



PRESS RELEASE

FOR IMMEDIATE RELEASE

November 4, 2008

2008-025

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“SALVADORAN DESIGNERS PARTICIPATE IN THE “CONTEMPO” CONTEST”

SAN SALVADOR- The second “Contempo 2008” contest of home furniture and accessories ends today, this is an U.S. Agency for International Development (USAID) initiative through its Promoting Economic Opportunities Program, with the support of the Fund for the Productive Development (FONDEPRO) and its Exports Fund (FOEX), the MARTE Museum, and the DDB Advertising Agency.

A total of 56 national designers participated in the second edition of the contest, from which six will be selected to send their pieces, all expenses paid, to the International Contemporary Furniture Fair to be held at the Jacob Javits Center, New York, from May 16th thru May 19th, 2009. The first three places winners will travel to attend the event. The names of the winners will be revealed tonight at the awards ceremony. Also, the competing pieces will be exhibited at the MARTE Museum, San Salvador, on November 4th and 5th from 10:00 AM to 5:00 PM

This Edition of the “Comtempo” contest has had the participation of the following local judges: Ms. Rosemary Vazquez, Dr. Matías Delgado University, Social Projection Director; freelance architect Jimmy Fuentes, and architect Lucila Aguilar, Poma Group. Also, the following international judges participate: Jerry Helling, Creative Director and Executive Vice-Chairman of Bernhard Design, and David Alhadeff, industry leader businessman.

This USAID initiative to promote the design industry, home furniture and accessories manufacture and export fosters innovation and Salvadoran design as tools to compete in the more sophisticated and with more purchasing power international markets.

USAID through its Exports Promotion Program organized in 2007 the first edition of the contest. As a result, five furniture designers from El Salvador managed to enter the most exclusive market in that industry when they satisfied the strict standards set in that fair. As a result, the designers Jose Roberto Paredes and Roberto Dumond were selected by the prestigious department store Bergdorf Goodman to display their pieces in an exclusive exhibit. On the other hand the company Bernhard Design hired the designers Claudia and Harry Washington, from the Due Studio Company, to design the sofa, which is the most important piece of their “Global Edition” collection, to be displayed at the “Salone del Mobiliario” in Milan, on the 2009 Spring. Also, the other designers that participated in the fair are on their way to do businesses with various U.S. and European companies.

“Contempo 2008” counts with the support of El Diario de Hoy, Poma Foundation, Sigma Foundation, Dubrandt, Coralina Design, DISNA and the Multi-Sector Investment Bank, which will contribute with monies to award the contest winners and to allow them to participate in the New York fair. The MARTE museum has provided the facilities for the exhibit and the design work diffusion, and the DDB advertising agency has designed a global image that the designers will present at the fair.

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