

athath fellowship
زمالة صناع الأثاث

Furniture Design and Making for Aspiring Entrepreneurs

A 16 week intensive professional design and making course

Abu Dhabi – September to December 2024



DELIVERED BY

صنعة
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 of Sharjah, invites aspiring furniture designers from the region and internationally to participate in this unique professional programme in Abu Dhabi, UAE.

The Athath Fellowship is a 16-week intensive professional furniture design and making programme for aspiring entrepreneurs. Delivered in three phases, the programme consists of two complementary modules: furniture design and commercial strategy. Final outcomes include the creation of a commercially viable furniture prototype at full scale, and a foundational knowledge to develop preliminary commercial plans for the design. Fellows will be introduced to a range of topics from design thinking, fabrication techniques, detailing, and material selection, to material sourcing strategies, cost analysis, marketing and sales, target audience analysis, and pricing.

The call is open to individuals with a creative portfolio, not limited to furniture or construction art forms.

General Information

Dates

Programme starts on **07 September 2024** and concludes on **14 December 2024**. Tentative dates for the showcase are planned after the end of the programme in **February 2025**.

Cost

AED 9,950

Language

English

Location

MAKE's facility in
Mina Zayed, 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:



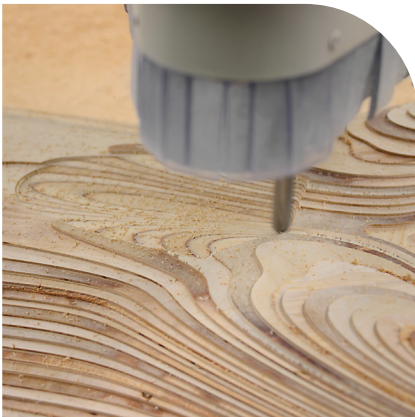
Key Outcomes of this Programme

Participants in the **Athath Fellowship** will:

Acquire skills in commercial strategies, learning to design market-ready products that have a competitive edge.



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



Learn how to design products for manufacturing and retail.



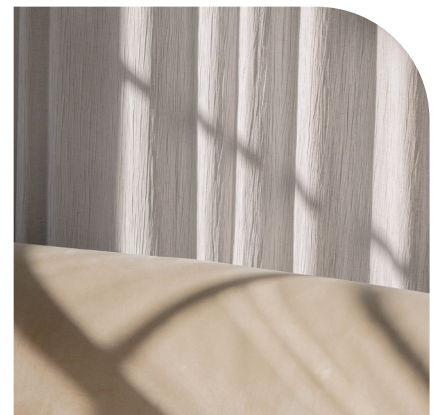
Acquire knowledge in material sourcing and engaging with local suppliers and fabricators.



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



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.



©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.

Business Strategy

Kiran Sajwani



Kiran Sajwani is a senior design strategist and researcher, focusing on design-led innovation for strategy, services, and experiences. She merges design methodology with business strategy to help clients explore creative challenges, build design capabilities, and reimagine user experiences.

“

Strategy plays a crucial role in understanding user needs, market dynamics, and design trends. Designers must analyze the intended use of furniture, consider constraints, and align their creations with the desired style and functionality.

”

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 **24 July 2024** closing at midnight GST

Only shortlisted candidates will be invited for an interview the **first week of August 2024**

Successful applicants will be notified by **16th August 2024**

Full tuition fees payment should be completed before the beginning of the programme. Selected candidates will be informed of the payment deadline upon acceptance.

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



Programme Structure

Phase I: Intro & Concept

4 WEEKS IN DURATION

Week 1

Programme Introduction

2-day intensive design workshop that introduces the fellows to a series of exercises in design thinking and sketching.

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.

*Design review concluding Phase

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 Commercial Strategy sessions are planned to take part on studio days and scheduled separately.

*Design review concluding Phase

Induction

Before the program begins, a one-day intensive, hands-on training session on the basic use of selected equipment and tools at MAKE is scheduled.

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 commercial strategy.

*Design review concluding Phase

Showcase To follow after Phase III

Seminars (1.5 hours)

Throughout these phases, seminars are scheduled every other week, insights are gained from local design entrepreneurs, furniture makers and professionals from the creative industry.



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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.

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SALAMA BINT HAMDAN
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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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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