

Proudly Designed Stones



Made Mardawa, Owner

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Made Mardawa named his business ‘proudly designed stones’ (PDS) to reflect his passion for the material and his work. He’s been in the business since 1996.

The carving trade he’s working in is a family tradition, handed down in the Made clan over generations. “I come from Singapadu, a village near Ubud near Gianyar where every villager can do the best carving,” Made said proudly. “And, I learned carving from my father when I was only four.”

Over the years that he lived in the village, Made noticed that many tourists fell in love with his carvings. “It was my vision of sharing my passion with people from other countries that enticed me to start the business and focus on exporting local art to the world.”

To make that happen, he travelled around the world to better understand what overseas people think of the local art, and what is in demand. To this he added his new understanding to the traditional styles.

Three years ago, a Dutch customer visited his shop and asked him to use The Export Service Centre to send carvings

to The Netherlands. Since then, Made realized it’s easier to sell to tourists as they have an affordable, easy way to send goods home.

“We are very enthusiastic about working with The ESC – not only has it helped sales – but also this value-added service helps differentiate me from other suppliers. We are delighted that ESC now offers this service to Australia and hope this will help us sell more to buyers down under!” he said.

PDS now has two shops in Bali and employs 20 people. Exports account for about 75 percent of his total sales. Main markets are Australia, The US, Mexico, Taiwan and Japan.

Most carvings are a blend of traditional designs and Made’s imagination, he said. Among PDS’ best-selling products are carved Buddha heads and wall reliefs. Other popular products include lavastone statues, garden lanterns, letter boxes and traditional statues.

Made has great confidence in his business future: “I’ll let my son follow my footsteps. I’m sure he will help our business greatly expand and prosper.”

Organization profile		People & products	
Company	PDS Bali		
Owner	Made Mardawa		
Established	1996		
Email	info@pdsbalistones.com		
URL	www.pdsbalistones.com		
Location	Seminyak, Bali, Indonesia		
Retail outlets	2		
Business type	Manufacturer		
Employees	20		
Subcontractors	N/A		
Main products	Lavastone statues, Letter boxes		
Export markets	Australia, US, Japan, Taiwan, Mexico		
Export proportion	75%		
Annual sales	\$120,000		
ESC partner	Since 2006		