

PJ Arañador

PJ Arañador is the first international lifestyle designer from the Philippines for home & fashion, industrial design & product development, space planning & brand image building. His body of works on design-led crafts spans across Asia, Africa, South and North America, the Caribbean, India, Middle East, China, Australia and Europe for 30 years.

He serves as design and merchandise consultant to the Department of Trade and Industry, Center for International Trade Exhibitions and Missions in the Philippines, Export Development Council, Design Center Philippines, Metro Manila Development Authority Crafts Ecology for Design Week Philippines, Philippine Business for Social Progress, Go Green Philippines, Society for Sustainable Tourism & Development, UNDP, UNIDO, Canadian International Development Agency, JICA Japan, German GT-ZET, EPCH India, The British Council, SNV Netherlands, Asia Foundation, USAID, ASEAN Trade Center Japan.

Arañador is a co-founder of the prestigious Fashion and Design Council of the Philippines. He was consultant on image branding of the national carriers of the Philippines, the Philippine Airlines. He worked as designer for Gifts France in Paris and has designed to many top stores and importers around the world, specially in the USA including Neiman Marcus, Macy's, Target and Bloomingdales. He apprenticed with Italian designer Paola Navone, designer for Casa Armani.

The designer was consultant to Artesanías de Colombia which mentored designers and developed its brand image called "Casa Colombiana". He also was consultant to Prom Peru in Lima through the Ministerio de Comercio Exterior y Turismo where he developed Peru Home. His collaborative works in these countries were featured in South American edition of Architectural Digest.

Arañador's "first" list of accomplishments in inter-disciplinary fields of knowledge around the world attests to his pioneering ideas to monetize creativity into commercialization in the support for, advocacy and appreciation of the arts, culture, heritage, environment and industry.

His contributions to the preservation and advancement of indigenous materials and its traditional techniques with green technology are innovative. He is a known community based being a leading social design entrepreneur in the Philippines. He is a mentor and author of livelihood projects. His social design honors him with Anvil Awards, the Oscar's of public relations, for Project Zero in Manila, Communications Awards in Social Awards in

Singapore and London.

He is an exhibit curator of Philippine and foreign trade shows in Paris, Milan, London, New York City, Frankfurt, Shanghai, among others. He was the design director of the National Center for Design and Product Development and the Export Promotions Council for Handicrafts, Ministry of Textiles, Government of India.

The designer is a recipient of the Golden Shell Awards for Design Excellence, the highest industry award on design in the Philippines. The Asian Economic Times named him as one of the young revolutionary designers that matters in Asia.

He is a known design mentor having authored the Student Design Immersion Program (S-DIP), Design Mentorship Activation Program (DMAP), Youth Entrepreneurship Program (YEP), etc. He is currently a consultant with the Department of Tourism and Department of Trade and Industry, Republic of the Philippines at the first fabrication laboratory (FAB LAB) in the Philippines.

Arañador is founder of an academe the International Fashion Academy Specific to Homeland Industries and On-Line Networks (i- FASHION). He owns the brand Nautilus on resort lifestyle, a local apothecary wellness retailer & a heritage-led locavore restaurateur, all of which collectively sums up his ability to integrate his design philosophy and business point of view on contemporary lifestyle and well-being.

Multi-awarded, including the United Nations Conference on Trade and Development (UNCTAD) Award for Best Innovative Product Design, he is the youngest recipient of the Professional Award in Arts and Letters given by a leading academe, the University of the Philippines, where he finished college..



Community based designer for design-led crafts

For more than 25 years, PJ Arañador has served many rural communities around the world helping the poorest of the poor through crafts livelihood. He has developed several programs which involve skills development, advocacy, volunteerism and empowerment. He has trained young men and women, many can't go to school, in tandem collaborations with several agencies around the world.

He advocates trade fair and ethical livelihood which are sustainable through training in entrepreneurship, design, product development, financial literacy and values formation.

From these communities, PJ links the dots by bringing the market in a scope method of design and product development. This is accomplished with sophisticated presentations of products for affluent market among the best trade shows in the world.

He worked for many developing countries in design and capacity building, export costings, marketing and product development with cultural integration in the development of design-led crafts.

His works are staged in remote cities and towns. His philosophy is that presentations can also be near the source of its materials for the local craftsmen to appreciate their works. Ergo, this ripples off the bigger picture of building the industry and its value- impact to the weavers, detailers and artists.

Arañador worked with the ASEAN Handicrafts Promotion and Development Association (AHPADA) covering assistance to members Brunei Darussalam, Cambodia, Lao P.D.R., Malaysia, Myanmar, Indonesia, Philippines, Singapore, Thailand and Vietnam. However, assisting sectoral crafts communities in Japan, South Korea, USA (Hawaii), Maldives, Bangladesh, Sri Lanka, India, South Africa, Nigeria and Tunisia

His green social-design platforms promote advocacies in corporate social responsibilities toward nation building. His volunteerism to create livelihood in poor rural communities around the world as far as Ethiopia in Africa earned him the name as "designer in the bushes."



Teaching an aboriginal woman how to stitch in one of the world's leading beaches, Boracay Island, Philippines under the project of the National Council for Indigenous Peoples. PJ Aranador created Project Dimension to create products to sell to tourists.



Indigenous women in a design workshop session with the designer.

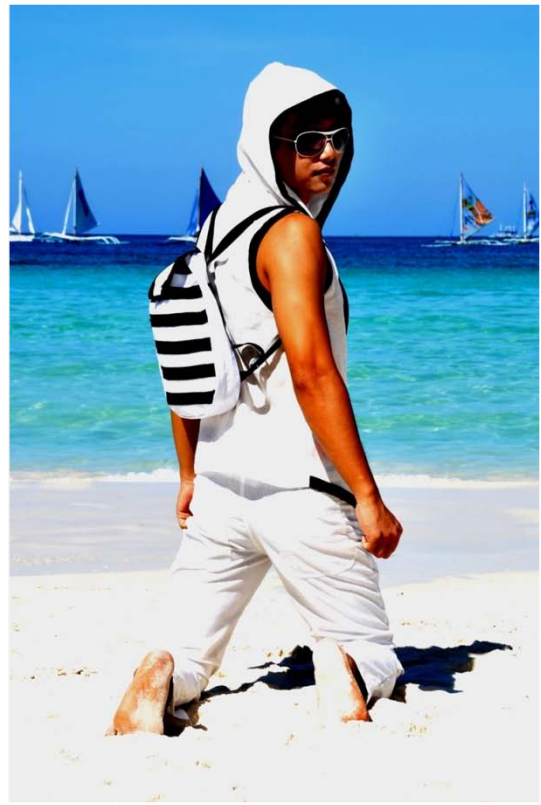


Award wiing Project Zero by PJ Aranador shows the livelihood center using upcycled materials made into bags.





Project Zero bags means zero waste, zero carbon footprint, zero unemployment, zero poverty.





Community woven vines designed by PJ Aranador in an exhibition in Interncontinental Hotel in Manila



Weavers in product reviews with the designer.



Teaching "ikat" weave on Manila hemp (abaca-banana fiber).



Fiber-based design made in communities by PJ Aranador in a runway show at the Jaquar Showroom Manila



Working with French students in the community



Working with hand embroiders in India



Crafts development training for Massai women community in Kenya

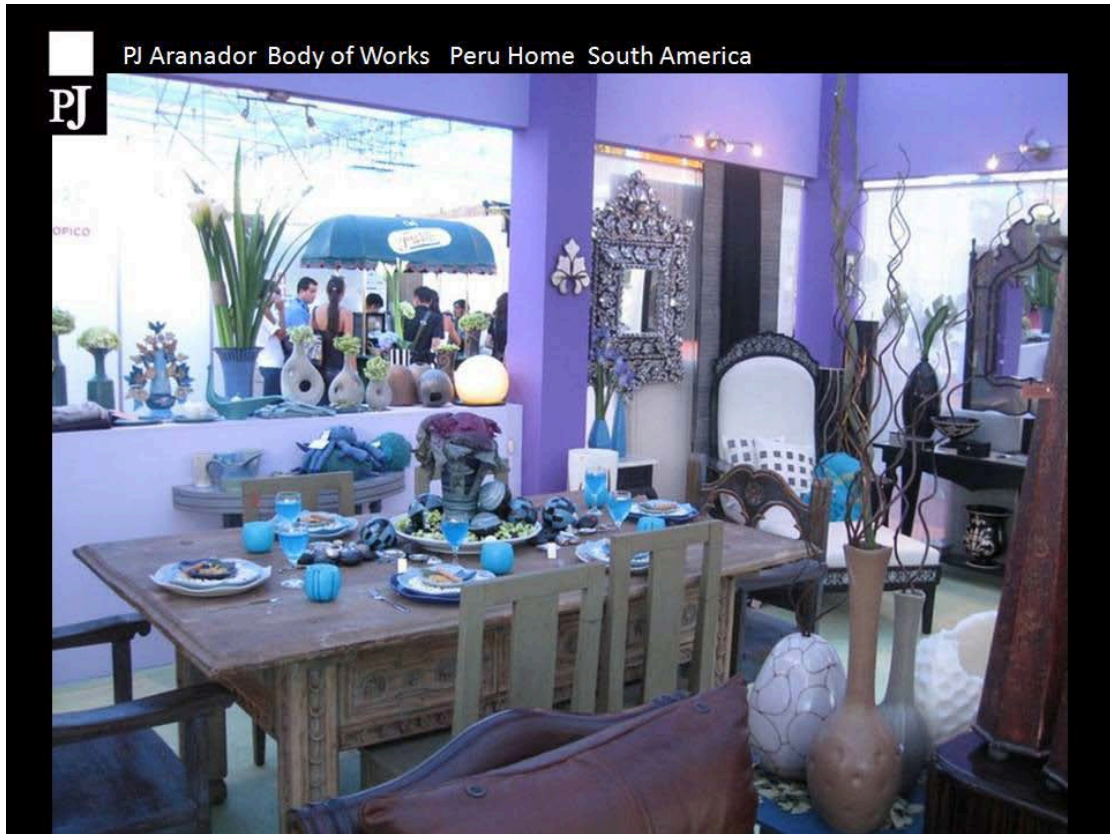


Design

enhancement interventions in Peru



Peru Home exhibitions in Lima



Peru Home

