE
EXPLORING ACTUAL REMOTE DESIGN PRODUCTION FROM GRASSROOTS LEVEL
FURNITURE

EXPORT

ARTISANSHIP
WHERE

- BOHOL
- CEBU
  - ARGAO
  - BANTAYAN
  - CARCAR
  - DANAO
  - DUMANJUG
- LEYTE
- NEGROS OR.
- NEGROS OCC.
- PANAY
- PALAWAN
ROBUST SUPPLY CHAIN

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

- Woven strips form rice sack material.
- Hand-painted minaudieres with brasswork.
- 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.
**PROJECT/GOAL**

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?

**TUPAD: BESIDE**

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

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

**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.
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?
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
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.
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