



MAPPING THE PH DESIGN ECONOMY

ESTABLISH THE VALUE OF DESIGN AND ITS IMPACT ON PHILIPPINE ECONOMY

WHERE ARE THE TRUE CENTERS OF EXCELLENCE?

CONSIDER INDIVIDUALS + FREELANCERS

GVA CONTRIBUTION + PRODUCTIVITY OF DESIGN SECTOR + INNOVATION DRIVER

PHILIPPINE DESIGN COMPETITIVENESS ACT 2013

FORMULATION OF PHILIPPINE NATIONAL DESIGN POLICY



DESIGNERS

USERS

LEGISLATION RECOMMENDATIONS?

GOVERNMENT

DESIGN ADVISORY COUNCIL

PROMOTION

ACTORS

SUPPORT

FUNDING

RESEARCH

EDUCATION

Design INNOVATION ecosystem

Lessons

SMALL NUMBER OF CONCRETE ACTIONS

IDENTIFY ACTORS AND THEIR NEEDS

ALIGN GOALS WITH WIDER INNOVATION POLICY

SECURE SENIOR DECISION-MAKING

PROMOTE DESIGN POLICY AS PART OF NATIONAL CAMPAIGN

MONITOR, EVALUATE, AND ITERATE

PRACTICE WHAT YOU PREACH

REVIEW EVERY FIVE YEARS

LACK OF FUNDING

WEAK CURRICULUM

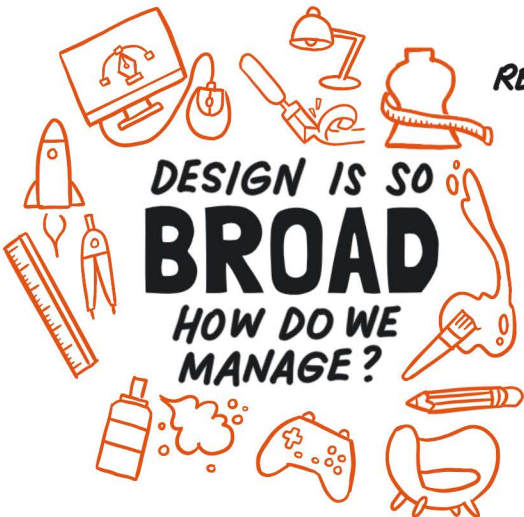
INACCURATE DATA

FRAGMENTED SECTORS

UNCLEAR DEFINITION OF DESIGN

WHERE ARE THE GAPS?

DESIGN IS SO BROAD
HOW DO WE MANAGE?





DESIGN SCOPING WORKSHOP

CONCEPTS

HOW DOES DESIGN OPERATE IN THE PHILIPPINES?

AMBITION
for
INNOVATION

INNOVATION SPECTRUM

DRIVER of
ECONOMY

CREATIVE ECONOMY SPECTRUM

HOW DO WE WANT
TO POSITION
DESIGN?

AMBITION
DRIVER OF
INNOVATION

CATEGORIES OF DESIGN

FOR THE DESIGN ECONOMY

WHERE DO WE
WANT TO PUT IN
OUR EFFORTS?



REALITY
REPRESENTATIVE
OF CREATIVE
INDUSTRIES

ESTABLISHED
INDUSTRIES

SMALLER
INDUSTRIES

WHERE ARE
THEY?

HOW CAN
WE REACH
THEM?

ENHANCES
VALUE THROUGH
PROCESS OF DESIGN



PROCESS



PROBLEM
SOLVING



SUSTAINABILITY



DEEP PASSIONS



ENHANCE
QUALITY OF LIFE

SERVE A
HIGHER
PURPOSE

CULTURALLY
UNIQUE WAYS
OF EXHIBITING
& DEFINING
CREATIVITY

DESIGN IS A WAY
FOR CREATIVITY
TO BE EXPRESSED.

THE ULTIMATE
HUMAN RESOURCE!

HUMANITY HAS HAD TO BE
CREATIVE THROUGHOUT
HISTORY FOR SURVIVAL.

IT'S BOTH
A PRODUCT
& PROCESS.

FORM &
FUNCTION!

BUILD ON
ESTABLISHED,

OR BUILD UP
SMALLER ONES?

SHOULD
WE INCLUDE
THIS?



ARCHITECTURE



TRAVEL



HEALTH



MANUFACTURING



ADVERTISING



FREELANCERS
(INFORMAL
CREATIVES)



NON-TRAD

WHAT IS THE
CORE OF FILIPINO
DESIGN?

FLUIDITY
TRANSLUCENCE
POROUS
IMPERMANENCE



DESIGN IS FOUNDED ON STRONG
CULTURAL CORE, BUT IT EVOLVES.





DESIGN SCOPING WORKSHOP

DESIGN IS...

THE PROCESS OF ENVISIONING AND PLANNING THE CREATION OF

SYMBOLS, PRODUCTS, SPACES & PLACES, INTERACTIVE USER EXPERIENCES, & ECO-SYSTEMS...

CREATING SOLUTIONS TO A NEED OR PROBLEM

PRACTICAL

ASPIRATIONAL

A DYNAMIC CREATIVE PROCESS...

THAT YIELDS INNOVATIVE EXPERIENCES, PRODUCTS, SPACES, AND SERVICES...

THAT HARNESS FILIPINO TRADITIONS, INGENUITY AND SKILLS.

THE MORE ORGANIC DESIGN WORLD – VERY RICH AND EVOLVED – IS VERY STRONG HERE IN PH

ECONOMIC DRIVER OF GROWTH

VS

CULTURAL PHENOMENON

A CREATIVE, TECHNICAL PRAGMATIC, SOCIOLOGICAL PHENOMENA!

SOCIAL GAPS – WHO ARE WE SOLVING PROBLEMS FOR?

COLLABORATION AND INTERDISCIPLINARITY BEYOND DESIGN IS IMPT!

HOW CAN DESIGN BE USED STRATEGICALLY?

HOW DESIGN-ORIENTED ARE CERTAIN SECTORS & OCCUPATIONS?

TO WHAT DEGREE?

CONSIDER INVESTING IN EDUCATION ON DESIGN AS A PROCESS AND MINDSET. SYSTEM DESIGN!

OPERATIONALIZING DESIGN

PHYSICAL & ECONOMIC IMPACT

EDUCATION

FINANCE

HEALTH

PUBLIC SECTOR

TECHNOLOGY

AGRICULTURE

NGO'S

ARCHITECTURE

INCLUDES DESIGNING FOR NECESSITY

FOCUS ON SECTORS THAT HARNESS THE POWER OF DESIGN!

THERE ARE INDUSTRIES INTO WHICH FUNDING IS NOT FLOWING BUT VERY MUCH NEED DESIGN.

WHAT ABOUT THE CREATIVES IN NON-CREATIVE INDUSTRIES?

To help achieve long-term and meaningful Sustainable development for PH