



LET'S GO INTERNATIONAL WITH
PALAPA

Tim UNY

University Partner of Palapa Project

PPI-UK (Persatuan Pelajar Indonesia di Inggris Raya/United Kingdom)

PPI-UK (www.ppiuk.org) is the Indonesian Students Association in the United Kingdom, an independent student society that runs with official support from the Indonesian Embassy in the United Kingdom.

- PPI-UK acts as a body that connects Indonesian students from all cities in the United Kingdom and Ireland.

WHAT IS PALAPA PROJECT?

- Acknowledging the recent increasing positive relationship between Indonesia and the United Kingdom, PPI-UK established the 'Department of Entrepreneurship & Career' with the aim of helping Indonesian students with career-related matters.
- The aspiration to create a strong economic link between Indonesia and the UK led to the establishment of a system entitled "Indonesian Connection Project." => The result is the Palapa project.

- The Palapa project will focus on the art & creative industry sector, aiming to raise the standards for products emerging from Indonesian creative industry and projecting them onto the world platform.
- The climax of this project will be the **Indonesian Creative Culture Exhibition, held on the 4th – 6th October 2013 in London.**

The image features a large, semi-transparent red rectangular box centered over a photograph of a grand, classical building with a pediment and columns. The text inside the box is white, bold, and in a serif font, arranged in five lines. The background shows the building's facade and some people walking in the foreground, though they are slightly out of focus.

**INILAH
SUATU
TANTANGAN
DAN PELUANG
BUAT ANDA!**

Kenapa Barang Kreatif Indonesia tidak/jarang bisa ditemukan di luar negeri?

- Kurang informasi mengenai prosedur ekspor
- Kurang bisa menjaga konsistensi (ketersediaan barang, kualitas barang)
- Kesulitan komunikasi (metode komunikasi, dan kendala bahasa)
- Kurang kapabilitas memenuhi pesanan besar dan deadline
- Kurang kepercayaan diri
- Kurang akses pasar

JAWABANNYA??

The background of the image shows a classical monument with a tall, ornate column topped by a golden sculpture. The scene is outdoors with trees and a clear sky. A person in a light blue shirt is partially visible at the bottom center. A large green rectangle with a white border is centered over the image, containing the text.

**LET'S INTRODUCE
INDONESIA TO
THE WORLD!**

Potential Participants

- Current industry craftsmen and workers
- Potential creative industry entrepreneurs aiming to start a sustainable business in the creative industries
- University students aiming to apply their thesis into the real world, ready for the production process
- Architects who are inspired to develop concepts within the Indonesian culture into a modern living lifestyle
- NGOs interested in developing the Indonesian culture
- And many more

Participants Requirements

Team must consist at least 2 students (all majors) and 1 craftsman or expert from a related industry.

Indonesian students studying in the United Kingdom are qualified to join.

Submitted product or concept must be ready for production to meet deadline and quality demands.

Submission must include description on feasibility of shipping to international customer.

Submission must fulfill the standard & requirement given.

Submitted product or concept details can be used by Palapa project for publication purposes.

Categories

Fashion & Accessories

- Fabric material & pattern development
- Clothes (sportswear, shoes, bags, & others)

Modern lifestyle

- Home & Kitchen
- Appliances
- Office Appliances
- Bathroom Appliances
- Stationery

Food & Beverage Support & Appliances

Architectural Support

Home interiors & Exterior

Furniture

Toys

Musical Instrument

Product Description

1. Be based on and inspired by Indonesian culture.
2. Be a mixture of traditional craftsmanship techniques implemented in a new and modern media
3. Be ready to be sold and has the potential to go on production in the future
4. Represent modern lifestyle, appealing in both aesthetics and practicality
5. Have a strong and evident character that can represent Indonesian culture with professional craftsmanship
6. Be allowed to be used by the PPI-UK team for marketing purposes. Patent of the products are still in authority of the product's creator.

How ?

 Process

Submission 

Registration Criteria 

Online creative industries mapping 

Registration Criteria

1. Innovativeness of idea
2. Originality of idea
3. Job delegation
4. Communication between student and craftman
5. Marketing approach
6. Product quality
7. Functionality
8. Time management (i.e. production time)

Although only 3 finalists will be invited to attend the exhibition, all submitted creative products will be published to a wider audience via the official Palapa project website (<http://palapanetwork.com/>).

This website is envisioned to be a comprehensive online map for the Indonesian creative industries.

ANGKA PENTING!

- 3 TERBAIK DIKIRIM KE LONDON (PRODUK DAN WAKIL TIM)
- 30 TERBAIK PRODUK DIKIRIM KE LONDON (PAMERAN TGL 4-6 OKTOBER 2013)
- PRODUK SEMUA PESERTA AKAN DIPAMERKAN DI WEB PALAPA PROJECT (WEB INTERNASIONAL) =>FOTO

The World Fashion Organization (WFO) is interested to build fashion city in Serpong, Tangerang with investment reach US\$2 billion.

Rafi Abdurrahman Ridwan is 9 years old and hearing impaired, and yet he has managed to accomplish what few could ever dream. Like most children, Rafi's vision is unbounded, and with a passion rare to most people (let alone children), he has become Indonesia's youngest fashion designer.

Amid the red carpet glamor and celebrity schmoozing of the Cannes International Film Festival, actress Dian Sastrowardoyo finds herself with the honor of serving as the face of Indonesia for the first time.

More than 400 Indonesian fashion brands and 200 designers showcased their latest collections at the JCC during the first Indonesia Fashion Week.

Indonesian representatives, Alessandra Khadijah Usman won Best Style Dress Award in Miss Asia Pacific 2011 held in South Korea.

<http://goodnewsfromindonesia.org>

WE CAN DO IT !!!

Some Housekeeping Info

Deadline for Product Submission is
15 July 2013

Deadline Package :

- Palapa Product Form submission
- Actual product submitted
- Photo submission

All process is to be online-based

Judging Criteria

1. Design,

the overall appearance of the product that can be visually judged.

- Originality of idea
- WOW factor
- Visual design and appearance

2. Content,

the composition of the elements of arts and usage of materials.

- Engaging, relevant, and appropriate for the audience
- Overall experience

3. Feature Functionality,

the sum or any aspect of what a product can do for a user.

- Well-conceived implementation
- Overall achievement of product feature

4. Usability,

measures of the product's ease of use or user-friendliness and ease of maintenance.

- Learnability, Efficiency, Memorability
- Errors probability, Satisfaction

5. Marketability,

measures of appealing to customers and selling at a certain price range to generate a profit.

- Feasibility
- Scalability
- Evidence of demand

6. Standards Compliance,

measure how the product affect the environment and the importance of health and safety of workers during the production process.

- Fairtrade-like standard
- Green certificate
- Work related safety and welfare standard

Here they are

1. **Sou Fujimoto**; Top Japanese architect, designed the Serpentine Gallery in London
2. **Yoshiko Ikoma**; The revolutioner of Japanese Creative Industry Modern Movement, inspiration of Palapa Project
3. **Bridget Fleming**; Photographer of Harpers Bazaar USA
4. **Nancy Margried**; The creator of Batik Fractal (the digital method that can help to create the traditional batik with high precision and accuracy)
5. **Francis Surjaseputra**; The president of Indonesian Interior Design Association
6. **Johan Chandra**; The director of Indonesian Biennale (Indonesian most celebrated Art Festival)

7. **Realrich Sjarief**; The director of Dot Workshop Architectural firm (one of the most celebrated architecture firms in Indonesia). He was part of the Norman Foster Architecture team few years back before he established his own company in Indonesia.
8. **Tex Saverio**; An Indonesian fashion designer, the designer behind Katniss's dress in The Hunger Games who already dressed Lady Gaga and Kim Kardashian
9. **Stelios Geros**; A UK based fashion designer and pattern maker who is currently a teacher in Istituto Marangoni London
10. **Suzanne Lussier**; A UK based art historian who was one of the curators for the Victoria & Albert Museum (the world's largest museum of decorative arts and design) in London

11. **Martin Postler**; The director of PostlerFerguson, an international-recognised creative agency
12. **André Klausner**; A German product designer, a member of RCA London
13. **Alexander Taylor**; A leading Europe product designer, a member of RCA London
14. **Freyja Serwell**; A British product designer who was awarded the prestigious London Design Museum Residency
15. **Ben Wilson**; A UK based 3D industrial designer whose work has been extensively published and exhibited worldwide.

Photos Criteria

Quality (resolution) of minimal 2 megapixels in 'jpeg'

Quantity of minimal 8 pictures (see illustration)

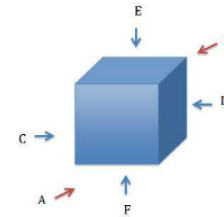
Must be in landscape and cover all angles of the product

Must be taken in daylight

Must be taken with a white background and white base

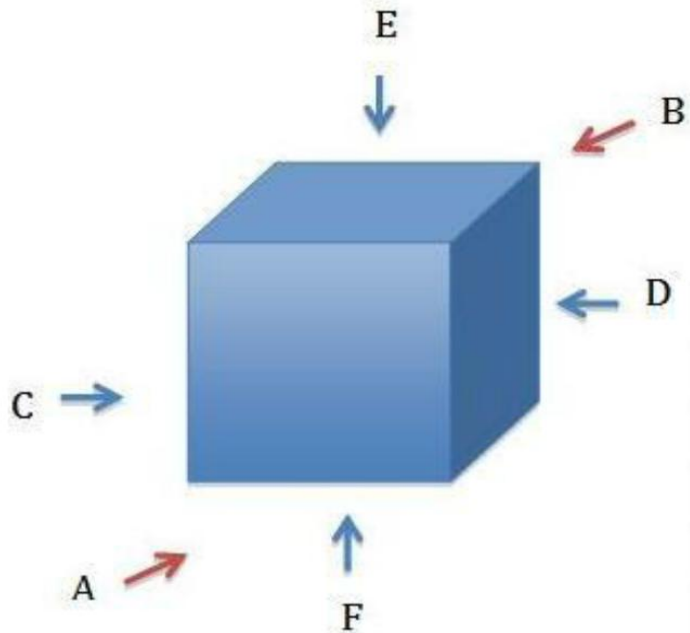
Detail in 10cm distance covers overall whole product

Scale in comparison with 30 cm colored ruler



No	Side	Position	Type	Save Name
1	A	Front	Overall	A_overall.jpeg
2	B	Back	Overall	B_overall.jpeg
3	C	Left	Overall	C_overall.jpeg
4	D	Right	Overall	D_overall.jpeg
5	E	Top	Overall	E_overall.jpeg
6	F	Bottom	Overall	F_overall.jpeg
7	A	Front	Scale	A_scale.jpeg
8	A	Front	Detail	A_detail.jpeg





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8	A	Front	Detail	A_detail.jpeg



thank you