



# PRESS RELEASE

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December 2, 2008

2008-030

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## “CONTEMPO 2008 CONTEST WINNERS ANNOUNCED”

**SAN SALVADOR-** With the purpose of displaying Salvadoran talent in home furniture and accessories design, the second Contempo 2008” contest winner pieces exhibit was announced today at a press conference.

This U.S. Agency for International Development (USAID) initiative to promote the design industry, manufacture and export of home furniture and accessories, fosters innovation and Salvadoran design as tools to compete in the more sophisticated and with more purchasing power international markets.

A total of 56 local designers participated in the second edition of the contest, from which six designers were selected to send their pieces, all-expenses-paid, to the Contemporary Furniture Fair, to be held at the Jacob Javits Center, New York City, on May 16-19, 2009.

The winning designs will be exhibited at the local 3 dots store until December 15, 2008. The first three places winners that will travel to the event are: “Sapharie”, Guaza, S.A. de C.V., Alvaro Guatemala and Hugo Zambrana; “Neuleather”. David Paredes, y “Clavijas”, Kiu, S.A. de C.V., Jenny Segovia y Claudia Menjívar. The finalists are: “Optica”, Jessica Chon; “Muka”, Carlos López and Carlos García, and “ECT”, Hemisferios, S.A. de C.V., Javier Cristiani.

This is an initiative sponsored by the USAID Economical Opportunities Promotion Program, with the support of the Productive Development Fund (FONDEPRO) and its Exports Fund (FOEX), the MARTE Museum, DDB Advertising Agency, El Diario de Hoy, Poma Foundation, Sigma Foundation, Dubrandt, Coralina Design, DISNA, Multisectorial Investment Bank, and the local home furniture and accessories store, 3 dots.

USAID organized in 2007 the first edition of the “Contempo” home furniture and accessories contest. As a result five Salvadoran designers managed to enter the most exclusive market in that industry, when they fulfilled the strict standards set in the mentioned fair. As a result, the designers Jose Roberto Paredes and Roberto Dumont were selected by the prestigious department store Bergdorf Goodman to display their pieces in an exclusive exhibit. On the other hand, the company Bernhardt Design hired the designers Claudia and Harry Washington, Due Studio, to design a sofa, which is the central piece of the “Global Edition” collection, to be exhibited at the “Salone Mobiliari” in Milan, on the 2009 spring. Also, the other designers that participated in the fair are on their way to do business with various U.S. and European companies.

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