

athath fellowship
زمالة صناع الأثاث

Furniture Making for Aspiring Entrepreneurs

A 16 week intensive professional design and making course

Abu Dhabi – August to December 2023



DELIVERED BY

**اصنع
make** **AUS** | الجامعة الأميركية في الشارقة
American University of Sharjah

SUPPORTED BY



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

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Programme Introduction

MAKE in collaboration with the **American University Sharjah** invites all those with an interest in furniture design and an entrepreneurial drive 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 **18 August 2023** and concludes on **25 November 2023**. Tentative dates for the showcase are planned at the end of the programme in **February 2024**.

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 5 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:



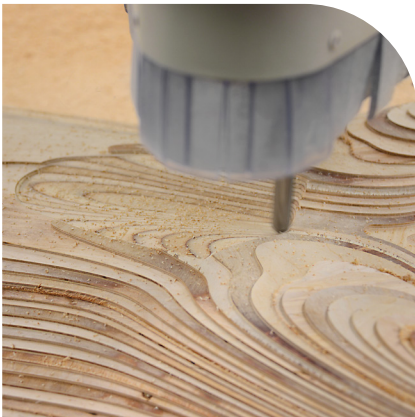
Key Outcomes of this Programme

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.



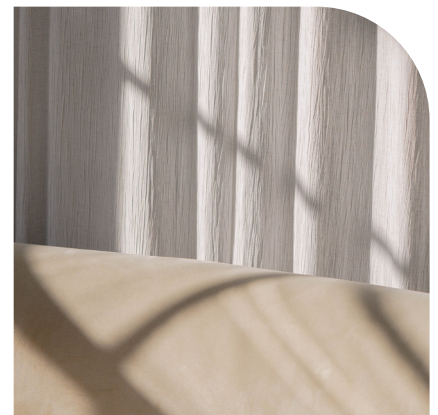
Acquire knowledge in material sourcing and engaging with local suppliers and fabricators.



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

Ammar is an Associate Professor and the Director of Labs at the College of Architecture Art and Design, American University of Sharjah. He is also a designer and researcher; 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.

Business Strategy

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.

”

Group and one-to-one business and marketing strategies sessions are held to guide the fellows on their business models.

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.

If in doubt, reach us at:
info@athathfellowship.ae
+971 56 3984492

Application Process

After completing the application [form](#):

Please send an e-mail to
info@athathfellowship.ae, titled:

YOUR NAME in two parts / ATHATH Documents

Please ensure to include the following required documents:

- Recent personal photograph (format JPEG and PDF only, maximum file size is 2 MB).
- 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 to give us an impression of relevant projects or studies. Compile it all in a single PDF file, that includes a maximum of 10 pages and is at most 10 MB of size.

Make sure you use an e-mail ID that you always check and ensure that **info@athathfellowship.ae** is a trusted address.

Important Dates

Deadline for application is **18 July 2023** closing at midnight GST

Only shortlisted candidates will be invited for an interview the **last week of July 2023**

Successful applicants will be notified by **27th July 2023**

Upon acceptance, full tuition fees payment should be completed before **03 August 2023**

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





Programme Modules & Topics Covered

Phase I: Intro & Concept

4 WEEKS IN DURATION

Week 0

Technical Skills Introduction

2-day intensive hands on training on the basic use of selected equipment and tools at MAKE.

Week 1

Programme Introduction

3-day intensive design workshop that introduces the fellows to a series of exercises in design thinking, sketching, and modelmaking, with the third day acting as the “official” introduction to the programme.

Weeks 2-4

From Concept to Product

Studio sessions* (Saturdays, 6 hours)

Concept and design development with Director of Studies. Business session is scheduled on week 4.

Seminar sessions (Wednesdays, 2 hours)

Insights from local design entrepreneurs, furniture makers and professionals from the creative industry.

*Design review concluding Phase I with invited guests

Phase II: Detailing & Prototyping

3 WEEKS IN DURATION

Weeks 5-7

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.

Group and one-on-one business and Marketing strategy sessions are planned to take part on studio days and scheduled separately.

Seminar sessions (Wednesdays, 2 hours)

Insights from local design entrepreneurs, furniture makers and professionals from the creative industry.

*Design review concluding Phase II with invited guests

Phase III: Production

DURATION: 8 WEEKS

Week 8-15 Production

Studio sessions* (Saturdays, 6 hours)

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

Seminar sessions (Wednesdays, 2 hours)

Insights from local design entrepreneurs, furniture makers and professionals from the creative industry.

Showcase of Work To follow after PHASE III

* Design review concluding the programme with invited guests



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Delivered by



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.

Supported by



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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.

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