

Melbourne Indesign

12 – 13 August 2016



Download the Melbourne Indesign App for your complete guide to MID16.

The ultimate design experience for architects, interior designers and specifiers. A design takeover of the city of culture sees a curated celebration of design, from boutique design houses to international and regional designers.

#MID16
indesigntheevent.com

This year... MID get's real

We are about amazing brands.
We are about learning, meeting
and sharing for incredible outcomes.
We are Melbourne Indesign.

Melbourne Indesign brings you the best international
and local designers and brands.

Agape, AJAR, Alternative Surfaces, Anaesthetic, Anchor Ceramics, Apparentt, Arko Furniture, Artedomus, Arthur G, Artifort, Atlas Concorde, Barber Osgerby, Barrisol Ryan, BD Barcelona, Blah Station, Boss Design, Cafe Culture + Insitu, Carpet Sign, Cascando, CBS, CDK Stone, Cerdomus, ChristelH, Claesson Koivisto Rune, Corian, Cult, Darkon, DeZign Interiors, Didier, District, Eastern Commercial Furniture, Febrik, Flos, Franco Crea, Graypants, HAG, HAY, HK Living, Hub, Hulsta, Integ, Interface, Jacco, Jaime Hayon, Karndean, Konstantin Gricic, LifeSpaceJourney, Lineloo, Luxx Box, Marcel Wanders, Maris, Martela, Max Design, Maximum, Modtec, Moooi, Moroso, Mutina Ceramics, Neolith, Norman Copenhagen, Oxley Butterworth, PAD, Partic Norguet, Patricia Urquiola, Patrizia Moroso, Polytec, Premium Floors, Products for People, Prooff, R+E Bouroullec, Resident, Rolf Benz, Ron Arad, Savage Design, Scandinavian Business Seating, Sedus, Shaw Contract, Signature Floorconcepts, Sketch Tiles, Sonos, Stormtech, Sustainable Living Fabrics, The SD Element, TOOtheZOO, Toto, Urban Edge Ceramics, Van Esch, Winspear, WK Marble, Zenith, Zip Industries.

In 2016, Melbourne Indesign is back to what we do best: celebrating and bringing together the local design community.

Join us on the 8th of October at Singapore Indesign, followed by the inaugural Contemporary Wine In Design on the 15th of October in Perth.

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How to make the most of MID

A step-by-step guide to Melbourne Indesign 2016.

Register

Industry or non-industry, registration is essential, and free. Be sure to register at any participating showroom or exhibition space on the day.

Grab a lanyard / bag

Once registered you will receive a registration pass, a lanyard, and a MID tote bag – with thanks to Interface – to store all of your belongings.

Hop on a bus

Our hop-on/hop-off buses, powered by Cosentino, are running on Saturday, frequenting stops every 15-20 minutes, so you can travel through precincts with ease. Check out the included map and/or the MID app for bus routes.

Navigate

Use this map or the visitor app to guide you through precincts. The app is interactive and can be tailored to categories, timed events, The Project collaborations, etc.

Learn and Experience

Explore 40+ of Melbourne's best design showrooms and pop-up exhibitors. Learn and play on Friday with a jam-packed program of events across Melbourne. Hop on our complimentary buses on Saturday to explore our showrooms and event spaces. Check out the app for what's happening, where and when.

Ask a Volunteer

Ask for directions, assistance or advice – spot our volunteers by their Official MID jackets. Look out for the Zip Industries logo on the back!

Celebrate!

Join us at our official wrap party on Saturday night as we take over Harry The Hirer's showroom in Richmond. This is the ultimate opportunity for visitors, exhibitors and sponsors alike to celebrate this great design industry of ours! Tickets available through: indesigntheevent.com



Download the Melbourne Indesign App

This Event Guide is a snapshot of Melbourne Indesign, but our MID App is our bible. It is the ultimate guide to Indesign's takeover of the city. Every exhibitor, every space, every Project! The MID App is the essential resource to plan your route across the city.

Download it now via Google Play / the App Store to be in the know, at all times.

Hot enough to hash!
#MID16
#melbourneindesign
#indesigntheevent
@indesigntheevent

Opening Hours

Friday 12 (Timed Events)
Melbourne-wide
10am – 6pm

Friday 12 – Up Late
Melbourne CBD
5pm – 10pm

Saturday 13
Richmond + Collingwood
10am – 6pm

A comprehensive A-Z guide of all the exhibitors you'll see at MID16

From furniture to fixed and fitted, lighting and finishes, our exhibitors bring the latest in local and international design, the cutting-edge in technology, and the ultimate in style.

Friday Up Late

COS The Strand,
240 Elizabeth St, Melbourne

District 20 Russell St,
Melbourne

Hub 63 Exhibition St,
Melbourne

NGV Ground Level,
NGV Design Studio,
Flinders St, Melbourne

Zenith 179 Flinders Lane,
Melbourne

Friday and Saturday

AJAR 15 Johnston St,
Collingwood

Alternative Surfaces
Studio 2, Rokeby Studios

Apparent Pioneer

Arko Furniture Pioneer

ArteDomus 476 Church St,
Richmond

Arthur G 618 Church St,
Richmond

Atlas Concorde / Sketch Tiles
14/4-12 Amsterdam St,
Richmond

Barrisol Gent Factory

Cafe Culture + Insitu
77 Cromwell St, Collingwood

CBS Studio 2, Rokeby Studios

CDK Stone Suite 2,
597 Church St, Richmond

Cerdomus / WK Marble
495 Church St, Richmond

CMS Gent Factory

Corian Gent Factory

Darkon Lighting
110 Cromwell St, Collingwood

Dezign Interiors Studio 1,
Rokeby Studios

Didier Pioneer

Eastern Commercial Furniture
Gent Factory

Franco Crea Pioneer

Hub Pop Up James Makin
Gallery, 67 Cambridge St,
Collingwood

Modular Workpoint Design
Studio 1, Rokeby Studios

Interface Allpress Studio,
84 Rupert St, Collingwood

Karndeau Studio 2,
Rokeby Studios

Luxxbox Pioneer

Oxley & Butterworth Pioneer

PAD 630 Church St,
Richmond

Polytec Studio 2,
Rokeby Studios

Premium Floors Studio 2,
Rokeby Studios

Products for People
112 Cubitt St, Richmond

Scandinavian Business Seating
Studio 2, Rokeby Studios

Shaw Contract Building 3A,
650 Church St, Richmond

Signature Floorconcepts
Gent Factory

Sonos Studio 2, Rokeby Studios

Stormtech Studio 1,
Rokeby Studios

Sustainable Living Fabrics
Studio 1, Rokeby Studios

Toto Studio 2, Rokeby Studios

Urban Edge Ceramics
17-21 Swan St, Richmond

Winspear 53 Cromwell St,
Collingwood

Winya Pioneer

Zip Industries Studio 1,
Rokeby Studios

Saturday

Cult 44 Cremorne St,
Cremorne

Dutch Design Collective
33 Cremorne St, Cremorne

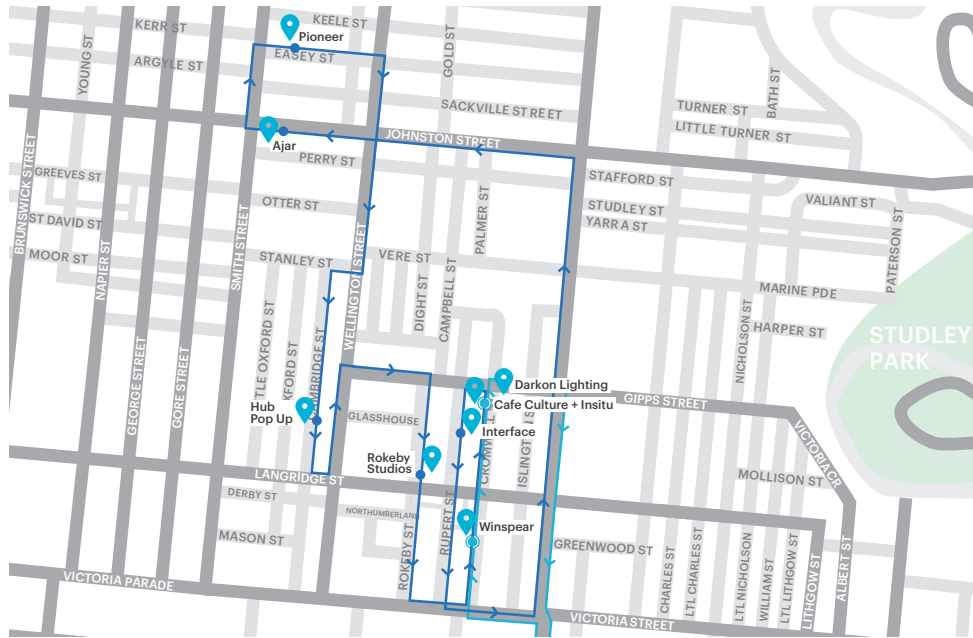
Pioneer
5 Easey St,
Collingwood

Gent Factory
141 Dover St,
Cremorne

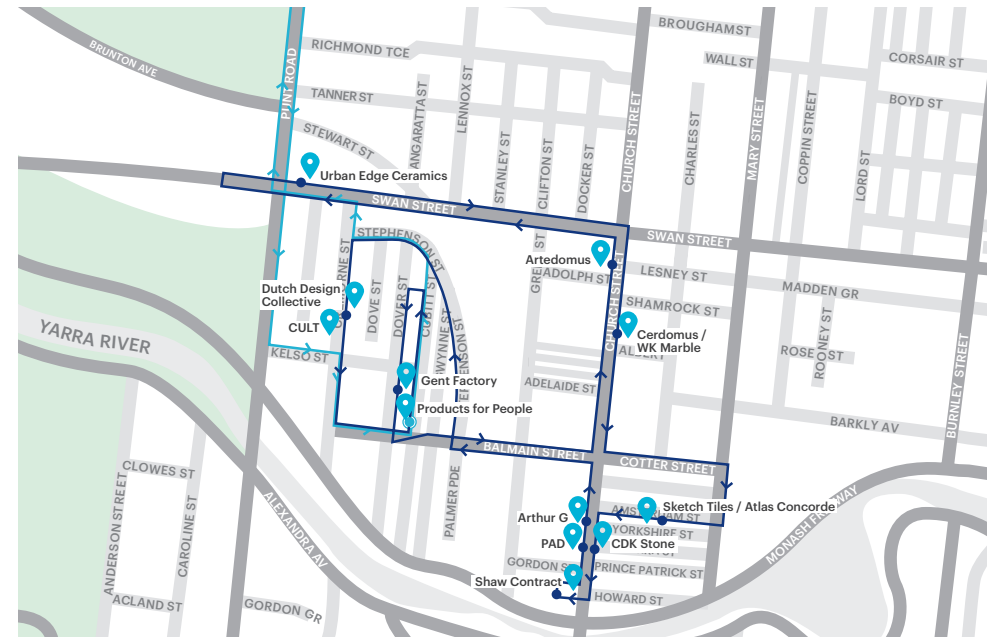
Rokeby Studios
90-94 Rokeby St,
Collingwood

Getting around MID

Collingwood



Richmond



Bus Loops

Saturday only! Buses frequent stops every 15-20 minutes

Collingwood Loop



Connecting Loop



Richmond Loop



+ Friday

+ Friday stands for learning, playing and exploring

Offering up a jam-packed program of industry talks, exclusive previews and architecture tours, + Friday is not to be missed! Download the MID App for the full + Friday program.

8:30am @ Darkon Lighting

110 Cromwell St, Collingwood
LiveLife: The New Commune*

9:30am @ Products for People

112 Cubitt St, Richmond
WorkLife: Gender Bender in A&D*

10:30am @ Arthur G

618 Church St, Richmond
LiveLife: The Iconic Brick Veneer as our Suburban Heritage* (CPD Accredited)

11:30am @ Urban Edge Ceramics

17-21 Swan St, Richmond
WorkLife: Fame*

12pm @ AJAR

15 Johnston St, Collingwood
LiveLife: Lighting the Home* (CPD Accredited)

12:30pm @ Shrine of Remembrance

Birdwood Avenue, Melbourne
Ian McDougall 'Architects in their Space' Talk, presented by AAA (tickets via Eventbrite.com)

Ian will be discussing ARM Architecture's additions to the Shrine Of Remembrance in the Kings Domain, followed by a tour of the site.

1pm @ Interface

Allpress Studio, 84 Rupert St, Collingwood
WorkLife: Design for the Public*

1:30pm @ Cafe Culture + Insitu

77 Cromwell St, Collingwood
WorkLife: The War for Talent* (CPD Accredited)

3:30pm @ Hub

63 Exhibition St, Melbourne
WorkLife: Experimentation v Commercialisation*

4:30pm @ Pioneer

5 Easey St, Collingwood
RE:LAUNCH (Invite only)

We are excited to bring you RE:LAUNCH: a reunion and exhibition celebrating the achievements and growth of our Launch Pad champions, their supporters and the Australian design industry as a whole.

4pm @ District

20 Russell St, Melbourne
WorkLife: Who hired the Project Manager?* (CPD Accredited)

6pm @ NGV Design Studio

Flinders St, Melbourne. Glenn Murcutt, Architecture of Faith – Exclusive Preview*

The LiveLife Design Hunter® Series and WorkLife Seminar Series are brought to you by Habitus and Indesign. All attendees will receive a MID tote bag, including the latest issue of Habitus or the new relaunched Indesign, plus a HAY stationary pack from Cult.

*Tickets for WorkLife, LiveLife and Glenn Murcutt preview are available via ticketbooth.com.au

Up Late in the CBD

In addition, Friday night will see the inaugural session of Up Late in the CBD – where showrooms extend their business hours to provide a unique design experience after dark.

Hub

Hub launches new pieces from Moroso together with an exhibition from Spanish glass artist, Luis Parades. Visit Hub to learn about their first annual Design Speed Dating program – a rare opportunity to meet one of the most influential design figures: Patrizia Moroso.

District

For the first time, District invite you into their home for the event, where you will have a front row seat to District’s carefully curated collection - a space for new possibilities.

Zenith

Zenith presents Winter Drinks. Grab a drink and get warm and cosy on their rich, luxurious and inviting All Sorts lounge and ottomans.

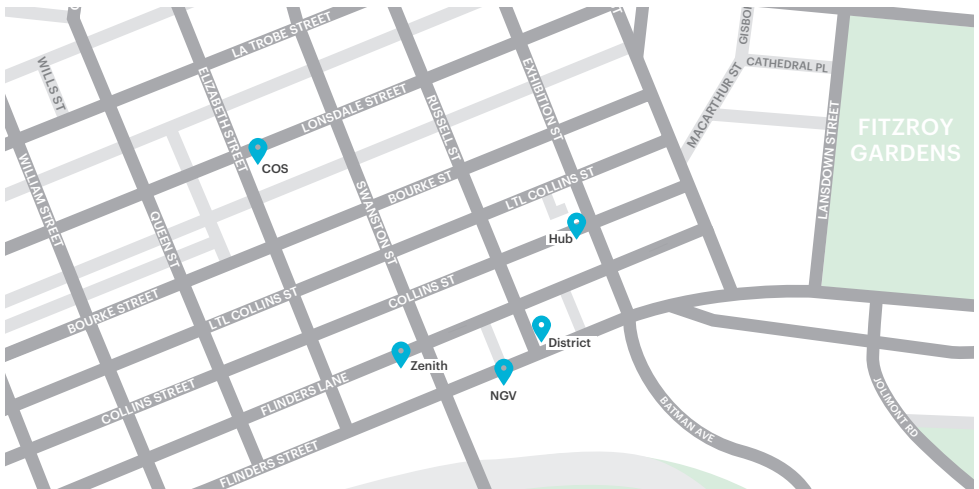
COS

This winter COS will be collaborating with Australian design studio Daniel Emma to celebrate MID16. Taking the functional, essential COS white shirt as a starting point, the duo have designed three installations for COS stores across Melbourne and Sydney.

NGV

Glenn Murcutt, Architecture of Faith – Exclusive Preview.

Melbourne Indesign are giving visitors the opportunity for an exclusive preview of Glenn Murcutt, Architecture of Faith at NGV. Enjoy a glass of wine with curators Ewan Mceoin and MID Ambassador Simone LeAmon, as they take you through this unique exhibition. Limited 40 spots available.



Friday and Saturday

Don't miss these highlights

For the full list of activities, check out the MID App.

European Stone, Hands On

Urban Edge Ceramics and Mutina Ceramica are bringing the latest hard surfaces from designers including Patricia Urquiola and Konstantin Grcic to MID, all showcased in three-dimensional installations.

The Great Outdoors, Inside

Cult welcome you to a leafy installation of HAY's new Palissade collection of outdoor furniture at the botanical Glasshaus 'Inside' warehouse, Cremorne. (Saturday only)

A Cafe Takeover

Interface is taking over the beautiful Allpress Studio in Collingwood, showcasing their latest collection World Woven. Follow the story of transformation 'from something negative comes something positive'.

Homegrown

Meet and greet the designers behind the latest Australian Cafe Culture + Insitu collaborations: Anaesthetic, Anchor Ceramics, ChristelH, Didier, LifeSpaceJourney and Savage Design.

Exclusive Design Pop Up

As well as hosting you in their showroom for Up Late on Friday evening, Hub will also be popping up at James Makin Gallery in Collingwood for an exciting landscape of light using Paris Au Mois d'Août's delicate hand-made fabric volumes en masse

Italian Tiles, Up Close

Through Friday and Saturday, Atlas Concorde will be taking over Sketch Tiles with special guest Fernando Méndez Morán from Atlas Concorde's Italian HQ.

A Destination for Dutch Design

Holland's own Moooi, Prooff, Febrik, Linterloo, Graypants, HK Living, TOOtheZOO, Van Esch, Carpet Sign, Cascando, Artifort and Jacco Maris come together at the Dutch Design Collective with special guest the Willem Cosijn, Consulate-General of the Kingdom of the Netherlands. (Saturday only)

Shared Spaces

Recharge at Gent Factory:

Join Eastern Commercial Furniture, Signature Floorconcepts, Barrisol Ryan, Corian and Creative Management Solutions for a commercial design experience. Recharge with Corian at the Recharge Bar serving refreshments throughout Saturday and enter the prize drawers for an Apple Watch from Signature Floorconcepts and a Hotbox 2 from CMS.

Lucky Thirteen at Rokeby Studios

With thirteen brands under one roof, Rokeby Studios brings together the best in furniture, flooring, finishes and fixtures. Head in to Polytec who will be keeping you caffeinated all day Saturday together with Melbourne Coffee roaster Padre Coffee.

Pioneer, Australian Made

We are excited to introduce Pioneer to MID proudly supporting the best and newest in local design from brands including Didier, Franco Crea, Luxxbox, Arko Furniture, Apparent and more! Features include a chill out bar created by Luxxbox and RE:LAUNCH, a celebration of Launch Pad.

Ambassadors

Representing Melbourne, our Official MID Ambassadors are iconic in the industry and renowned for their innovation, creativity and forward thinking.



Adèle Winteridge

The founder and creative mastermind behind Foolscape Studio in Melbourne, Adèle brings a wealth of knowledge and experience to the Melbourne Indesign 2016 event.



Emma Telfer

Emma is the Creative Director of Open House Melbourne, and like the organisation, she champions the city of Melbourne through its built environment.



Heidi Smith

As the workspace strategy expert at Gray Puksand, Heidi collaborates with a wide range of companies to enhance their cultural environment through workspace design.



Simone LeAmon

As one of Australia's foremost design creatives, 2015 saw Simone appointed as the Hugh Williamson Curator of Contemporary Design and Architecture at the NGV.

Special Guests



Willem Cosijn, Consul General, The Netherlands
Consul General for the Kingdom of the Netherlands, Willem Cosijn, will be joining us on Saturday at the Dutch Design Collective Pop Up in Richmond. He will be speaking on the proud heritage of Dutch Design around noon.



Marcy Ewing, Head of Design, Shaw Contract
Leading the Shaw Contract International Design Studio, Marcy creates beautiful and functional pieces for the office environment. Under her leadership, the Workplace Studio introduced the Best of NeoCon winning Dressed to Kill collection.



Fernando Mendez Moran, Manager, Atlas Concorde
Straight from the Atlas Concorde headquarters in Italy, Fernando will be joining MID as Atlas Concorde takes over Sketch Tiles' showroom in Richmond.

International and interstate – key industry personalities join MID to share their specialist knowledge and experiences.

Evolution

One of the most talked about initiatives at the event, The Project is a unique creative program that fosters collaborations between Australia's top design firms and our exhibitors, resulting in interactive experiences that transform event spaces.

AJAR Furniture & Design x DKO Architecture

This year, AJAR is teaming up with DKO Architecture to interpret "Evolution", which will comment on the notions of evolution in the context of contemporary design.

Artedomus x Thomas Coward

Using 3D projection mapping, geometry, sound, light and Maximum porcelain, "The Sky Tips" will be a dynamic visual spectacle - examining the evolution of natural materials augmented through technology.

Arthur G x Molecule Studio x Radford Furnishings

Arthur G, Molecule Studio and Radford Furnishings invite you to the Mad Hatters Tea Party - inspired by Radford's Cristian Lacroix, Liberty of London and Cole & Son ranges of upholstery and wallpaper. Expect the unexpected in what is a bold new move in the evolution of Arthur G, the brand.

Cafe Culture + Insitu x Local Designers

Cafe Culture + Insitu is collaborating with six local designers as they explore the creative design evolution from idea to product realisation. Designers include Anaesthetic, Anchor Ceramics, ChristelH, Didier, LifeSpaceJourney, and Savage Design.

Eastern Commercial Furniture x Clarke Hopkins Clarke

Eastern Commercial Furniture and Clarke Hopkins Clarke are exploring the evolution of colour in the workplace to create spaces in which we work, live and play.

The keyword for this year is "Evolution".

Have a say! Vote for your favourite Project through uploading a pic to Instagram and tagging: #theproject2016

Interface x Academy of Design, Australia

This year Interface are collaborating with a cross-discipline team of students from the Academy of Design to create an experience that demonstrates the evolution of something negative to something positive. Showcasing the latest World Woven collection from Interface, the students will weave a story of transformation.

Karndean Designflooring x Daniel Dalla Riva

For the third year running Karndean Designflooring are partnering with Daniel Dalla Riva at Indesign: The Event. Collaborations in the past have included the Karndean Parfumerie & Karndean Parkour exhibition.

Scandinavian Business Seating x Bullet Studios

The Scandinavian Business Seating Project, created in collaboration with Bullet Studios, will illustrate how the 1984 HÅG Capisco chair mimics human movement, transforming and evolving as you move through the space.

Shaw Contract x Gray Puksand

"Made By Design" is a multi-sensory experience exploring the evolution of flooring from a traditional art form to a precise science.

Signature Floors x WMK

Signature Floors invite you to strike up some "Signature Fun". Highlighting the Evolution of their ever-expanding colour range, Signature Floors will be popping up in Gent Factory with a mini bowling alley - designed by WMK Architects.

Thank you to all our Sponsors & Partners

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Fridcorp.

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Silver + Wrap Party



SONOS

Worklife



Wrap Party



Harry the hirer.

Partners:

BMW Melbourne



HAY



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