COMMUNITY IN A TIME OF PANDEMIC

IMPACTS OF THE COVID-19 PANDEMIC ON MSMEs IN THE CREATIVE SECTOR IN THE PHILIPPINES
HoliCOW: Holistic Coalition Of the Willing
Furniture Designers & Manufacturers
WHERE

- **BOHOL**
- **CEBU**
  - ARGAO
  - BANTAYAN
  - CARCAR
  - DANAO
  - DUMANJUG
- **LEYTE**
- **NEGROS OR.**
- **NEGROS OCC.**
- **PANAY**
- **PALAWAN**
ABOUT THE BRAND

Driven by alternative methods of production in response to world crises

1. Sustainability as a design problem
2. Sustainability from a production standpoint
OUR INTER-INDUSTRY PARTNERS

COMPRISED OF PRIVATE, NGO, ACADEMIC & GOVERNMENT ENTITIES INTERESTED IN DESIGN AND COMMUNITY-BUILDING
THE NAVIGATORS

DESIGNERS WITH EXPERIENCE

NEW ARTISANS UNAFRAID TO EXPERIMENT

CREATIVES WHO WANT TO PITCH IN

INTER-INDUSTRY PLAYERS

MAKER COMMUNITY
- ROBUST SUPPLY CHAIN
- UNIQUE DESIGNS rooted in culture & artisanal culture
- DYNAMIC INVENTORY
- MULTIPLE PLATFORMS
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

**UNIQUE DESIGNS**

Woven strips form rice sack material

Hand-painted minaudieres with brasswork

The classic Bambooty. Bamboo seat is from retaso bamboo ends from bigger bamboo furniture.

Notebooks with KIDLAT artwork in eco-friendly wood cover and paper; behind, retaso from outdoor furniture woven on tricycle frame.
DYNAMIC INVENTORY

Allows us to curate easily as we join or host pop-ups. Nature of material makes products limited, which in turn makes them coveted in their small quantity, allowing for more changes and lateral designs in the product range.
MULTIPLE PLATFORMS

Curated to fit different themes depending on season or requirement.
RESTRICTIONS & IMMEDIATE EFFECTS TO OPERATION

» ACCESS & LOGISTICS
» TURN-AROUND TIME
» HEALTH & SAFETY
» OVERHEAD
RESTRICTIONS & IMMEDIATE EFFECTS TO OPERATION

- The *Pangluid* mentality
- Politicking of amelioration
- Reshuffling of priorities
- Morale & mental health
WHAT IS THE FUTURE?

» VIRUS IS AN INTERLUDE

» PREPARING TO LIVE ALONGSIDE THE VIRUS
PEOPLE AS THE MOST IMPORTANT ASSET

HOW DO WE COMMUNICATE THE URGENCY PROPERLY?

WHAT CAN WE STILL DO TO BE ESSENTIAL?
INVEST IN PEOPLE:

» Alternative food sources
» Alternative income
» Access to health centers
» Skills upgrade
» Access to technology
» Continued access to platforms of exposure
Restructuring our platforms to accommodate **SECURITY** and **WELL-BEING**, as well as accessibility.
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Questions on waste management esp with plastic?

To raise morale, remind people of protocol, clarify various points.
WHY SHOULD WE GO ON?

- CULTURAL RESISTANCE
- CREATIVE CAPITAL
- REVIVING LOCAL ECONOMY
- MORALE
- MOVE INVENTORY
- OPPORTUNITY TO REDESIGN THE ENTIRE SYSTEM
Survival

Not ancient weapons, nor farming implements, nor artifacts defined a civilisation, a human culture that not only survived, but thrived.
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