

athath fellowship
زمالة صناع الأثاث

Furniture Making for Aspiring Entrepreneurs

A 16 week intensive professional design and making course
Abu Dhabi – September to December 2022



DELIVERED BY



AUS

الجامعة الأميركية في الشارقة
American University of Sharjah

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مؤسسة سلامة بنت حمدان آل نهيان
SALAMA BINT HAMDAN
AL NAHYAN FOUNDATION

FRITZ HANSEN

Index

02	Programme Introduction
02	General Information
03	Key Outcomes of this Programme
04	Director of Studies: Ammar Kalo
05	Kiran Sajwani / Fritz Hansen
06	Application Requirements & Process
08	Programme Modules & Topics Covered
11	Delivered & Supported by
12	Contact

Programme Introduction

MAKE in collaboration with the **American University Sharjah** invites all ambitious furniture designers in the region and internationally to take part in this leading professional programme, taking place in Abu Dhabi this Autumn.

The **Athath Fellowship** is a 16 week intensive professional design and making course for aspiring entrepreneurs, delivered in a three-phase programme resulting in a commercially viable and made in multiples furniture piece.

The programme is open to all those with a creative body of work, not limited to furniture or 'construction' art forms.

General Information

Dates

Programme starts on **26 August 2022** and concludes on **17 December 2022**. An end of programme showcase is planned during **January 2023**.

Duration

A 16 week taught course with unlimited access to the fabrication workshop.

Cost

AED 9,950

Supplemental prototyping material will be provided to Fellows during the course.

Language

English

Location

MAKE's facility in
Al Zeina, Abu Dhabi

Admission requirements

Athath Fellowship spaces are limited. Please read the participant selection criteria carefully on page 6 to learn more.

Certification

Fellows will receive a certificate of completion issued jointly by **American University Sharjah** and **MAKE**.

**Fill the
application
form here,
or scan the
QR code:**



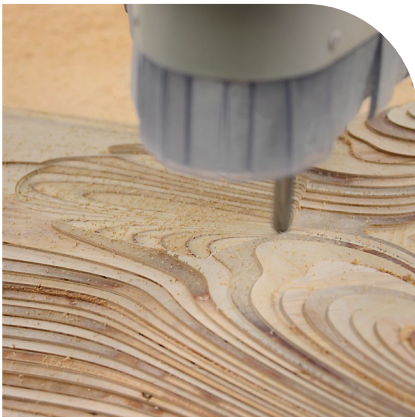
Key Outcomes of this Programme

Participants in the **Athath Fellowship** will:

Acquire skills in business strategies and entrepreneurship, learning to growing a product into a viable business and reach a desired market.



Gain technical, digital and analog skills for production, manufacturing and, assembly.



Learn how to design products for manufacturing and retail.



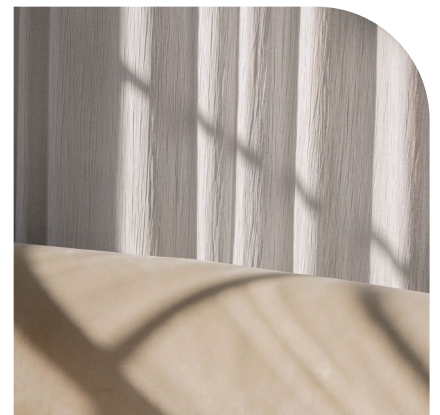
Acquire knowledge in material sourcing and engaging with local suppliers and fabricators.



Develop, design, and fabricate a key furniture piece that is commercially viable.



Join a committed creative network and community of makers through the **Fellowship**.



Director of Studies

Ammar Kalo



The Director of Studies is Award Winning international Furniture Designer and Architect Ammar Kalo, with guest lectures from critically acclaimed international brands and product designers.

Ammar Kalo is a designer, researcher, and educator based in the UAE. His work interrogates the relationship between digital technology and traditional craft and has received multiple international and local awards, including the 'Emerging Designer' award from Harper's Bazaar Interiors.

Ammar is an Associate Professor and the Director of Labs at the College of Architecture Art and Design, American University of Sharjah. His research and teaching focuses on robotic fabrication, furniture design, and design-build courses.



©AMMAR KALO

Kiran Sajwani



Teaching senior-level, studio-based courses on **Service Design and Design Thinking** at the **American University**

of Sharjah, Kiran supports department initiatives on curriculum redesign, and guest lectures on design ethics and design culture.

“

As a Senior Design Strategist and an Adjunct Professor of Design, I help my clients and my students discover the magic of design and the value it can bring to tackling strategic challenges.

”

FRITZ HANSEN

International Design House Fritz Hansen, established in 1872 in Denmark and recognised as a pioneer in furniture design. Fritz Hansen pride itself on having the same core values from when they started that “a single piece of furniture can beautify an entire room or building”. Their design collaborations include working with acclaimed designers such as Arne Jacobsen, Hans J. Wegner, and Verner Panton. In 2015 their portfolio grew to include Danish lighting company Lightyears: a lighting brand that echo’s the same style, mid-century feel, and high-end design.

Fritz Hansen are supporting the Athath Fellowship in cultivating strong furniture designers that can develop their skills into viable businesses within the UAE and beyond.



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Application Requirements

To enrol in the **Athath Fellowship** we advise you to consider the following selection criteria before applying as places are limited. You will need:

- To demonstrate a good level of creative skills (design, conceptual thinking, portfolio, theoretical).
- Basic drawing, sketching, CAD 2D/3D skills are favourable.
- Some relevant studies and/or experience in this area is desired.
- Basic soft skills including communication, presentational skills, logical and analytical abilities.
- Ability to attend all seminar and studio sessions in Abu Dhabi as per course schedule.
- Ability to meet programme costs.
- Must be over 18 years old.

Application Process

- 1 Make sure you use an e-mail ID that you always check and ensure that **info@athathfellowship.ae** is a trusted address.
- 2 Fill the application form **HERE**, or scan the QR code.
- 3 **After completing the application form:**
Please send in an e-mail to **info@athathfellowship.ae**, titled: **YOUR NAME in two parts / ATHATH Documents:**
- 4 Recent personal photograph (format JPEG and PDF only, maximum files size is 2 MB).
- 5 Portfolio that demonstrates some of your best work samples to support your application to this programme. You can include photos, images, sketches and descriptive text give us an impression of relevant projects or studies. A single PDF file, that includes a maximum of 10 pages and is at most 10 MB of size.

Important Dates

Deadline for application is **22 July 2022** closing at midnight GST

Only shortlisted candidates will be invited for an interview the **last week of July 2022**

Successful applicants will be notified by **1 August 2022**

Upon acceptance, full tuition fees payment should be completed before **15 August 2022**

Fill the application form here, or scan the QR code:





Programme Modules & Topics Covered

Phase I: Intro & Concept

5 WEEKS IN DURATION

Week 1

Technical Skills Introduction

2 days intensive hands on training on the basic use of selected equipment and tools at the fabrication facility.

Week 2

Programme Introduction

3 Days intensive design workshop

Weeks 3-5

From Concept to Product

Studio sessions* (Saturdays 6 hours)

Concept and design development with Director of Studies.

Seminar sessions (Wednesdays 2 hours)

Insights from local design entrepreneur, retailers and field visits to local material shops.

Group and one-on-one Business and Marketing strategies sessions are planned to take part on Studio days or scheduled separately.

*Design review concluding Phase I with invited guests

Phase II: Detailing & Prototyping

3 WEEKS IN DURATION

Weeks 6-8

Development, Details and Fabrication

Studio sessions* (Saturdays 6 hours)

With the focus on fabrication methods, manufacturing and material potential, the production of to scale prototypes and working towards a 1:1 scale.

Seminar sessions (Wednesdays 2 hours)

Insights from local design entrepreneur, furniture makers and field visits to local manufacturing shops.

Other relevant topics.

Group and one-on-one Business and Marketing strategies sessions are planned to take part on Studio days or scheduled separately.

*Design review concluding Phase II with invited guests

Phase III: Production

DURATION: 8 WEEKS

A show case will be planned to take place after PHASE III is concluded

Week 9-16 Production

Studio sessions* (Saturdays 6 hours

Transitioning ideas and partial details into a fully developed 1:1 final prototype, in addition to 1-on-1 guidance on business plans

Seminar sessions (Wednesdays 2 hours)

Insights from local business owners, as well as other relevant topics in the field of furniture design and making

Group and one on one Business and Marketing strategies sessions are planned to take part on Studio days or scheduled separately.

SHOWCASE of Work To follow after PHASE III

* Design review concluding the programme with invited guests



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MAKE is part workshop, part lab, part studio and part garage. Our wide range of professional-grade machinery, tools and software include 2D and 3D design software, laser-cutters, large-format printers, wood and metal-working equipment, milling and fabricating machines, and more.

We welcome makers of all ages and capabilities, from absolute beginners to professional designers.



American University of Sharjah (AUS) was founded in 1997 by His Highness Sheikh Dr. Sultan Bin Muhammad Al Qasimi. It has come to represent the very best in teaching and research, accredited internationally and recognized by employers the world over for creating graduates equipped with the knowledge, skills and drive to lead in the 21st century.

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AL NAHYAN FOUNDATION

The **Salama Bint Hamdan Al Nahyan Foundation's** mission is “to invest in the future of the United Arab Emirates by investing in its people.” To that end, it develops and supports strategic initiatives in the areas of Art, Culture and Heritage; Early Childhood Development; and Health. Established in 2010, the SHF is the family foundation of Her Highness Sheikha Salama bint Hamdan Al Nahyan.

FRITZ HANSEN

Copenhagen design house **Fritz Hansen** is recognised as one of the pioneers in modern furniture design and the ‘scandi aesthetic’. Established in 1872, the brand collaborates with acclaimed designers such as Arne Jacobsen, Hans J. Wegner and Verner Panton, continuing the philosophy that ‘a single piece of furniture can beautify an entire room or building’.

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