



MATIX  
UP CEBU

Media Kit

# Sustainability & Optimism for the future.

Matix UP Cebu is dedicated to developing innovative materials that can be applied across a diverse range of industries, fostering advancements in design, sustainability, and technology. This initiative is part of the center's ongoing research and development (R&D) efforts, aimed at creating new, high-impact materials with both local and global relevance.





## Vision

To be a leading hub for sustainable materials innovation and creativity in the Philippines, empowering communities, industries, and academia to pioneer cutting-edge solutions that promote environmental stewardship, cultural preservation, and economic resilience.

## Mission

The Matix UP Cebu is dedicated to advancing sustainable materials research, fostering interdisciplinary collaboration, and promoting innovation-driven education. Through cutting-edge technologies, industry partnerships, and community engagement, we aim to empower Filipino innovators, preserve cultural heritage, and drive economic growth while addressing global environmental challenges.

THE NAME

# MATerial Innovation and exploration

We are designed to be a multi-faceted innovation hub, especially for young minds, that supports material exploration, product development, industry collaboration, and knowledge dissemination. We want to make a meaningful impact on sustainability and material innovation in the Philippines.

# Core Values

## Innovation and Creativity

We foster a culture of curiosity, experimentation, and bold thinking to develop cutting-edge materials and solutions that address societal challenges.

## Collaboration and Inclusivity

We value teamwork and partnerships across disciplines, industries, and communities, ensuring an inclusive and supportive environment for diverse voices and ideas.

## Sustainability

We are committed to promoting sustainable practices, materials, and technologies that minimize environmental impact and support long-term ecological balance.

## Cultural Preservation

We prioritize the integration of Filipino heritage and traditional knowledge into materials innovation, celebrating our cultural identity while advancing modern solutions.

## Excellence and Integrity

We uphold the highest standards of professionalism, ethics, and transparency in research, development, and engagement activities.

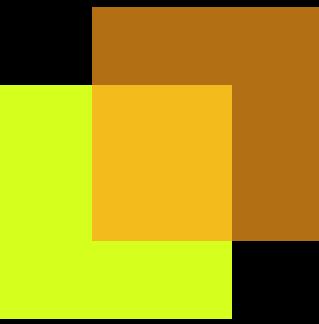
## Community-Centered Development

We are dedicated to addressing local and national needs by creating accessible and impactful solutions that benefit Filipino communities and industries.

## Empowerment

We aim to empower students, researchers, and community members with the skills, knowledge, and tools to innovate and lead transformative changes.

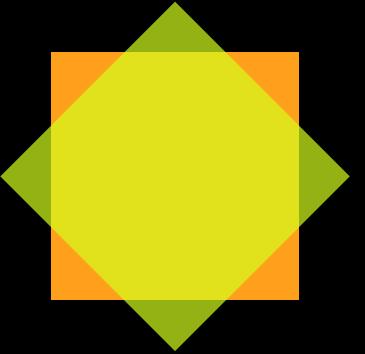
# Core Programs



## Materials Research and Development

For the Academe: Faculty and Students

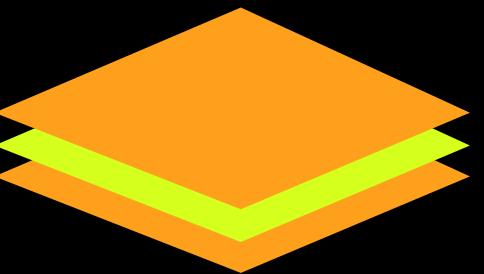
Faculty and students explore, test, and develop innovative materials with a focus on sustainability, collaboration, and advancing global research in materials innovation.



## Product Development and Business Incubation

Bringing in International Experts and Visiting Professors

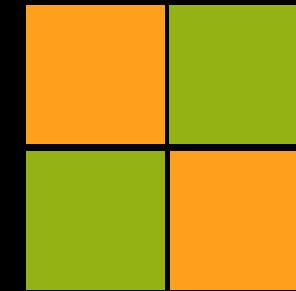
Product development, prototyping support, business mentorship, and industry-academia collaboration



## Materials Library

Swatches and Resources

Physical material samples, swatches, and technical data



## Digital Archiving and Cataloging System

Website and Repository

Online database of materials, secure cloud storage for research documents, and automated indexing for quick material retrieval, all integrated with design tools like CAD and Adobe Creative Suite.



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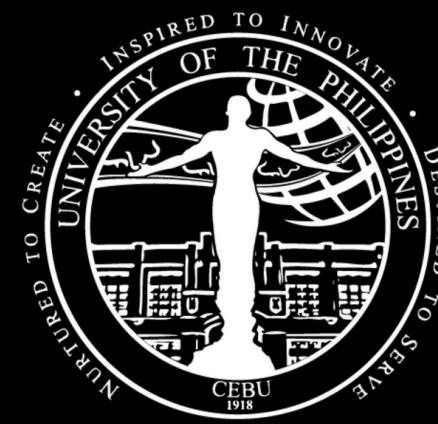
The MATIX Lab is a hub dedicated to advancing materials research, sustainable design, and creative innovation. As a resource for design researchers, the academe, students, and professionals, MATIX Lab provides access to cutting-edge materials, expert-led development programs, and a collaborative space for exploration and discovery. We aim to empower innovators by bridging research and real-world applications, fostering new material solutions that drive sustainability, industry progress, and excellence—nurtured to create, inspired to innovate, and destined to serve.”

### Lionel Sanchez

Coordinator

Matix UP Cebu

# Partners



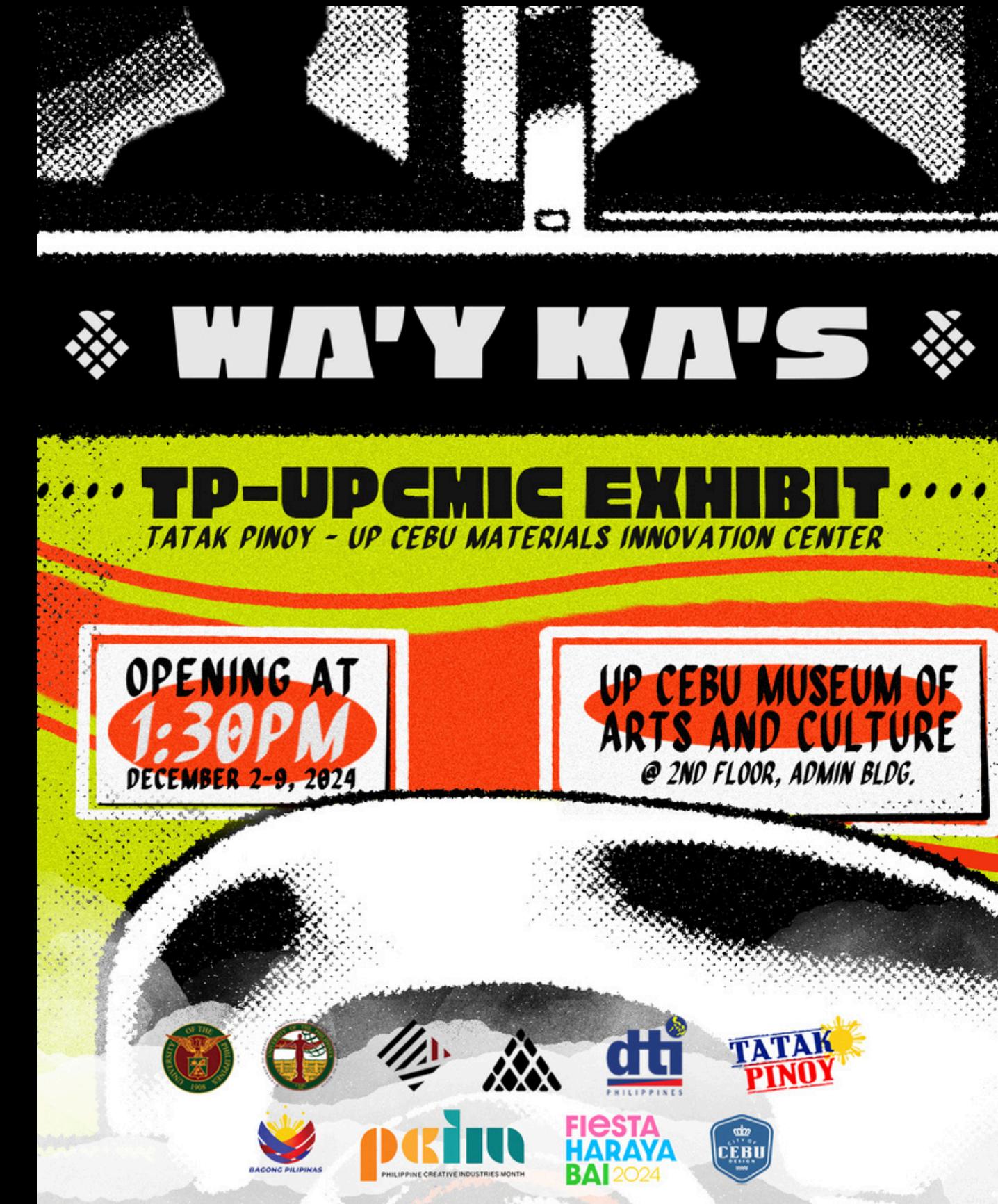
UP Cebu, as a constituent university of the UP System, is committed to becoming the leading creative university within the system, aligning with Cebu's UNESCO Creative City designation, which highlights the city's cultural heritage and dynamic creative industries. In partnership with the Cebu UNESCO Creative City Committee, led by Butch Carungay, UP Cebu seeks to set a benchmark for creative education and innovation, positioning both Cebu and the Philippines as global leaders in cultural development. A key initiative in this vision is the revitalization of MATIC Hub, which, after becoming defunct, is replaced by Matix UP Cebu in December 2025 through a Memorandum of Agreement with the Department of Trade and Industry (DTI). The mandate and vision of MATIC Hub is now carried on by Matix UP Cebu, continuing to foster innovation and collaboration. Central to this effort is the Tatak Pinoy Act, which supports the Philippines' industrialization strategy by promoting innovation and helping industries compete globally through a multi-year strategy focused on human resources, infrastructure, technology, innovation, investments, and financial management, ultimately driving economic growth and increasing incomes.

## Recent Initiatives

### Wa'y Ka's Material Exhibit

We organized an exhibit to serve as a culminating activity that showcased the outcomes, innovations, and collaborations achieved throughout the initiative. This exhibit was a vibrant celebration of the project's success, highlighting the breakthroughs in material innovation and their potential applications across various industries. By presenting the results in a curated and interactive format, the exhibit provided a platform for attendees to witness firsthand the transformative possibilities of the materials developed and the creative processes behind them.

The exhibit also emphasized the collaborative efforts that fueled the project's achievements, featuring contributions from students and faculty. It highlighted the interdisciplinary approach taken throughout the initiative, showcasing how expertise from different fields came together to address real-world challenges. Visitors were able to engage with the showcased works, including prototypes, material samples, and innovative design concepts, offering insights into how sustainable materials can drive meaningful change in design and production practices.





# Material Workshops, Consultancy, and Resource Persons

Bamboo Workshop, Upcycling, Material Moodboards, Organics & Composites

Beyond research and digital access, MATIX Lab offers hands-on learning experiences through specialized workshops, consultancy services, and expert-led training. These include:



# **Material Workshops, Consultancy, and Resource Persons**

Bamboo Workshop, Upcycling, Material Moodboards, Organics & Composites

## **Bamboo Material Workshops**

Teaching processing, treatment, and application techniques for bamboo in design and construction.

## **Upcycling and Sustainable Design:**

Exploring ways to transform waste materials into functional and aesthetic products.

## **Material Moodboard Creation:**

Helping designers and professionals curate swatch boards for interior, product, and fashion design applications.

## **Organic & Composite Material Innovation:**

Introducing bio-based materials, eco-friendly composites, and advanced material blending techniques.

## **Industry and Academic Consultancy:**

Offering expert advice, research collaboration, and customized training programs for businesses, educators, and policymakers.

# Logo Suite and Colors



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