

SIAM SENSES

LIVING

SIAM SENSES celebrates the talents and tenacity of Thai creative pioneers and entrepreneurs, spanning across diverse fields of creative practices: fashion, lifestyle, product design and furniture. Recognized by the Department of International Trade Promotion's 3 hallmark projects: DEmark, Talent Thai and Designers' Room. These chosen brands and products reflect an excellence in design, imagination, functionality and top-class aesthetics.

MAISON & OBJET 2018 | HALL 5A N54-053

SIAM SENSES

EN VOGUE

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T A L E N T T H A I

The Talent Thai project has been organized annually since 2004 by The Thailand Office of Innovation and Value Creation, Department of International Trade Promotion, Ministry of Commerce, as an initiative to introduce and elevate the new generation of lifestyle product designers at international level. The event aims at providing opportunities for these talented designers' works as well as paving the way for Thailand's lifestyle product innovation and design segments from furniture, home decorative items, jewellery to gifts. This will enable the reputation and quality of the country's lifestyle industry at the overall and international levels in which former participants of TALENT THAI are regarded by these younger designers as their role models. By adding value to the products through exceptional design and unique concept, the works, along with the image of the country as the hub of creativity are promoted globally.

D E S I G N E R S ' R O O M

The Designers' Room project has been organized annually since 2002 by The Thailand Office of Innovation and Value Creation, Department of International Trade Promotion, Ministry of Commerce.

The project's objective is to select the best aspiring Thai Fashion Designers who will drive Thailand's fashion design industry with their exceptional fashion products, jewellery and accessories. In addition, the project aims to raise Thai Designers' potential and competitiveness toward international markets so that they are able to prosper at the highest level and become potential role models of designers for the younger generation by creating value-added products, and helping to generate export revenue as well as promoting the country's image as a source of design and creativity.



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DESIGN EXCELLENCE AWARD (DEmark)

DEmark was established in 2008 in order to give recognition to outstanding product design. It is in conjunction with the Prime Minister's Export Award (PM Export Award) which is presented annually by the Prime Minister under the auspices of Thailand Office of Innovation and Value Creation, Department of International Trade Promotion, Ministry of Commerce, Royal Thai Government. The winning product receives the DEmark logo for outstanding design, which can be used to promote well-designed Thai products in the international market. It is hoped that this award will help promote The development of domestic products, which will in turn better the quality of life of both domestic and international consumers.

The Department of International Trade Promotion (DITP) receives cooperation from The Japan External Trade Organization (JETRO) and the Japan Institute of Design Promotion (JDP) in determining the judging criteria for DEmark Award of Thailand, inviting experts to be judges in this contest and also help promote the DEmark Award to be widely accepted in the international arena.



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