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AMATI Academy

A structured practical training system for modern cabinet, furniture, and interior production, efficient workshop operations, and continuous adaptation to industry change

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The Industry Challenge

Small and midsize manufacturers must keep

pace with changing machinery, digital workflows, materials, hardware, production methods, and customer expectations while maintaining efficient operations and developing workers who can use these changes effectively. NIST's Manufacturing Extension Partnership emphasizes technology adoption, workforce development, operational improvement, and competitiveness among small and midsize U.S. manufacturers.

In cabinet, furniture, and interior production, these pressures affect the entire workflow—from project planning and material use through machining, assembly, quality control, and workshop operations. A production problem does not always begin at the machine. Poorly organized material storage, active-project parts, reusable offcuts, hardware, tools, or work areas can create unnecessary searching, movement, handling, waiting, and waste.

Technology introduces another layer of decision-making. Businesses must determine which machinery, digital tools, materials, hardware, and production methods are relevant to their work and how to integrate them effectively. When technical knowledge and working methods do not keep pace, the effects can appear through lower productivity, greater waste, higher production costs, inconsistent quality, and reduced competitiveness.

Broader U.S. Industry Relevance and Benefits

Small and medium-sized manufacturers make up 98% of the U.S. manufacturing base. NIST identifies technology adoption, workforce development, production capability, operational

improvement, and industrial competitiveness as important priorities for these businesses.

Federal policy has also placed renewed emphasis on strengthening domestic manufacturing capacity and preparing workers to use modern technologies. Executive Order 14278 directs federal workforce-development efforts toward U.S. reindustrialization and skilled-trade preparation, while federal action under Section 232 specifically identifies furniture and cabinetry as part of the domestic wood-products manufacturing industry and emphasizes production capacity, modernization, efficiency, and industrial resilience. This policy context reinforces the relevance of practical workforce development and technology adoption in the field AMATI Academy is designed to serve.

The broader value of AMATI Academy lies in how its training model is designed to extend

beyond individual participants or a single workshop. Standardized modules, instructor development, common assessment methods, digital and hybrid resources, and delivery through employers, educational institutions, and suitable industry locations provide a mechanism for the same core training framework to be transferred and replicated across multiple settings.

As the model is implemented and adopted over time, this structure is intended to support more consistent technical practices, practical technology adoption, stronger workforce capability, improved production methods, and more efficient workshop operations across participating workplaces and training environments.

Training System and Scope

AMATI Academy is designed to connect technical skills, production methods, and workshop operations within one structured practical training system. Participants learn how individual tasks fit into the complete production process rather than learning each subject in isolation.

Training follows the workflow from understanding project requirements, measurement, planning, and digital preparation through material and hardware selection, machining, assembly, quality control, and final inspection.

Workshop organization is treated as part of production efficiency. Training addresses how materials are received and stored, how active-

project parts are organized, how reusable offcuts are identified, where frequently used hardware and tools are positioned, and how work moves through the shop. Workshop and on-site tools can be organized as separate working systems so essential equipment remains available where it is needed.

The program also addresses machinery, tools, software, digital workflows, templates, jigs, materials, hardware, and production methods. Participants learn how equipment and process choices affect accuracy, capacity, production speed, safety, material use, workflow, and cost. Safety, quality control, waste reduction, problem-solving, employee development, standardized work methods, and continuous improvement are integrated throughout the training rather than treated as disconnected subjects.

Who It Serves

AMATI Academy is designed for people and organizations in cabinet, furniture, and interior production across different levels of experience. New entrants can gain a structured foundation in production methods, materials, hardware, tools, workflow, safety, and shop organization, learning how these areas connect rather than picking each one up separately.

Current workers can update and expand their skills as machinery, materials, hardware, production methods, and digital tools change. Owners and employers can use the training to build a more capable workforce, organize their shops more effectively, reduce inefficient

practices, and achieve more consistent production.

Educational institutions and industry organizations may incorporate adapted modules into their technical programs. Planned instructor-development courses are intended to prepare new instructors to deliver the training consistently in additional locations.

Keeping Training Current

Machinery, digital tools, materials, hardware, safety practices, and production methods

continue to change. Training therefore needs a systematic process for identifying relevant developments and transferring them into practical instruction.

Continuous curriculum review is a core principle of AMATI Academy. Each training area is structured for periodic review, with interim updates when significant changes in technology, equipment, materials, hardware, safety guidance, or production practices warrant earlier revision.

Curriculum review draws on manufacturer technical information, equipment and software updates, industry organizations, employers, educators, professional publications, and other reliable technical sources. Relevant developments are evaluated for practical application and incorporated into learning objectives, demonstrations, exercises, assessment criteria, instructor guidance, and

digital resources.
Because the curriculum is modular, individual training areas can be updated while maintaining the structure and standards of the overall program. The same updated information can then be transferred consistently to participants, instructors, and future delivery locations.

Training Standards and Assessment

Consistent training requires more than covering the same topics. Participants should understand the correct sequence of work, the reasons behind important steps, the applicable safety considerations, and the expected standards for quality and efficiency.

Each AMATI Academy module is structured around defined learning objectives and practical competencies. Module guidance identifies the essential steps of the work, technical considerations, safety checkpoints, expected outcomes, and assessment criteria.

Training combines explanation and demonstration with supervised practical application. Assessment methods are matched to the subject and may include task-based evaluation, practical demonstration, observation, problem-solving exercises, and knowledge checks.

Instructor guidance and common assessment criteria establish a consistent training baseline across instructors and delivery locations. Equipment, examples, and exercises can be adapted to the working environment without changing the essential competencies and standards being taught.

Delivery, Replication, and Scalability

AMATI Academy is designed so the training system is not dependent on a single instructor, workshop, or location. Core modules use defined learning objectives, instructional guidance, demonstrations, practical exercises, assessment criteria, and curriculum-update procedures that allow the essential training content to be transferred consistently.

Hands-on instruction remains central for skills that require physical practice. Digital and hybrid resources support technical preparation, demonstrations, reference material, curriculum

updates, and instructor development, extending access to knowledge without replacing practical training where hands-on competency is required. Instructor development is a central part of the replication model. Future instructors are intended to learn both the technical content and how to demonstrate procedures, explain workflow, teach safe working methods, evaluate practical competency, and apply the curriculum consistently.

The delivery model is designed for use through AMATI Academy and, as appropriate relationships are developed, through employers, educational institutions, and suitable industry locations. Standardized modules, trained instructors, common assessments, digital resources, and a shared update process provide the foundation for replication.

As instructors and delivery relationships are developed, additional locations can apply the

same core framework while adapting equipment and exercises to their working environment without changing the underlying training standards.

Development Progress and Next Steps

AMATI Academy is currently in the development stage. Work to date has focused on defining the training model, organizing the curriculum structure, identifying the principal technical and operational training areas, developing the instructor-development concept, and establishing frameworks for curriculum updating, practical assessment, and future replication.

Business planning and industry and institutional outreach are also underway. A proposed pilot training location in Oceanside, California has been identified through a written educational collaboration and training-support arrangement. The arrangement remains subject to the operational conditions required before training activities begin.

The next development phase focuses on completing detailed modules, practical exercises, assessment tools, instructor guidance, digital support materials, and pilot-delivery procedures.

Initial delivery is intended to provide practical feedback on training content, sequencing, assessment, and delivery methods. That feedback will be used to refine the program before broader replication and instructor development.

As development advances, AMATI Academy will

continue building relationships with manufacturers, employers, educational institutions, suppliers, and industry organizations that can contribute technical knowledge, curriculum input, appropriate training environments, or future participation in the delivery model.

Industry and Institutional Engagement

AMATI Academy is being developed with attention to the industries, workplaces, and educational environments the training system is intended to serve.

Outreach is directed toward manufacturers, employers, machinery and technology providers,

hardware and material suppliers, educational institutions, training organizations, and other relevant industry participants.

This engagement serves three principal purposes: identifying current technical and production needs, informing curriculum development and future updates, and exploring appropriate opportunities for technical contribution, training delivery, instructor development, or institutional cooperation.

Manufacturers and suppliers may provide current technical information, product knowledge, demonstrations, equipment guidance, or feedback on relevant production practices. Employers can provide insight into workflow, operational challenges, and practical competencies needed in the workplace.

Educational institutions and training organizations can contribute perspectives on instructional delivery and future integration of

appropriate modules.
Current outreach is exploratory. Organizations are not presented as established AMATI Academy partners unless a documented relationship supports that description. As relationships are developed and formalized, they can contribute to pilot delivery, curriculum refinement, instructor development, technical updating, and future replication.

Founder Qualifications, Professional Experience, and Training Record

AMATI Academy is being developed by Amir Ataie, whose background combines formal German master-craftsman and instructor training with more than two decades of practical

experience in cabinetmaking, furniture production, interior work, workshop operations, project planning, and technical training.
Formal qualifications and training include:
German Tischlermeister — Master Craftsman in the Joiner Craft, Handwerkskammer Hamburg, 2023
AEVO/AdA Vocational Trainer Qualification, 2022
German professional recognition as Tischler — Joiner, 2018
Cabinetmaking and joinery qualification, 2002
Business Administration and Law training associated with the German Meister pathway
TSM machine-safety training and certificates
His professional experience spans project planning, measurement, design, cabinet and furniture production, material and hardware selection, machinery and tool use, production organization, assembly, quality control, and practical problem-solving.

His experience also includes instructing and supporting technical workers in practical methods and work processes. The German Meister and AEVO/AdA training provides a formal foundation in both advanced craft practice and vocational instruction.
This combination of formal qualifications, hands-on production experience, workshop knowledge, and instructional preparation provides the foundation for developing AMATI Academy’s curriculum, instructor-development system, practical assessment methods, and continuously updated training model.

Contact and Proposed Pilot
AMATI Academy
Prospective educational and technical training

initiative for cabinet, furniture, and interior production

Founder

Amir Ataie

Proposed Pilot Training Location

396 Via El Centro Oceanside, CA 92058

Subject to final operational setup and applicable requirements.

Contact

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Development Status

AMATI Academy is currently pre-operational and under development. Future training programs, instructor development, delivery relationships, participating locations, and expansion described in this brochure are planned components of the proposed model and do not represent existing operations or partnerships unless specifically

documented.