



VITO SELMA

THE BRAND

Though specific stimuli may shift from time to time, the Vito Selma brand is quite adamant on its focus on the natural. An examination of numerous inspirations reveal a love affair with shapes and textures that are often repeated in the earth, the sky and the sea. It is this love for nature that has driven the brand to constantly look for design components that satisfy its inclinations, while relying on wood as a primary medium. Considered as an enduring partner despite the brand's continuous evolution, wood and its many variations and reiterations, provides avenues for Vito Selma® to experiment, create and explore. This exploration has allowed the brand not only to push the limits of the material, but also to examine the results of its marriage with other organic elements.

The resulting collections are those that may be quickly defined as having a Japanese or even Scandinavian influence. However, instead of being likened to a particular design aesthetic, the core of Vito Selma® lies more on keen attention to detail and excellent craftsmanship. It is through these attributes that the Vito Selma brand identifies itself as not being Japanese nor Scandinavian, but distinctly Filipino.



THE DESIGNER

Since 2006, Vito Selma has dabbled in different aspects of furniture design. Starting out as Creative Director for Stonesets International Inc. ®, he worked his way to the Head Design Director post before finally taking on Vito Selma® as a separate and independent brand. Vito's formal background in design began when he enrolled at the Academy of Art College in San Francisco, where he had a short stint. The year 2011 brought Vito learning opportunities that veered on more than the usual. A move to Milan, Italy allowed him to pursue his Masters in Industrial Design at the Scuola Politecnica di Design, where he graduated in 2012.

The months during and after his studies really allowed Vito to form a distinct voice in furniture design. However, the designer is quick to mention that he is merely the sum of everyone that he has been fortunate enough to work with, along with their aesthetics, of course. Notable mentors include Debbie Palao whose work he credits as the pieces that made him want to become a designer; George Haast, who taught him about balance and composition; and Raffaella Mangiarotti, who he claims is responsible for his evolution into a "global" designer. Other mentors that Vito is grateful to have attended workshops with include the Campana Brothers and Spanish Studio Cul De Sac.

Awards to Vito's credit include the Industrial Design Award in the 2010 DOST National Invention Contest for the Geo Table and Best Design for Material Innovation at the Cebu Next 2010 show for the Wrinkle Lamp, to name a few. In 2013, the designer was awarded the Young Entrepreneur of the Year Award by the Cebu Chamber of Commerce and Industry. Vito's work has also been featured in international publications such as Elle Décor, Harpers Bazaar, Vogue Living Australia, Habitat (South Africa) and Architectural Digest in Mexico.

With the number of accomplishments under his belt, one would think that Vito Selma would be content, but he continually strives to move and restructure, armed with the vision of always presenting something new and innovative into the familiar.



CURRICULUM VITAE

NAME

~ Vito Selma

DATE OF BIRTH

~ December 30, 1983

COMPANY

~ Vito Selma

POSITION

~ Creative Director

EDUCATION

~ Graduate School

Scuola Politecnica di Design
Class of 2011 · Masters in Industrial Design
Milan, Italy

~ College

Academy of Art University
Undergraduate - Interior Architecture and Design
San Francisco, California, USA

~ International Baccalaureate - Arts

Cebu International School
Cebu, Philippines

INTERNSHIPS AND WORKSHOPS

~ **Raffaella Mangiarotti**

Industrial design · Sept – December 2011 · Milan, Italy

~ **George de Haast Interiors**

Design Internship · 2007 to 2009 · Johannesburg, South Africa

~ **Stonesets International Inc.**

Design Director · 2006- present - Cebu City

~ **Estudio Campana**

Hyberdism" workshop at Domaine de Boisbuchet, France

~ **Culdesac (Spain)**

September 4, 2011 to September 10, 2011 - " Macrolettering" workshop at
Domaine de Boisbuchet, France

FURNITURE SHOWS

1. **Design with Character**, Hong Kong, March 2017
2. **Philippine International Furniture Show**, Manila, Philippines, March 2017
3. **Le Bon Marche**, Paris, October - November 2016
4. **Manila FAME**, World Trade Center Manila, October 2016
5. **Meet My Project**, Via Gallery, Paris, September 2016
6. **Manila FAME**, World Trade Center Manila, April 2016
7. **Philippines International Furniture Show**, SMX Manila, March 2016
8. **Maison Objet, Paris**, January 2016
9. **Manila FAME**, SMX Manila, October 2015
10. **Maison Objet**, Paris, September 2015
11. **International Contemporary Furniture Fair**, New York, U.S.A., May 17-20, 2015
12. **Speaker for Design Talk in Design district**, Miami , Florida, May 2015
13. **Salone Internazionali del Mobili**, Milan, Italy, April 14 -19, 2015
14. **Asian Rising Stars, Intl Furniture Fair, Singapore**, March 13, - 16, 2015
15. **Design Philippines**, Manila, March 13 – 16, 2015
16. **Philippine International Furniture Show**, Manila, March 13 - 16, 2015
17. **Phil Design Exhibition with JIDP**, Tokyo, Feb 9-26, 2015
18. **Manila Fame** , Manila, October 16- 19, 2014
19. **Asian Talents, Bangkok International Gifts Fair**, October 19-24, 2014
20. **International Contemporary Furniture Fair**, New York, U.S.A., May 17-20, 2014
21. **Crafts Act**, Germany, Sept, 2014 – August 2015
22. **Design Philippines**, Manila, March 14 – 17, 2014
23. **Philippine International Furniture Show**, Manila, March 14 - 17, 2014
24. **Maison Lebeige by Samsung Everland**, Seoul, Korea, Jan 17 – February 21, 2014 One of three Philippine interior furnishing and home accessory brands (Kenneth Cobonpue, Industria, Vito Selma) be showcased at an in-store Maison Lebeige promotional engagement and business-to-consumer (B2C) exhibition.
25. **Maison et Objet** , Sept 6-10, 2013 , Paris , France – One of Featured Designers for the Philippine Booth
26. **Design Philippines 2013**, March – One of Featured Designers in the Millennial Home
27. **Manila Fame 2012**, October – One of 10 Featured Design Artist with Design House
28. **Design Days Dubai**, March 18 – 22, 2012. It is the first regional exhibition for limited edition designs.
29. **Maison d Objet Show in Paris**, 2012. He was featured and shown on Luxe TV , together with other designers/companies such as Roche Bobois, Grange, and others.

30. **IMM Cologne Show** ,January 2012. His participation together with other Cebu companies was through the SMART Cebu -s a Switch Asia Project co-funded by the European Union and the German Federal Ministry of Economic Cooperation and Development. It promotes sustainable consumption and production that contribute to a cleaner and sustainable environment.
31. **Espacio Nudage**, January 2011, is a multi-disciplined event dedicated to emerging talent in design. These designers are being nurtured in such prolific creative enclaves --- designers whose talent and creativity drive future developments in innovation and advance the economic, social and cultural
32. **Materials Exhibit** in Tel Aviv, Israel. On December 8, 2011, the VS furniture was launched in Tel Aviv, Israel. A material, design and concept exhibition.

PROJECTS

1. Radisson Blu Hotel, Cebu, Philippines
2. Crimson Hotel, Cebu, Philippines
3. Imperial Palace, Cebu Philippines
4. Aqua Boracay, Boracay, Philippines
5. Pearl Beach Hotel, Kenya, Africa
6. Pan Pacific Hotel, Singapore
7. Astoria Current, Boracay, Philippines
8. Huma Island, Palawan, Pilippines
9. 32 Sanson, Rockwell Project, Cebu, Philppines
10. House of Lechon Restaurant, Cebu, Philippines
11. Megaworld, Eastwood City, Philippines
12. Shang Properties, Makati, Philippines
13. Gusto Restaurant, IT Park, Philippines
14. Coffee Bean & Tea Leaf, Light Park, Cebu, Philippines
15. Shangri-La Resort, Cebu, Philippines
16. Chateau by the Sea, Cebu, Philippines
17. Uptown Mall, Taguig City, Philippines
18. Huvafen Fushi Resort & Spa, Maldives
19. The Ocean, Le Comptoir, Hongkong
20. Mandani Bay, Cebu, Philippines
21. Seda Hotel - Vertis, Manila, Philippines
22. Ascott Bonifacio Global City, Manila, Philippines

AWARDS

- **Ringo Floor Lamp**, Home Accessory Design, Philippines International Furniture Show 2017

- **40 under 40**, Product Design, Year 2016
- **Theo Table**, 2nd place, Outstanding Industrial Design Category, National Invention Contest and Exhibit 2016
- **Remini Bookshelf**, Contemporary Furniture Design, Philippines International Furniture Show 2016, March 2016
- **Nova Lamp**, Home Accessory Design, Philippines International Furniture Show 2016, March 2016
- **Theo Table**, Business Competitiveness Category, DCP Choice: Innovative Designs 2015, Awarding: March 7 2016
- **Outstanding Individual** for the 79th Cebu City Charter Day, February 24 2016
- **Twist Lamp**, Katha Award, Best Product Design for Home Accessory, Manila Fame Show, October 16 - 19 2015.
- **Theo Table**, Outstanding Industrial Design Category, 2015 Central Visayas Regional Invention contests and Exhibits, June 2015.
- **Constella Divider & Nova Lamps** chosen as one of the most Innovative Home Designs featured in the International Contemporary Furniture Fair, New York, May 2015
- One of Wyeth Promil's Gifted Individual 2015 for their Pre-School's advocacy program entitled "*The Gifted Academy: Journey to Giftedness*". This program is a nationwide event encouraging doctors to become enlightened advocates of giftedness through their visits to the factory that help them better identify and understand the gifted through Vito's talk on his gift of design.
- **Constella Divider**, Mugna Award, Best Product Design for Home Accessory, Phil Intl Furniture Show, March 13-16, 2015
- **Louis Chair**, Katha Award, Best Product Design , Manila Fame , March 13-16, 2015
- **Constella Lamps**, one of Best Products chosen by Architectural Digest in the International Contemporary Furniture Fair, New York, May 17-20, 2014
- **Kawayan Lamps**, *PIFS Design Award*, Best Home Accessory, Philippine International Furniture Show, March 2014
- **One of 6 Outstanding Business Young Leaders for 2014**, Cebu Chamber of Commerce, February 21, 2014
- **Theo Table**, *Katha Award*, Best Product Design, Furniture, Manila Fame, October 14-17, 2013
- **2013 Young Entrepreneur of the Year, Cebu Chamber of Commerce**. June 28, 2013

- **Zagi Console Table**, Best Product Design, Furniture, Manila Fame, March 14-17, 2013
- **Best Promotional Material Award**, *Katha Award , Manila FAME , October 2011*
- **Best Booth**, *Cebu X Furniture Show 2011*
- **Arata Chair** , *Second Place, Likha Award, Outstanding Creative Research, Dept of Science & Technology, 2011Regional Invention Contests & Exhibits*
- **Geo Table**, *First Prize. Industrial Design Award, 2010 DOST National Invention Contest, Nov 25 -27, 2010*
- **Geo Table**, *Regional Winner, Industrial Design Category, 2010 Visayas Island Invention Contest & Exhibits, Dept of Science & Technology, Aug 12 – 14, 2010*
- **Geo Table**, *Best Contemporary Design, March 5 -- 8, 2010, Cebu Next*
- **Wrinkle Lamp**, *Best Design for Material Innovation, March 5-8, 2010, Cebu Next*
- **Chosen One of 61 Artists That will Change the World Philippine Yearbook 2009**
- **Puno Loveseat**, *Best Design for Material Innovation, Cebu X Furniture Show, 2008*

NOMINATIONS

1. Philippine International Furniture Show, March 9-11, 2017
+ **Best in Contemporary Design**, Hugo Chair
2. Philippine International Furniture Show, March 17-20, 2014
+ **Best Visual Merchandising**
+ **Best Home Accessory**, Cara-Boo Rocker
+ **Best Transitional Furniture**, Raina Chair
3. Manila Fame, Next One Now March 14-18, 2012

+ **For Best Booth**
+ **Best Product Design**
4. Manila F.A.M.E, October 15-18, 2009, Katha Awards

+ **Best Home Furnishing**
5. Cebu X Furniture Show, March 5-8, 2009, Mugna Awards

+ **For Best Contemporary Product** – Hanako Console Table & Hanako Cocktail Table
+ **For Best Booth**

5. Cebu X Furniture Show, March 6 – 9, 2008. Mugna Awards

+ **For Best Booth**

+ **For Best Product** – Geo Table

6. Cebu International Furniture & Furnishings Exhibition, February 26 – 29, 2004

+ **For Best Product** – Uzima Ottoman

PUBLICATIONS

INTERNATIONAL

Singapore Tatler Homes, February 2017

Home & Decor Singapore, January 2017

Singapore Tatler Homes, 2016

Hotbook Magazine, December 2016

Israel House-Decor Magazine May 2016

Harvest Magazine 2.16

Interior Design, USA, October 2015

California Home & Design, USA June 2015

Good Home, India 2015

Mexico Design, Mexico 2015

MD Magazine, Bulgaria, 2015

Lamasat, Lebanon 2015

Elle, Décor, Thailand, December 2014

Today Living, Hongkong, 2014

Cultured, U.S.A., Spring, 2014

Interior Design, USA, April 2014

Giftrap, Australia, 2014

The Star, Malaysia, Feb 2014

Life Inspired , Malaysia, Feb 2014

Living & Lifestyle Magazine PLACES of Spirit, Germany

AMBIENTES, MEXICO

Wood Planet, Seoul, Korea, March 2014

Heren, So. Korea, Feb 2014

Muine, So. Korea, Feb 2014

Allure, So. Korea, Feb 2014

Vogue, So. Korea, Feb 2014

Harpers Bazaar, So. Korea, Feb 2014

Casa Living, So. Korea, Feb 2014

Interiors, So. Korea, Feb 2014

The Galleria, So. Korea, Feb 2014

Indonesia Home Tatler , March 2014-03-12

The Star Newspaper, Malaysia, Feb 2014

Look Box Living, Singapore, Jan 2014

Form , Singapore, December 2013

Expat Living, Singapore, December 2013

Mosso, Chile, January 2014

Home Textile Times, China, December 2013
 Surface Asia, Singapore, December 2013
 Home & Décor, Singapore, July 2013
 Form Magazine, Singapore, August 2013
 Modern Home China, July 2013
 L Appart. Paris, April, 2013
 Elle Décor India, April-May 2013
 Palace Magazine, Singapore, January 2013
 Elle Décor, Paris, 2013
 Designing Furniture (Book); Beijing
 Property Life, UK, USA, Asia, 2013
 Habitus, Australia, April-June 2013
 Space, Malaysia, Oct-Dec 2012
 Harpers Bazaar Interiors, January 2013
 Emirates Home, January 2013
 Monocle, Dec – Jan 2013
 Luxury Home Design, Sept, 2012, Australia
 Emirates Home, The Art issue, March 2012
 Harper's Bazaar Interiors Arabia (March/April 2012)
 Vogue Living, Australia, January 2012
 Architectural Digest Mexico, December 2011
 Interior Design. June 2011, U.S. A.
 Quien's Lifestyle; August, 2011, Mexico
 Gazzetta, July 2011, Ukraine.
 Furniture & Accessories World,(cover page) , Jun- Aug 2011, India
 Surface Asia, Editor's Pick, May, 2011, Singapore
 The Sun, September 2011, Hong Kong
 Surface Asia, March 2011, Singapore,
 Better Interiors, Feb 2010, India
 Enhance magazine, Jan 2010 India
 Living ETC, Jan 2010, India
 Society Interiors, June 2010, India
 DNA Feb 2010, India
 Society Magazine November 2010, Australia
 Insite, July 2010, Australia
 Habitat April 2009 (South Africa)
 Area 2009 (Portugal)
 Habitat February 2009 (South Africa)
 Shanghai Furniture & Interior Design June 2008 COVER & Inset (China)
 Docol Magazine 2008 (Brazil)

PHILIPPINES

Design Capabilities Philippines, 2016
 Arthaland Magazine, 2016
 People Asia Magazine, 2016
 ArchiExpo Magazine, November 2016
 Locale Magazine, October 2016
 Philippine Tatler, 2016
 Mabuhay Magazine, October 2016

Ayala Land Premier's Loft Magazine, 2016
My Home, July 2016
Metro Home & Entertaining, Vol 3. No. 2
Cebu Pacific's Smile Magazine, June 2016
Real Living, April 2016
My Home, July 2015
Condo Living, June 2015
My Home , November 2014
Blu Print , 2014
Cebu Living, October 2014
Lifestyle, The Freeman, Sept 2014
My Home, August, 2014
Elle Décor, July 2014
Zee Lifestyle, July 2014
Grid magazine. May-June 2014
MABUHAY MAG, MAY 2014-03-20
SHELTER MAGAZINE, APRIL 2014
SMILE MAGAZINE, March 2014
CONDO LIVING, 2014
MY HOME, JULY, 2014
TOWN & COUNTRY, July 2014
Metro Home, March 2014
Mega, January 2014
Elle Décor, Philippines, Sept 2013
Metro Society, August 2013
Town & Country, July 2013
Cebu Daily News- Lifestyle, July 2013
Space , Design & Travel, 2013
Metro Society, March 2013
Zee Lifestyle, December 2012
EKO Lifestyle, Maiden issue 2012
ELLE Décor, October 2012
Metro Society, August 2012
Town & Country, Philippines, July 2012
Metro Home. July 2012
Philippine Tatler Homes. May 2012
ZEE Lifestyle, March 2012
Metro Home. July 2011
Real Living , July 2011
Town & Country , July 2011
Zee Lifestyle , March 2010
Real Living, Oct 2010
Real Living November 2010
Preview, October, 2010
Preview, March 2010
Phil Tatler, Jan 2010
My Home October 2010
Metro Home, October 2010
Homestyle, Oct 2010
High Profile, August 2010
Celebrity Lifestyle, Mar- April 2010

Rogue, Sept, 2009
Metro Home July 2009
Homestyle May-June 2009
Philippine Yearbook 2009 (Philippines)
Homestyle February 2009 (Philippines)
Philippine International Furniture Show magazine 2009
Real Living 2009 (Philippines)
Zee Lifestyle February 2009 (Philippines)
Metro Home October 2008 (Philippines)
Zee Lifestyle October 2008
Preview October 2008 (Philippines)
Tropical Homes, July-Sept, 2004

PROJECTS

Project: Radisson Blu

Location: Cebu City, Cebu, Philippines

Description: We designed and manufactured a 15m-diameter divider for the special dining area in FERIA, Radisson Blu, Cebu. The divider was inspired by bubbles as this space is where fresh seafood is served. We wanted to portray the translucency and lightness of bubbles but still using our local materials.





Project: Coffee Bean and Tea Leaf

Location: Cebu City, Cebu, Philippines

Description: We designed and manufactured pieces for the Coffee Bean Tea and Leaf





Project: Asia-Pacific Economic Cooperation (APEC) Summit

Location: Philippine International Convention Center, Pasay City, Manila

Description: We designed and manufactured a private lounge to host 21 of the most powerful world leaders. This Leaders lounge would be the only area in the 2 day meeting where the Leaders have no fixed protocol and they are left to themselves.



Project: 32 Sanson by Rockwell

Location: Cebu City, Cebu, Philippines

Description: Vito Selma pieces at the 32 Sanson by Rockwell model unit and sales office



Project: Gusto Urban Cafe + Wine Bar

Location: Cebu City, Cebu, Philippines

Description: We custom design and manufactured pieces to match the urban style of food.



Project: Aqua Boracay by Yoo

Location: Boracay, Philippines

Description: The first YOO resort residences and five-star YOO Collection hotel on the tropical island of Boracay. We designed and manufactured all the furniture while working with the design office of Philippe Starck.





Project: SkyHouse

Location: Cebu City, Philippines

Description: We designed and manufactured pieces and other custom furniture and artworks for a landmark development project in the scenic slopes of Busay inspired by the modern hill-side houses of California, the Skyhouse.





Project: Shangri-La's Mactan Resort and Spa

Location: Cebu City, Philippines

Description: This is a 12-meter wide installation we did that is inspired by Philippine gold from the post-colonial period. All of these patterns were hand forged and finished in 22k gold.





Project: Mandani Bay

Location: Cebu, Philippines

Description: Vito Selma pieces at the Mandani Bay sales office



Project: 3-bedroom Apartment

Location: Cebu, Philippines

Description: Interior design project







COLLECTIONS



GEO

If you look closely you'll find they're actually very still. Lines are stubborn things to pin down, so you don't; you string them up. And while they insist on following a 'linear' track, it's also very easy to fool them into bending a bit here and there in a hegemonic sort of oscillation. They tend to appreciate that; they're sick of being shortcuts all the time, what with the whole "the fastest route to get from A to B" theory applied to almost everything that needs a line or two. They'll move only when you coax them, to form grids, blueprints, objects, the world.





THEO

Sticks, the usual kind, lie flat and lifeless in ordinary circumstances, maintaining the stolid form and shape that they have been molded to.

When sticks however, are placed in the hands of a master, they achieve the unthinkable. They accomplish the once impossible task of mobility.

In the right hands, sticks can move. They are able to take on different shapes and various forms. Capable of transformation, and no longer limited by everyday constraints, the ordinary stick defies the imagination.





CONSTELLA

The birth of a star may seem like the epitome of a perfected process, but the wise ones know it is much more complicated than that.

The sudden burst of energy can send parts of it hurtling into space, taking away any hope of perfect symmetry. Despite its missing parts, a crippled star is no less dazzling and by no means, less beautiful. Its light continues to illuminate all that surround it, suggesting that it takes pride in its imperfection.

Stars can teach us many things: There is beauty to be found in lacking form- even in stars that have lost parts of themselves to space.





LOUIS

While the true notion of space is limitless, the urban inhabitant will beg to differ. To him, space is a commodity and a precious one at that.

The urbanite needs his furniture to be pliant. At a moment's notice a table can become a chair to later on transform into a lamp.

Equally valuable is a timeless quality found in every piece. An engaged lifestyle may not afford the luxury of switching up possessions very often. Shape, structure and make must express relevance regardless of the changing of seasons and passing of time.





ALEGRA

Hours spent in quiet contemplation, one day. The next, wild minutes spent acting out the most outrageous fantasies- a burning pirate's ship, a rocking missile or perhaps, a castle in flight.

Such are the possibilities of the mere swing. Is there anything that encapsulates childhood more?

Moving, swaying into endless possibilities- from a quiet lull to an unrestrained crescendo...from outdoors to indoors... from reality to imagination...



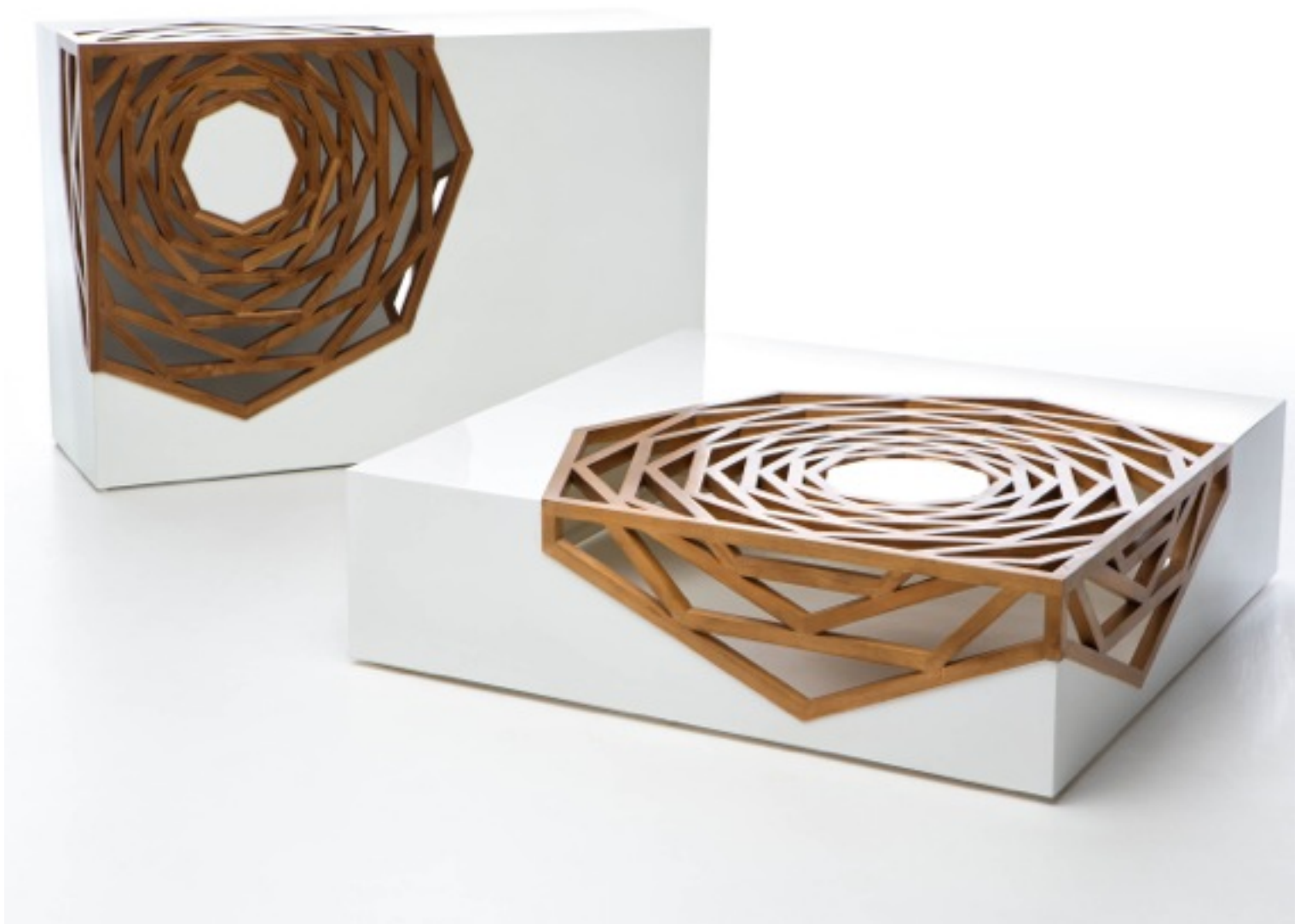


HANAKO

As a child, have you ever picked up stones and bits of saltwater debris along an ebbing tide? Or pressed leaves or flowers between the pages of a paperback? Oblivious that tomorrow these odds and ends may be discarded along with the ephemeral quality of yesterday's dusk.

We are afraid, that if an experience is not captured, it is lost. In the quiet contemplation of old photographs, we see our younger faces eternally smiling. Under the flashbulb, once secure and content with the promise of life. Comfort is found in preserving memories as they provide us with extensions to our past, present, and future.

If you've ever been a child that kept stones and flowers, you'd understand that they weren't just passing whims, but fragments of eternity.

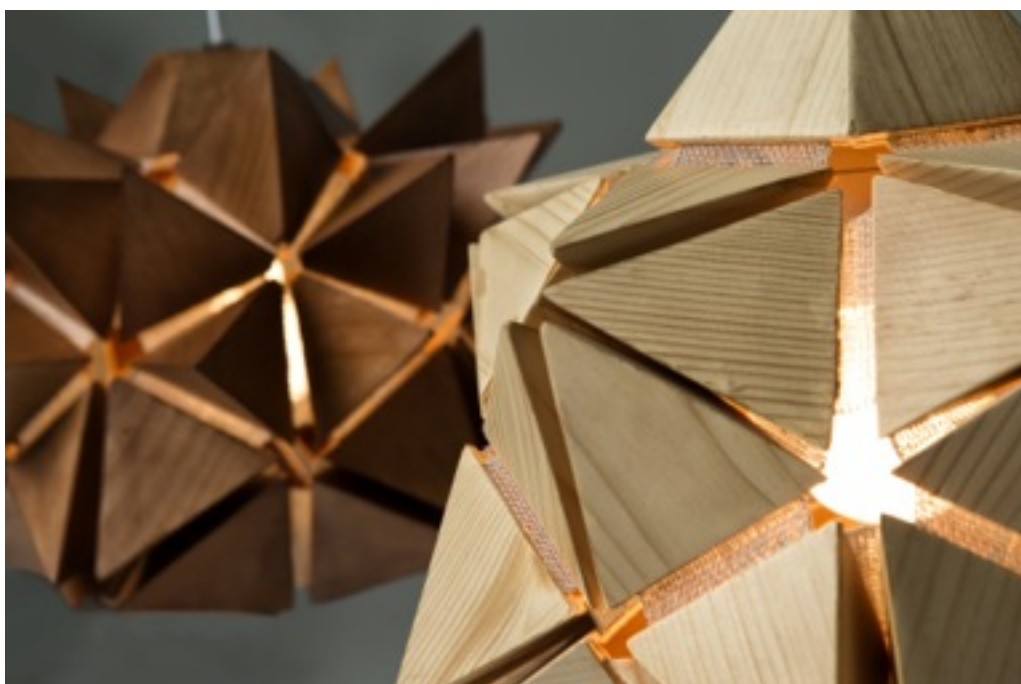


NOVA

Throughout the course of its life, a star goes through numerous processes. It has moments where it glimmers and dims.

Most beautiful though is the Nova, when its brightening is encapsulated. In this juncture, the star is fiercest. It shows off its light in a brilliant, violent explosion-illuminating affecting and transforming everything in its path.

In the midst of its explosion, it is not only those that surround the star that are altered. The star is changed too - finding itself reconstructed from having given part of itself to the night.





PLUMERIA

The images of childhood are often the strongest that resound. Tree-lined avenues harken back to days when things were simpler, when roads were safer, when forested outfields beyond the home fence were kingdoms to be conquered, when the scent of tobacco was heady in the air.

Time does its effacing but rarely dilutes a memory. How to bring a memory closer to home, even after so many years? How to reconstruct the texture of tree bark and recover the security of branches that assured constant support?





PAISLEY

I wasn't much of who I am back then, and if I was, I wouldn't have been as afraid to approach her as I was. There she would sit, by the breakwater, brown shoulders curving in the sun; white frills of a hiked-up Sunday dress gathered at the knees, a wide-brimmed hat falling in soft folds over her face. A silhouette against the rising sun that would recur always in what I'd do. I never even knew her name. That's how I'll remember her. My first girl.



