

# SYDNEY INDESIGN 2013

**Be part of the evolution  
on the 15-17 August**

WORDS

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**S**ydney Indesign: The Experience is a unique trade event debuting in Sydney in 2013. Taking place Thursday 15 – Saturday 17 August, Sydney Indesign is set to showcase over 400 leading design brands in five major precincts encompassing 90+ stand-alone exhibitors and a dedicated, central super studio that will host talks and collaborations from international guests in addition to the local design community.

The event revolutionises the long-standing Saturday in Design event which has run annually for over a decade in: Sydney, Melbourne, Brisbane, Singapore and soon Hong Kong. With the launch of Sydney Indesign, the trade fair and event experience is redefined, foregrounding the way in which we network, socialise, exchange ideas, educate and learn. As a result, Sydney Indesign offers its audience of architects, interior designers and creatives the opportunity to actively engage in Australia's global design industry in a completely new way.

The evolved format retains all the unique elements of Saturday in Design, encompassing showrooms, precincts, bus routes, product launches,

The Project collaborations and new design from global leaders.

Exciting additions include Indesign Podium – a dedicated think tank centring on cutting-edge future-focussed presentations, and the vital introduction of 'Galleria'.

Galleria is the super studio of design, an immersive curation stretching across 3000 square metres at the Australian Technology Park in Eveleigh, right in the heart of Sydney.

As a key location within the Sydney Indesign precinct circuit, Galleria offers a central meeting point where the views and achievements of the Australian and international design industry can interconnect and form a lively exchange and dialogue.

In this milestone year, we invite you to join Sydney Indesign in redefining the way you do creative business, and contribute through your active participation and attendance to the continued growth of Australian design within the global arena.

## Pre-Register Online!

**It's never too late**

Visitor registration is now open online, at [sydneyindesign.com.au](http://sydneyindesign.com.au). It's free and easy to register, and as well as securing your place you'll skip the queue on the day. Everyone who registers online prior to the event goes in the running to win an amazing set of prizes, direct from their favourite Sydney Indesign exhibitors.

So why wait? Head online now and register at [sydneyindesign.com.au](http://sydneyindesign.com.au)

Clockwise from  
top left / Habitus  
Lounge at Space  
Furniture with  
BVN Architecture,  
Brisbane Indesign  
(2012)





# GALLERIA

## The Design Super Studio

**T**he transformation of Galleria for Sydney Indesign is a story unto itself. The space is vast and open plan, the 3000 square metres brimming with heritage-listed features. Working with a team of creative experts, Sydney Indesign is transforming Galleria into an immersive, interactive space housing Australia's leading design brands, not to mention a host of collaborative installations.

The team behind this newly conceived super studio of design is The Collaborative – a boutique consultancy for artistic, theatrical and bespoke event design/production/management; Marcus Piper, Indesign Media Group Creative Director; in addition to

Garvan O'Gara, a celebrated Green Star and ecologic designer and director of Plot Studio.

Complementing Sydney Indesign's existing showroom activity and precinct circuits, Galleria will play host to Indesign Podium, the annual Launch Pad exhibition, ground breaking installations, product launches, and other creative and brand related activities.

Galleria will run throughout the duration of Sydney Indesign (Thursday 15 August – Saturday 17 August), making it easier for visitors to see everything in one place, while also reducing the event's geographical footprint, and the proximity of its many locations.

# Knowledge Sharing

## Sydney Indesign tackles the real issues in design, with three new seminar programs

**T**his year, Sydney Indesign is turning the spotlight on knowledge-sharing in design, with a series of talks and presentations from international guests (including Bolon's Marie and Annica Eklund), global thought leaders and design icons. Stimulating a shift in design philosophy and Australian design practice, this highly interactive component of Sydney Indesign encompasses three components, entitled WorkLife, LiveLife and Indesign Podium.

Sydney Indesign's knowledge sharing program is set to kick off on Thursday with the launch of the WorkLife seminar series. WorkLife will continue periodically throughout the year – its inaugural

showing at Sydney Indesign focusing on 'The Future of the Workspace'. In a full day seminar, specially selected thought leaders will head discussions on workspace futures and present their current projects. The agenda will include topics such as the sustainability of existing CBD building stock and a debate around the implementation of large-scale developments such as Sydney's Barangaroo and the Melbourne Docklands district.

Operating parallel to WorkLife is the LiveLife series, presented by *Habitus* magazine. LiveLife focuses on issues that appeal to the design hunter, with a robust series of in-showroom talks and presentations on both Friday and Saturday.

Housed in Galleria, Indesign Podium is a live daily forum where thought leaders and industry influencers will present and actively discuss the most progressive current trends in design. On Thursday, Indesign Podium will host the inaugural WorkLife series, and on Friday and Saturday the floor is opened up to industry professionals including international guests, leading brands, designers and creatives speaking on topics of their choice in any creative format – discussions, workshops, educational sessions, product launches and more.



Clockwise from top left / Zenith showroom at Brisbane Indesign (2012); Annica & Marie Eklund of Bolon; Wing collection (2013) by Bolon; James Grose (left) & Ken Maher present at Indesign in Discussion (2011)

# BOLON

## Sydney Indesign welcomes Bolon's directors, Annica and Marie Eklund



**S**ydney Indesign is excited to announce the arrival of Bolon's directors, Annica and Marie Eklund as esteemed international guests at Sydney Indesign 2013. Heading up the global flooring company from their home country of Sweden, the Eklund sisters are famed for their work at the helm of Bolon – which has been in their family for three generations and was originally a weaving mill manufacturing traditional Scandinavian rag-rugs.

It was the Eklund sisters' design insights and strategic vision that transformed this traditional weaving mill into the global design brand it is today. They've led collaborations with Jean Nouvel, Rosita Missoni and Giulio Cappellini, and as part of Sydney Indesign they will celebrate this year, their 10<sup>th</sup> anniversary as the head of Bolon, while also launching new product and their limited edition book, *The Story of Bolon*.

At Sydney Indesign the Eklunds will host presentations and give insight into their work, as well as their thoughts on wider issues relevant to industry and community. It's a once-in-a-lifetime opportunity to meet these internationally acclaimed superstars, so don't miss out! For more information about Bolon in Australia visit [bolon.com.au](http://bolon.com.au)



# Sydney Indesign Precincts 2013

**This year we've reduced our geographical footprint**

The founding premise of Sydney Indesign was to allow brands and suppliers to entertain architects and designers in their own space, with their own culture, in a design festival atmosphere. Ten years on, this core tenet remains at the heart of Sydney Indesign.

On Friday and Saturday, selected high-calibre brands and suppliers will open their showrooms, embellishing their respective spaces with creative concepts to express their brand and culture, as well as celebrate their product with collaborative Project installations and other special events.

In 2013 it's easier than ever to travel between showrooms with the geographical footprint of Sydney's precincts vastly reduced. In 2013 the precincts are: Alexandria, Chippendale, Eveleigh, Redfern/Waterloo and Surry Hills (Downtown, Village, Central).

While the Alexandria precinct in particular has seen a huge influx of design showroom in the past two years, all precincts have new exciting destinations to show off, including Jardan's new Alexandria showroom, Zuster – whose first Sydney showroom is located

in the Surry Hills Downtown precinct; and Design Republic and Interstudio with new locations in central Chippendale.

Traveling between precincts will be easier than ever. On Friday, guests can grab a ride with Sydney Indesign Transport Partner, Uber – the stylish and reliable private car company bookable online and by smart phone app.

On Saturday, Sydney Indesign will be providing its customary free hop-on hop-off buses, running regularly between the precincts all day. Other precinct treats include the City of Sydney's popular Food Trucks, which will be serving up its much-loved gourmet creative food around the event's designer precincts.

## Discover great British design on the British Council Great Trail

British Council is leading Sydney Indesign-goers on a specially organised Great Trail tour of contemporary British design. Taking place on Saturday, visitors can hop-on the specially themed British bus, and flavour their Sydney Indesign experience with great British design.

Members of the British Council will guide this customised tour, which surveys every British-designed piece from the 400+

brands being exhibited at the precincts, showrooms and Galleria. The Great Trail offers an engaging insight into what's happening in British design.

As a Platinum Sponsor in 2013, the British Council's Great Trail is focused on enriching the cultural exchange between Australia and the United Kingdom, thus encouraging the bonds of creative practice, innovation and discussion.



This page / The Project by Space Furniture with Hassell & Condensed, Saturday in Design Melbourne (2012)

## THE PROJECT

**'Process' reigns supreme in 2013**

The Project is Sydney Indesign's creative-to-brand match making service. Since 2008, The Project has united collaborations between high-end brands and suppliers – both local and international, commercial and residential, with enthusiastic teams of architects, designers, visual artists and creatives in any medium to create inspired installations from specifiable product together. It's a chance for brands and suppliers to have the best creative minds working their product to its full potential, and for architects and designers to show off their personal energy and design culture position.

This creative freedom makes The Project one of the most highly anticipated parts of Sydney Indesign. The only brief is the theme given each year,

with past themes including Sense (Sydney 2009), Motion (Melbourne 2010) and Connect (Singapore 2011).

The theme for Sydney Indesign 2013 is 'Process': it's about evolution, learning through doing, experience and change. 'Process' encourages people to explain the system behind their brand or product, and draw people in at the backstage level.

Installations are often interactive and immersive, with The Project's People's Choice Award in 2012 going to the collaboration between Space Furniture with Hassell and Condensed. They transformed Space Furniture's Melbourne showroom with black balloons and wooden frames, drawing people in from street level and pulling them up dramatically to the top of the showroom itself. ◉

## INTERSTUDIO

**NOBODY PUTS BABY IN A CORNER...**



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INTRODUCING  
**Petite Plateau**  
by Erik Magnussen

–  
Become enclosed  
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