



The alvinT brand is dedicated to reviving the Indonesian design industry and communicate Indonesia's distinctive design character and high quality materials and craftsmanship, both locally and to the rest of the world. With Indonesia enriched with a unique culture in history and art, alvinT is inspired by the traditional techniques and how inimitable innovation can be formed in the modern approach. Today the alvinT portfolio consists of a variation of products ranging from furniture and lighting where each design is evidently distinct and represents a glimpse of Indonesia's culture through the modern eyes.

In this time where people seek for individualism and exclusivity, Linger is designed to bring people together; it's nature is to attract and to be experienced. A medium for people to gather and socialize, Linger is made only by human hands as opposed to machines, using natural rattan that comes from nature instead of a man-made. Linger is an escapade of nature's beauty harnessed by modernity.

Mingle, is a bench for three people, it is meant to provoke a dialogue between its users in order to start a conversation. Hopefully the user will realize that the product is the one which provokes them to start 'mingling' with other users. It's conception was based around the idea that in Indonesia we need furniture that communicates what modern contemporary design can be. This is expressed by using local identity wrapped in an international visual language.



Alvin Tjitrowirjo's completed Industrial Design at RMIT in 2004. His design vision was strengthened after completing an internship with international designer Marcel Wanders, where the most important aspect that was grasped was how to create an image-character of one's self to the eyes of the world. Since then The AlvinT brand has been exhibited in international exhibitions such as Salone satellite Milan 2005, Launch Pad Melbourne 2006, Shanghai 2006, Talents Ambiente Frankfurt 2008, Planet Mueble Paris 2009, and most recently at Grand Indonesia, as part of Jakarta Architecture Triennale 2009.

industrial design 2004

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