

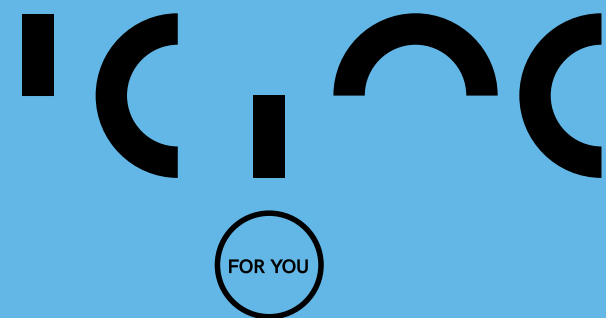
**A DIRECTORY  
FOR PARTNERS SEEKING  
GLOBAL READY INDONESIAN  
CREATIVE BUSINESSES**

**CRAFT**

**BOOK  
Nº. 03**

**INDONESIAN  
CREATIVE  
INCORPORATED**

**[WWW.ICINC.ID](http://WWW.ICINC.ID)**



BOOK/03

CRAFT

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**ICINC FOR YOU:**  
**CRAFT**

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# CHAPTER

# I

# FOREWORD





The creative economy is a new concept of an economy that relies on ideas and people’s creativity as the main factors to increase the value of a product or service. Through Badan Ekonomi Kreatif (BEKRAF) or the Indonesian Agency for Creative Economy, the Indonesian government is pushing the value of Indonesian creative economy which covers 16 sub-sectors: Architecture, Interior Design, Visual Communication Design, Product Design, Film, Animation and Video, Photography, Craft, Culinary, Music, Fashion, Apps and Game Development, Publishing, Advertising, Television and Radio, Performance Art, and Art. From these 16 sub-sectors, there are several that have contributed more to the economy than the others, one of them is the Craft industry.

Indonesian crafts thrive from ancient times to today part of it is because of the abundant natural resources that are spread through all the corners of the archipelago. This richness is valuable for Indonesian people to source craft materials. Being separated by seas, the islands let its inhabitants create traditions and cultures that are highly varied from one area to another. This diversity helps shapes the method, form, and philosophies behind Indonesian craft creations.

As one of the superior and highly potential Indonesian creative economy sub-sector, the industry needs to be continuously supported and taken care of. Especially in terms of national market absorption and penetrating the international market to elevate the economic value, especially export value, of the Craft industry. This is in line with one of BEKRAF missions.

The Indonesia Creative Directory Book - ICINC Resources is made not only to tell the stories behind the creation of Indonesian craft products today but also to show the distinctiveness of Indonesian craft that will appeal to the global market. We hope this book can be one of the tools for Indonesians to give a picture to our global friends, that Indonesian crafts are superior.

**The Indonesian Agency for Creative Economy  
BEKRAF**



# CHAPTER

# II

# INDUSTRY

# OVERVIEW





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## Indonesia Craft Industry Today

Craft is probably the oldest human's cultural products. Plenty of craft products we see today still holds the same form and/or substance as crafts in prehistoric times. Even in prehistoric times, craft products have shown that human's hands are capable of producing functional and aesthetic objects that consist of philosophical values.

Since the age of Indonesia's Hindu-Buddha empire, people's values had been translated to meticulous craftworks, such as wayang kulit, silverwork, goldwork, wood carving, keris hammering, and many others. These highly artful craft products were made with techniques and philosophy influenced by Hindu, Buddha, and Islam values. Such crafts appeared in the area which we know today as Java, Sumatra and Kalimantan. But beyond these islands, there is an uncountable evidence that shows Indonesia is the land for craft kingdom, and it is the image that is still attached to Indonesia today.

History moved from the era of philosophical craft and brought Indonesia to modernization period where life began to value practicality and worldly rationale. Industrial materials began to be used in traditional craft products. With this, a bargain between practicality and traditional craft happened. Where traditional craft began to become rarities as fewer people practice it in its original way, but more modern crafts products is produced and brings more financial values to the communities.

Many people associate Indonesian craft with traditional wood carvings, wood furniture, and textile works, such as batik, ikat and silver filigree. However, the archipelago quality that made Indonesia's geography also created a condition for 714 tribes with its own culture and values thrives. Therefore, it created numerous and highly varied traditional crafts. Some of it is terracotta products from Java, Bali, South, and West Nusa Tenggara/Balinese stone-carving, gold thread weaving or songket from Sumatra, Rajapolah (Tasikmalaya) woven baskets made from natural fibers, and many more. Today, as each island becomes more connected, getting new material is easier. Consequently, many other types of crafts flourished.



As a means to navigate the Indonesian craft today, if we distinguished traditional craft works dominantly through materials just like what Japan's Ministry of Economy applied with Kogei Japan - a campaign branding for traditional crafts made in Gifu, Indonesia's crafts can be distinguished as below:

Materials:

-

Wood, bamboo, and rattan crafts.

Textile crafts.

Terracotta and ceramic crafts.

Metal work.

Stone work.

Semi-precious stone craftwork.

Other plant-based products.

Leather & paper crafts.

Other crafts.

The recent come back of rattan as a global trend can be beneficial to Indonesia, as Indonesia was once accounted as one of the leading rattan furniture exporters, and the second largest exporter of rattan mats, plaits, and basketwork in the world (Hirschberger, 2011). Another possible supporting aspect is the availability of raw rattan itself, where there are 3312 types of rattan species in Indonesia waiting to be developed. To protect the value of rattan and rattan products coming from Indonesia, the government has issued 5 policies in 2011 that bans rattan (material) export activities, in the form of raw, random, and semi-finished.

This effort to protect Indonesia craft industry grassroots should continue to other types of craft. Apparently, craft is one of the three biggest contributors to Indonesia's creative economy after the fashion and culinary industry. According to the Ministry of Industry's record, in 2016, the value of Indonesian craft exports reached US\$ 243 million. Based on the 2017 - 2018 global competitiveness report from the World Economic Forum, Indonesia has experienced an increasing competitiveness in crafts and fashion, from 41st position to 36th out of 137 countries.<sup>1</sup> The export value of craft products in January - November 2018 was recorded to have reached US\$ 823 million, while in 2017 reached US\$ 776 million. Both are considered as a progress compared to the value in 2016 which amounted to US\$ 747 million. Meanwhile, the number of handicraft business units in Indonesia is reaching over 700.000 business units, absorbing 1.32 million labor.<sup>2</sup>

According to Asmudjo Jono Irianto, lecturer of Faculty of Fine Arts and Design at Bandung Institute of Technology (ITB), Indonesian craft today has had plenty of assets of make it highly valuable. He took an example with basket weaving from Kalimantan which is very unique in its color, motifs and shapes. The effort to change or having the craftsmen change it, is unnecessary, but what is needed is a strategy on how it should be promoted to create a sustainable craft industry.

Other stakeholders, realizing the abundant crafts they have, are putting efforts to work and protect its crafts by initiating several associations to gather communities and stakeholders of craft industry and collaborating with them. Some of it are the Indonesian Textile Association (API), the Indonesian Ceramics Industry Association (ASAKI), the Indonesian Association of Sawn Timber and Processed Timber (ISWA), the Indonesian Furniture and Crafts Association (AMKRI), the Indonesian Furniture and Crafts Industry Association (HIMKI), Indonesian Handicrafts Producers and Exporters Association (ASEPHI), and many more.

<sup>1</sup>Sidik, Syahrizal. (2017, September 29). Indeks Daya Saing Indonesia Naik ke Peringkat 36 dari 137 Negara, Retrieved from: <https://www.tribunnews.com/bisnis/2017/09/29/indeks-daya-saing-indonesia-naik-ke-peringkat-36-dari-137-negara>

<sup>2</sup>Triwijanarko, Ramadhan, (2018, September 27th). Industri Kerajinan di Indonesia Serap 1,32 juta Pekerja. <https://marketeers.com/industri-kerajinan-di-indonesia-serap-132-juta-pekerja/>

Currently, many of Indonesian craft producers still depend on business-to-business model and provides white-labeled products. That is why Bekraf also encourages national e-commerce sectors to grow and learn how global e-commerce platform, such as Amazon, is able to help distributing products around the globe. The availability of stakeholders with that capabilities will support the distribution of craft products directly to end-users around the globe and increase the competitiveness level, as well as brand image of craft players individually and Indonesian crafts collectively. But in the meantime, big e-commerce players have also acknowledge the potential this industry has. Initiative to support local craft brands, especially ones with innovative approach, are available nationwide. Some of it are the Big Start by Blibli and the Maker Fest 2018 by Tokopedia. These efforts are providing opportunities for Indonesian crafts beyond traditional crafts to grow.

Indonesian designers and brands today are also valuing the country's craft work even more. More products appear to incorporate a part or a whole part of a craft tradition and/or technique creating contemporary craft products. Many of this example and traditional crafts can be seen at national craft events or trade events, such as INACRAFT, Kriya Nusantara, and Trade Expo Indonesia (TEI). INACRAFT, one of the biggest and most mature craft events, has reached its 20th anniversary in 2019. The event has been implying that craft products hold a continuous and stable stream of enthusiasts, buyers, and producers. INACRAFT 2019 itself hosted 1,700 exhibitors, and reached 169.00 visitors in 2018.<sup>3</sup>



With huge potential, Indonesian crafts are indeed benefiting the country from various aspects of the local culture, with its excellent human resources, is an asset that should be protected by applying proper strategies, such as government and financial investments. Therefore, there should be active efforts from the stakeholders to maintain it as a sustainable industry.

<sup>3</sup>ASEPHI. (2018, May 8). INACRAFT 2018 Facts Figures.

# CHAPTER

## III

# METHODS







In late 2018, The Indonesian Agency for Creative Economy (BEKRAF), expressed its plan to create a book as a tool for BEKRAF in promoting and marketing 16 Indonesia’s creative economy subsectors abroad. Realizing the diverse information needs of each of the subsectors when it comes to promotion, and the various stakeholders each of it has, BEKRAF decided to approach the creation of this book differently than a typical informational book.

A Human Centered Design approach was used to map the needs and created a focused solution, both for BEKRAF and creative industries stakeholders.

Prior to this book, the process with Human Centered Design approach was done by these steps:

---

# Use Case Creation

Several discussions between BEKRAF and design consultants was conducted to map the journey and understand the experience of BEKRAF’s officers in terms of promotion and marketing efforts. The use case then transformed as a workshop tool to trigger discussions between BEKRAF and invited sub-sectors’ stakeholders in the workshop sessions later on.

---

# Interview Planning

Based on the use case created, BEKRAF recommended 32 names from 16 creative subsectors as participants and source person of the interviews. The planning period Included consideration of what topics should BEKRAF touch on the workshop and how to gain understanding of it from the participants. The participants comprised of industry experts from various backgrounds such as media, consultants, community manager, curator, festival director, designers and other creatives, association representative, marketing director, and many others.

---

# Interview Sessions

The interview sessions happened within 5 days, with a 1 hour session per participant. In each session, BEKRAF officers, interviews/workshop facilitators/consultants, notetaker, and participants are always present. The sessions were recorded (audio and video) for reporting and notetaking purpose. The use cases that were made from previous steps were brought as a discussion trigger along with a book mock-up of each sub-sectors.

---

# Report

A report of findings and recommendations from interviews was developed and used to help navigate data collection and organize information that will be presented in the book.

The process had given BEKRAF a recommendation on what kind of information and how it should be organized based on inputs from several stakeholders that BEKRAF believe are highly knowledgeable of their own industries. Hence, it is useful for the purpose that BEKRAF is aiming at.

# CHAPTER

# IV

INDUSTRY

PROFESSIONALS





Brand category:	accessories.	Shipping method:		Distributors:		Contact:	
Production method:	handmade.		-		-		-
Customization:	yes.		Handled by supplier.				hello@bana.id
			Handled by buyer.				+62812-2326-8646
							www.bana.id
							@bana.nusantara

# BANA

BANA specializes in the design, production, and distribution of handicrafts constructed from exotic materials cultivated across Indonesia. Founded in 2018 in Bandung, West Java, BANA initially explore designs that utilizes bamboo and rattan materials from Tasikmalaya and Cirebon. Currently, BANA have expanded its collection and worked with copper craftsmen from Boyolali, Central Java, and Ketak from Lombok, West Nusa Tenggara.

Notable achievements & event participations

- 1. \_\_\_\_\_ Good Design Indonesia of The Year 2019.



Contact:		Distributors:		Shipping method:		Brand category:	accessories.
	-		-		-	Production method:	handmade.
	christanto@braowgoods.com		1. Chetmiller Shop,		Handled by buyer.	Customization:	yes.
	+62859-2160-6369		North Carolina, USA.		Handled by supplier.		
	www.braowgoods.com						
	@braowgoods						

Braow Goods is established in 2016, founded by husband and wife, Christiantio & Densely. Hand-crafting and hand-stitching were their passionate hobbies before they decided to turn it into a profitable activities. For them the requirement of creating handcrafted products with personal passion is timelessness of the design and durability. It is something that they called "Classic Authenticity".

Notable achievements & event participations

- 1. \_\_\_\_\_ BEKRAF's selected participant of NY Now 2017.
- 2. \_\_\_\_\_ The Big Start 2018 (Top 100).

# BRAOW Goods



Brand category:	furniture.	Shipping method:	-	Distributors:	-	Contact:	-
Production method:	handmade.						
Customization:	yes.	Handled by supplier.				ari.kurniawan@vivere.co.id	
Certification:	SVLK.					+6281-1154-139	
						www.casaka.co.id	
						@casaka.wood	

# CASAKA

Casaka believes in the synergy of quality and aesthetics. Their products include wooden furniture and various home decorations, all made of high-quality hardwood. They believe that furniture design should serve both function and aesthetics with the same level of attention.

Notable achievements & event participations

- 1. \_\_\_\_\_ Top 100 The Big Start Season 2.
- 2. \_\_\_\_\_ Top 100 The Big Start Season 3.
- 3. \_\_\_\_\_ Best Product Design in Little Bandung.



Contact:	-	Distributors:	-	Shipping method:	-	Brand category:	product design & craft.
				Handled by supplier.		Production method:	handmade.
genieanggita@gmail.com						Customization:	yes.
+62812-9330-6161							
@genieanggita							

DesignLab was the initiative of Bali Creative Industry Center. It becomes the creative center to accommodate the product development process and knowledge sharing amongst the local small-size industry in Bali. One of the most well-known products come from Genie Anggita who once made a whole selection of lamp named clove. She got a chance to showcase her products at Salone del Mobile Milano in 2018 after chosen by BEKRAF as one of the local products in their iDentities pavilion.

Notable achievements & event participations

- 1. \_\_\_\_\_ Exhibitor at ICAD Artura, Kisah, 2018.
- 2. \_\_\_\_\_ Represent Indonesian Designer at Indonesia’s Pavillion “IDEntities”, Exhibition at Salone del Mobile Milano, 2018.
- 3. \_\_\_\_\_ Represent Indonesian Designer at Inspiration Hall, Inno Design Tech Expo, Business of Design Week Hong Kong, 2016.



# DESIGN LAB



Brand category: shoes.

Production method: handmade.

Customization: yes.

Shipping method: -

Handled by buyer.

Distributors: -

Contact: -

hirkashoes@gmail.com

+62812-2001-0015

@hirka.id

# HIRKA

Hirka, which in Turkish means “loved”, is the first product made of chicken feet skin in Indonesia. Founded by Nurman Farieka Ramdhani, Hirka made its first collection of shoes in 2017. The idea of creating a shoe business came after his father developed an experimentation of the usage of chicken foot skin as leather. All of the Hirka’s shoes is 100% hand-made by local craftsmen.

Notable achievements & event participations

- 
1.

\_\_\_\_\_

Top 100 The Big Start Season 2.
2.

\_\_\_\_\_

Top 100 The Big Start Season 3.
3.

\_\_\_\_\_

Best Product Design in Little Bandung.



Contact: -

hello@jakartavintage.co

+62878-7519-8181

www.jakartavintage.co

@JAKARTAVINTAGE

Distributors: -

1. James De Rave, USA.

Shipping method: -

Handled by supplier.

Brand category: furniture.

Production method: mass production.

Customization: yes.

Certification: Good Design Indonesia 2018.

# JAKARTA VINTAGE

Luthfi Hasan is a designer based in Jakarta. He created the Jakarta Vintage label back in 2012 and in the year that followed, the Jakarta Vintage mid-century chairs and interior consultancy was launched. Under Jakarta Vintage, Luthfi has had his chairs installed in cafes around Jakarta, Bandung, Surabaya, and Bali. In addition, the chairs are available for sale in Qatar. Luthfi’s uniqueness lies in the strong story-telling and bold graphics. In 2016, Luthfi launched a fine porcelain giftware collection under the Mary & Teddylabel with the support of Sango Ceramics and Tala Indonesia.

Notable achievements & event participations

- 
1.

\_\_\_\_\_

Good Design Indonesia 2018.





Brand category:	toys/ home decor.	Shipping method:	-	Distributors:	-	Contact:	-
Production method:	handmade.		Handled by supplier.				
Customization:	yes.			1. Tokyo Direct Impor Center co.,LTD.		info@jamooga.com +6285-6221-9930 www.jamooga.com @jamooga	
Certification:	HAKI (ongoing process).						

# JAMOOGA

Jamooga produces educational toys for improving kids’ intelligence which made from selected timber with non-toxic finishing. Drawing inspiration from natural flora and fauna, archipelago, and local culture. It becomes the best option for gifts, collectibles, or even for the home decoration. Jamooga have exported its toys to several countries, such as Mexico and Japan.



Contact:	-	Distributors:	-	Shipping method:	-	Brand category:	homeware.
	customer@jenggala.com		1. Giveclue Inc., Japan.		Handled by buyer.	Production method:	handmade.
	+62361-703-311		2. Paradox, Japan.		Handled by supplier.	Customization:	yes.
	www.jenggala.com		3. Dragon Trading, Japan.			Certification:	1. Standard Manajemen Mutu ISO 9001:2015.
	@Jenggala_Official		4. Pasoen, South Korea.				2. SNI 7275:2018.

# JENGGA

Jenggala designs and creates ceramic tableware and homeware products to furnish your home. Established in 19767 in Bali, Jenggala is the foremost producer of quality handcrafted ceramic ware in Indonesia. Delivering outstanding value and exceptional customer experience by continuing to provide beautifully crafted home accessories, Jenggala strives to continue to be the preferred brand to-go for ceramic ware in Indonesia.

### Notable achievements & event participations

- 1. \_\_\_\_\_ UNESCO Award of Excellence for Handicrafts, 2010.
- 2. \_\_\_\_\_ INACRAFT Award: Best Prize in the Ceramics Category, 2010.
- 3. \_\_\_\_\_ Indonesia International SME Exhibition Best Design Product, 2013.





Brand category:	fashion.	Shipping method:	-	Distributors:	-	Contact:	-
Production method:	handmade.						
Customization:	yes.	Handled by buyer.		1. Greasy Laundry Gallery, Kathmandu, Nepal.		info@kanagoods.com +6221-749-2368 www.kanagoods.com @kanagoods @kanagoods_storehouse	
				2. TeaRoom.			

# KANA GOODS

Kana Goods' journey begins with a small-sized workshop in their house in a rural area in South Tangerang. They created Indigo dyed textile and batik based products that follows the founders' cultural roots. The production techniques involved a natural dye process, and handmade batik, which is done by social empowering the surrounding communities and environment of the workshop.

Notable achievements & event participations

- 1. \_\_\_\_\_ Fukuoka Gift Show, Japan 2016.
- 2. \_\_\_\_\_ Mitsukoshi Hiroshima Exhibition, Japan 2017.
- 3. \_\_\_\_\_ NYN, New York Now 2018 - 2019.



Contact:	-	Distributors:	-	Shipping method:	-	Brand category:	accessories.
						Production method:	handmade.
merlins@cushcushgallery.com +62812-8915-2130 @lagilagi_bali		1. AirAsia Foundation.		Handled by buyer. Handled by supplier.		Customization:	yes.
						Certification:	Good Design Award.

LagiLagi was founded in 2016. The name itself is an adverb that means "on repeat". Their products are an embodiment of reduce, reuse, and recycle philosophy. LagiLagi's brand strive to become a sustainable and impactful brand, by utilizing local resources, designing and producing many of their products with upcycling, and doing fundraising for the community. One of their products, Arang Gambar, had received GDI Best award, at Good Design Award Indonesia 2018.

Notable achievements & event participations

- 1. \_\_\_\_\_ Good Design Award 2018



# Lagi Lagi

Brand category:	furniture, jewellery, interior accessories.	Shipping method:	- Handled by buyer.	Distributors:	- 1. CB2. 2. Anthropologie. 3. Bloomingville. 4. Creative Coop.	Contact:	- info@maharanihandicraft.com +62818-564-740 www.maharanihandicraft.com @maharanicraft.bali
Production method:	handmade.						
Customization:	yes.						
Certification:	SVLK, Fair trade WFTO.						

# MAHARANI CRAFT

Maharani Handicraft is a handicraft online shop based in Bali with an extensive experience in handicraft and jewelery production for overseas markets. They sell one-of-a-kind creations using natural materials, recycled items, and unique natural metals. They aim to develop Balinese artworks and help the artists to promote their creations by assisting overseas buyers for easy and reliable transactions.

Notable achievements & event participations

- 1. \_\_\_\_\_ INACRAFT Award 'Bottle Stopper Petrified Wood' 2019.



Contact:	- jogja_craft@yahoo.com +62813-2910-6500 www.naturalhouseindonesia.com @naturalhouse.official2	Distributors:	- 1. Phillip Collection.	Shipping method:	- Handled by buyer. Handled by supplier.	Brand category:	furniture, interior accessories, interior artwork.
						Production method:	handmade.
						Customization:	yes.
						Certification:	SVLK.

Established in 1997, Natural House now has more than a decade of experience working with handicrafts, interior artwork, and furniture. Many of Natural House products uses recycled objects, and natural materials to be distinct. Natural House is constantly scouting and sourcing materials that meet market quality standard for them to give the best services and satisfaction to the clients.

# NATURAL HOUSE

Notable achievements & event participations

- 1. \_\_\_\_\_ The Best New Product (IHMRS BDNY), New York, 2013.
- 2. \_\_\_\_\_ The Best Show Product (IHMRS BDNY), New York, 2013.
- 3. \_\_\_\_\_ Nominee ADEX, Design Journal Magazine, 2014.
- 4. \_\_\_\_\_ The Best Innovative, ASEAN SME Expo, 2015.
- 5. \_\_\_\_\_ The Best Craft, Indonesia International Furniture Expo, 2016.





Brand category:	homeware.	Shipping method:		Distributors:		Contact:	
Production method:	handmade.		-		-		-
Customization:	yes.	Handled by buyer.				info@nuanzaceraic.com	
		Handled by supplier.				+62811-171-676	
						@nuanza_porcelain	
						@nuanza_jewelry	

# NUANZA

Nuanza Ceramic was found in Boyolali, Central Java by Bagus Pursena. Both of their showroom and production process takes place in Boyolali. They serve from custom wall tile to tableware and all of those comes from handmade process by their local craftsmen.

Notable achievements & event participations

- 1. \_\_\_\_\_ INACRAFT.
- 2. \_\_\_\_\_ KRENOVA 2017.



Contact:		Distributors:		Shipping method:		Brand category:	accessories.
	-		-		-	Production method:	mass production.
ilhampinastiko@palanusantara.com		1. Ashni Satrosubroto.		Handled by buyer.		Customization:	yes.
+6285-2212-12109						Certification:	HAKI.
www.palanusantara.com							
@palanusantara							

Pala Nusantara is inspired by a species of plantation, Pala (nutmeg - Myristica fragrans) and Nusantara, meaning a broad landscape or archipelago and oceans, originated from the eastern part of the world. Pala Nusantara carries the spirit to reintroduce the history of Pala to both local and international platforms. Their product is a manifestation of the history of nutmeg by embodying the high quality and strong identity of Nusantara.

# PALA NUSANTARA

Notable achievements & event participations

- 1. \_\_\_\_\_ Indonesia Good Design Award 2019.
- 2. \_\_\_\_\_ Inovasi Jabar 2019.
- 3. \_\_\_\_\_ Asephi Emerging Award, INACRAFT, 2019.
- 4. \_\_\_\_\_ Blibli Big Start 2019.
- 5. \_\_\_\_\_ Indonesia Good Design Selection 2017.
- 6. \_\_\_\_\_ Milan Superdesign 2019.
- 7. \_\_\_\_\_ Maison & Objet 2019.
- 8. \_\_\_\_\_ INACRAFT 2019.
- 9. \_\_\_\_\_ TEI 2019.
- 10. \_\_\_\_\_ Public Garden 2018.
- 11. \_\_\_\_\_ NY Now 2018.



Brand category:	textile.	Shipping method:	-	Distributors:	-	Contact:	-
Production method:	handmade.						
Customization:	yes.	Handled by supplier.		1. Sari Craft, Tokyo.		relly@retota.com	
Certification:	HAKI.					+62838-9469-4070	
						www.retota.com	
						@retota_id	

# RETOTA

PT. Retota Sakti is an Indonesian home textile company, specialized in the manufacturing and export of interior products such as wallcovering, sunshades, and rugs made of natural fibers. Since 1988 they are established in Indonesia, a country with a diversity of cultures and traditions which are expressed in a rich heritage of crafts and art.

- Notable achievements & event participations
- - 1. \_\_\_\_\_ Export to Japan.



Contact:	-	Distributors:	-	Shipping method:	-	Brand category:	accessories.
						Production method:	handmade.
presi.mandari@gmail.com		1. Warung Made Compound, Bali.		Handled by buyer.		Customization:	no.
+62811-926-874		2. Alun Alun Indonesia, Jakarta.					
www.sackai.com		3. Art Space & Gallery Salihara, Jakarta.					
@sackaibags							

Sackai values easy functionality, simplicity, and style. Their selection of bags come from original artworks that make every single bag is different from one another. The animal characters and playful scenes featured on the bags serve as a reminder of fun and excitement from seemingly ordinary everyday activities.

- Notable achievements & event participations
- - 1. \_\_\_\_\_ NY Now 2019.



# SACKAI BAGS



Brand category: accessories.  
Production method: handmade.  
Customization: yes.

Shipping method:  
-  
Handled by buyer.  
Handled by supplier.

Distributors:  
-

Contact:  
-  
mufti@alemplus.com  
+6285-6211-3184

# SALMAN ROTAN

A collaboration of Alem+ with Salman Rotan, rattan craftsmen and tsunami survivors from Aceh, Indonesia, exploring the possibilities of other rattan craftsmanship techniques in the simplest valuable ways to optimize the craftsmen potential in limitless resources. Inspired from the unused rattan weaving and wood leftover, they develop the potential of using small materials and transform it into a series of home living objects that come with natural finish and dark coffee color with unique design character.

### Notable achievements & event participations

- 
1. \_\_\_\_\_ Shortlisted participants Identities  
- Salone del Mobile 2018.



Contact:  
-  
achmad@sijilifestyle.com  
+62817-048-6806  
www.sijilifestyle.com  
@siji.lifestyle

Distributors:  
-  
1. CB2, USA.  
2. Pigeon Poodle, USA.  
3. MadeGoods, USA.  
4. Cavet NY, USA.  
5. Arteriors Home, USA.

Shipping method:  
-  
Handled by supplier.

Brand category: accessories.  
Production method: handmade.  
Customization: yes.  
Certification:  
1. HKI: Trade Mark Brand Siji  
2. Registered Patent for shells  
production technique

6. Must Living Netherlands, Europe.  
7. Habitat France, Europe.  
8. AMPM France, Europe.  
9. Castle Line Belgium, Europe.  
10. Maison Pederrey Belgium, Europe.

# SIJI

Siji recognizes that Indonesia’s lush including the species-rich and environment are worth promoting and preserving through a sustainable development. This Indonesian manufacturer represents a new age of environmentalism in Indonesia. They believe that achieving a sustainable balance is not only ethically responsible, but also must pay tribute to Indonesia’s proud tradition of skilled craftsmen. Siji is committed that throughout their production process their artisans are well compensated for their quality craftsmanship.

### Notable achievements & event participations

- 
1. \_\_\_\_\_ Salone del Mobile Milan 2018.  
2. \_\_\_\_\_ New York Now 2018.  
3. \_\_\_\_\_ Maison et Objet, France 2019.



Brand category: furniture.  
Production method: handmade.  
Customization: yes.

Shipping method:  
-  
Handled by buyer.

Distributors:  
-  
1. Bolili, USA.  
2. Seruin, Republic of Ireland.  
3. Dawoud, Saudi Arabia.

Contact:  
-  
info@spoleno.com  
+62822-4361-4556  
www.spoleno.com  
@spoleno

# SPOLENO

Spoleno’s concept comes from the realization that the rich tradition of Indonesian craftsmanship could be used in a modern way to create simple yet contemporary products with an Asian touch. As a result, every single item is hand-made using Indonesian resources and traditional craft. Spoleno offers exclusive ranges of contemporary or modern handcrafted home interior items and furniture.

Notable achievements & event participations

- 1. \_\_\_\_\_ Best product design professional. category Livingtec Magazine Award.
- 2. \_\_\_\_\_ Favorite champ category Cinderamata . Balemanggu Award.
- 3. \_\_\_\_\_ Salone del Mobile Italia Exhibition 2017.
- 4. \_\_\_\_\_ Salone del Mobile Italia Exhibition 2018.



Contact:  
-  
francissurjaseputra@gmail.com  
+62878-8090-8899  
@suru\_sidu

Distributors:  
-

Shipping method:  
-  
Handled by buyer.

Brand category: accessories.  
Production method: handmade.  
Customization: yes.

Suru is the word for a specific type of spoon made from banana leaves and originated from Java. This material is biodegradable, but people tend to not notice the existence of this cultural product, as it seems like it’s made accidentally by only folding banana leaves.. With Suru, Francis, the founder and designer, tries to create a more everlasting and valuable version of the suru spoon using sustainable and anti-bacterial materials which is silver materials.

# SURU

Notable achievements & event participations

- 1. \_\_\_\_\_ World Craft Council 2014 - Gold Award.
- 2. \_\_\_\_\_ KEMENPERIN / HDII 2013 - Gold Award.





Brand category:	accessories.	Shipping method:		Distributors:		Contact:	
Production method:	handmade.		-		-		-
Customization:	yes.	Handled by supplier.		1. Tikau, Finland.		info@studiodapur.com	
Certification:	HKI			2. Laie, Spain.		+62857-2126-8504	
				3. Seoulbund, Korea.		www.studiodapur.com	
				4. Liesa, California.		@studio.dapur	

# STUDIO DAPUR

Bamboo crafts have been so long underestimated for they are commonly made in haste and low quality. People know bamboo for a short term, even disposable usage, an irony considering bamboo is our future green material. Studio Dapur aims to change this mindset by collaborating with artisans in producing high-quality artisanal bamboo, making it higher in economic value so that the artisans are well paid. We are committed to giving back to the village by sharing 10% of our company. The profit will be accumulated to Financial Support, Livelihood Improvements, Research & Development, and Productivity Improvements.

Notable achievements & event participations

- 1. \_\_\_\_\_ Good Design Indonesia Award



Contact:		Distributors:		Shipping method:		Brand category:	interior accessories.
-		-		-		Production method:	handmade.
vdesign.direct@yahoo.com				Handled by supplier.		Customization:	yes.
+62361-285-137							
www.vdesign-living.com							
@vdesignliving							

# V DESIGN

V Design specializes in supplying 4 and 5 stars beach resort hotels, tropical resorts, and villas with contemporary design interior accessories. The company was created in 2009 with the initial idea of emphasizing Indonesia’s rich natural resources and long tradition of craftsmanship on every single piece in their collection.

Notable achievements & event participations

- 1. \_\_\_\_\_ Project for Sheraton Spa
- 2. \_\_\_\_\_ Project for Bulgari Spa
- 3. \_\_\_\_\_ Project for Kempinski Nusa Dua
- 4. \_\_\_\_\_ Project for W Hotel Maldives
- 5. \_\_\_\_\_ Project for Four Seasons Bahrain



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# IMPORTANT

# CONTACTS





## CASA

Hosted by: Casa Indonesia

CASA Exhibition was initiated by CASA Indonesia Magazine, part of a media group called MRA Group. Previously known as CASA by BRAVACASA Exhibition, this exhibition has been one of the well-respected interior exhibitions in Indonesia that highly values design.

**Contact:**  
-  
redaksi@casaindonesia.co.id  
+62812 1858 8900  
www.casaindonesia.com

## Inacraft

Hosted by: ASEPHI (Association of Exporters and Producers of Indonesian Handicraft) and Mediatama Binakreasi

Inacraft is one of the biggest handicraft product exhibition events in Southeast Asia.

**Contact:**  
-  
info@mediatamabinakreasi.com  
+62(21)-725 2033  
www.inacraft.co.id

## IFCA Indonesian Fashion & Craft Award

Hosted by: Kementerian Perindustrian Republik Indonesia

A national competition in craft and fashion sector held by Bali Creative Industry (BCIC), Directorate General of Small and Medium Industries and Ministry of Industry of the Republic of Indonesia.

**Contact:**  
-  
bcic.inkubator@gmail.com  
+62817 7080 2001

## ICRA Exhibition

Hosted by: Adiwastra Nusantara

ICRA is an interior and craft products focused exhibition which was first held in October 2019.

**Contact:**  
-  
meet\_us@akmara.com  
+62813 8058 5197  
www.icraexhibition.com

## IFEX Indonesia International Furniture Expo

Hosted by: HIMKI and Dyandra Promosindo

The biggest B2B (business to business) furniture and craft exhibition in Indonesia. The result of the collaboration of the Indonesian Furniture and Crafts Industry Association (HIMKI) with Dyandra Promosindo. IFEX becomes an event where local producers get a chance to show their best products to international buyers.

**Contact:**  
-  
ifex.idn@gmail.com  
+62(21)-5367 311, 3199 6077  
www.ifexindonesia.com

## Trade Expo Indonesia (PT Debindomulti Adhiswasti)

Hosted by: Kementerian Perdagangan Republik Indonesia  
Organized by: Debindo and ICE (Indonesia Convention Exhibition)

Trade Expo Indonesia (TEI) is an international B2B-focused trade show that is designed to boost export product growth and export market expansion.

**Contact:**  
-  
info@debindo.com / tradexpoindonesia@debindo.com  
+62(21) - 829 2661, 829 2667, 829 3677-79  
www.tradexpoindonesia.com

## ARTURA Yayasan Design+Art Indonesia

Indonesian Contemporary Art and Design (ICAD) is the first exhibition that initiated the collaboration of design, art, technology, entertainment and hospitality industry; involving interior designers, graphic designers, photographers, videographers, scenographers, painters, sculptors, film-maker and many other creators.

**Contact:**  
-  
info@arturaicad.com  
+62(21)-719 2043  
www.arturaicad.com

## ASMINDO Asosiasi Industri Permebelan & Kerajinan Indonesia

ASMINDO is an association active in advancing the furniture and handicraft industry in Indonesia with at least 2.500 members.

**Contact:**  
-  
info@asmindo.or.id  
+62(21)-4786 4029  
www.asmindo.or.id

## TALA PT Tanah Air Lintas Artistika

TALA is a global community built by creative people in Indonesia. It is created to maximize highly potential creatives to develop global quality designs.

**Contact:**  
-  
info@talaindonesia.com  
+62(21) 2992 4422  
www.talaindonesia.com

## ASEPHI Asosiasi Eksportir dan Produsen Handicraft Indonesia

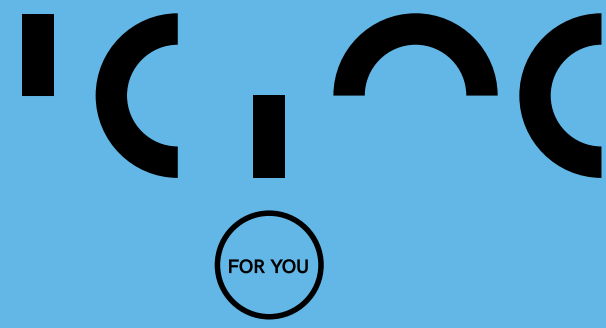
Since its establishment in 1975, ASEPHI have passed several governmental periods, which had given them valuable experiences in deciding its following policies.

**Contact:**  
-  
bpp@asephi.id  
+62(21)-725 2032  
www.asephi.com

## HIMKI Himpunan Industri Mebel dan Kerajinan Indonesia

HIMKI was founded on the basis of shared vision, mission and goals among its members to jointly advance the national furniture and craft industry. This organization is expected to be an aspirational and accommodating institution with a spirit of equality among its members.

**Contact:**  
-  
info@himki-indonesia.com  
+62(21)-5010 1746  
www.himki-indonesia.com





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CREATIVE  
INCORPORATED