

# HO1000D

HOUSE OF THOUSAND DESIGNERS

**FEYDOM** DESIGN AND PRODUCT DEVELOPMENT CENTRE

“let’s make this place for real!”

## **DESCRIPTION:**

**HOIOOOD** (HOUSE OF THOUSAND DESIGNERS), is a design studio and product development centre for furniture and home design industry. It fills up the missing link between product designers, manufacturers, and product distributors and represents a kind of HUB for creative people where they can turn their ideas into world-wide selling products.

## **SITUATION IN THE FURNITURE INDUSTRY IN THE REGION:**

There are many creative people from the industry all around. Either they are highly educated product designers, talented students, or just skilled inventive individuals who have great ideas. Unfortunately, very few of them really have a chance to develop those ideas into real products. Even those who get to the point that their design goes into the production line can rarely support their lifestyle with this work. The designing process takes a lot of time and the product development needs resources. Most of the manufacturers are not ready to spend their precious time and limited funds on anything new and unpredictable. Therefore, they copy the already established products and try making them cheaper for this poor, boring and underdeveloped market.

**THE QUESTIONS** - What if there is a place run by professionals, skilled in different manufacturing operations, equipped with all the tools needed for furniture Designers to develop their ideas into models and prototypes? How inspiring would the place where young designers can spend time exchanging ideas with successfully established colleagues and experienced mentors be?

**THE ANSWERS** - If place like this existed, innovative people from everywhere would become a part of it. Firstly because it will be free of charge for those who work on their product designs, and secondly because it gives them the possibility for their ideas to become high selling products around the world. (which could possibly turn them from designers into rich and famous designers.)

If place like this existed, factories would have a chance to produce new products without investing in their development in advance, but in a form of royalties when and if the products have been sold. The distributors will be happy as well, because of the chance to offer continuously new innovative products on their markets.

This place would be a dream come true for every Designer, Manufacturer and Distributor of furniture.

**The IDEA** is:

-“Lets make this place for real!”

**PLAN** - The plan for the HOIOOOD centre is to accommodate 1000 designers in 4 -5 years period, providing motivating conditions for them to work on of their designs, and organising the development of those designs into finished products, ready to be promoted and sold on the international market. The whole process to be video recorded and material to be published as inspiring documentary serial for the purpose of creating the publicity for the project, the products and the industry as well.

**LOCATION** - Macedonia is a perfect place for this project because of the closeness to European market, no custom duty for export in EU, low tax policy and low labour costs.

**PEOPLE** - The designers will be invited from Macedonia, the Balkan region, and the rest of the world as well. They will be chosen according to quality of their product ideas, described on their applications. The mentors will be invited from anywhere in the world, qualified by having either an academic or professional background.

**PHASES** - The work itself will be executed in 4 phases: 1- Drawings, 2- Models, 3- Prototypes and 4- Finished products

**CONDITIONS** - Designers will stay in groups with no more than 12 people at once. They will work in a specially equipped workshop, containing all necessary tools, machinery, and technology needed for them to work on their drawings, models and prototypes. Together with an experienced team of skilled engineers and mentors, they will develop products, ready for mass production and wide world distribution. During the process they will be accommodated in inspiring premises where they can join themed conferences and lectures from various professionals in the industry.

**RECORDING** - The whole process will be recorded in HD resolution for the purpose of creating an inspiring documentary series of the process of development of 1000 products and the real life stories of the designers. The actual creating of the products out of drawings, the competition between different designers, and material of few months compressed in a 20 minute show will guarantee great interest from the general public. The interest will provide the necessary publicity for the project which will be the base for the actual product promotions. The show will start broadcasting on the internet as soon as the first group of products reach the shelves in shops across Europe.

**TIME** - It will need one year of work on preparation until the project could start working full steam.

**SUSTAINABILITY** - Once opened, the main expense of the project would be the accommodation of the designers, and mentors. A special designer campus will be organised for this matter and the expenses will be covered by the guests who will pay an affordable price for their stay in the HOIOOOD centre. (lets say 10-20 EUR per day)

Once started, the prototype workshop is expected to develop at least 25 products out of 250 projects per year. These product will be offered and sold to distributors around the world. The predicted 5-8% from the factory price for the design fee, will cover both the designer and the HOIOOOD expenses, and also provide sufficient funds for further development of the project.

**The Objectives** (To create and organise):

**CAMPUS** - To build a campus that can accommodate up to 15 people and offer them facilities where they can rest, eat, read, communicate, swim, exercise and generally have fun together.

- The space that has been chosen to accommodate the designers is the Radonjanin houses in the Village of Bardovci, which already contain two houses, a 2000m<sup>2</sup> garden, a swimming pool, GYM, ping pong and Basketball playground and it is 20 min walking distance from the FEYDOM factory and workshop. Additional work should be done in adapting the houses into 8 comfortable double bed hotel rooms for the guests. There is a project for six 150m<sup>2</sup> designer apartments that can be built on the property if needed for later development.

**WORKSHOP** - To organise a prototype workshop equipped with machinery for carpentry, sewing and metal works together with all the tools that necessary to make models and prototypes of different products for the industry.

- The space of 200m<sup>2</sup> is provided on the first floor in the FEYDOM Furniture factory. Additional work will be needed for adaptation of the space and some tools and machinery should be installed before the place is ready for functioning. Another 200m<sup>2</sup> is available on the third floor in case if needed for later development.

**ATTRACTION** - To organise a social network based campaign which will attract designers from all over the region to apply for participation in the project.

-FEYDOM has about 100.000 fans on social networks all over Europe and is well known as an innovative company in designers circles. It will take only a short time to promote the project and start working with the first applicants.

**START UP FUNDS** - To provide funds for the accommodation and workshop to function until it becomes self sustainable.

-Initial investment in the project will be done by FEYDOM. The Campus in Bardovci will be registered as a bed and breakfast kind of hotel and accommodation paid by the applicants. This will cover the expenses of the campus. The prototype workshop expenses will be paid by FEYDOM furniture in advance and the sum will be refunded from the royalties fee once the products start to sell.

**SHOW** - To organise proper equipment for recording of the whole 5 year process that can result in an interesting high quality serial documentary show.

-The FEYDOM Brand Management Department team has resources to cover this operation from the beginning.

**BENEFITS FOR FEYDOM** - The experience of 10 years spent in creating, producing and promoting innovative designer furniture products make FEYDOM furniture is a perfect host of the project. In great help of this will be FEYDOM's "Total corporate transparency" policy and "Open allocation of resources and projects" business model.

Here are few reasons for the company to support the establishment and development of this creative HUB :

- Access to new ideas, innovations and products that can enrich and enlarge our product range.
  
- The woodwork, metalwork, and sewing department will have an opportunity to work on development of different products, which will give them a chance to develop separate profitable production lines.
  
- The publicity expected of this project will provide a greater market for FEYDOM products as well and it will help fulfil FEYDOM's goal to become recognised as an innovative and creative concept and brand in the furniture and home design industry worldwide.

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