



WORDS

*Sophia Watson*

# THE THINKING LAB

The standard tradeshow is generally known for its product “show and tell” style experience. Brand ambassadors man their booths in matching uniforms along the generic, linear, shopping-isle type layouts. There’s brochures and, well... that’s about it. Indesign: The Event Melbourne was certainly no trade show. Why you might ask? Put quite simply: Knowledge Sharing.

The most important distinction here is the exchange of ideas, a space where the local industry can come together to talk shop and discuss experimental concepts including: key commercial projects such as 8 Chifley Square as was with Indesign in Discussion; the contradiction of the individual in designing multi-residential developments discussed at this years LiveLife series; what we are losing and what we are gaining across all design disciplines with ‘adaptive practice’ which was the topic of this years DQ Round Table;

and the practice of challenging the cultural norm as part of the inaugural LightCycle exhibition introduced to the fold this year.

What became very obvious at this years’ event was that, unlike its Sydney counterparts, Melbournites are all too keen on having a bit of an industry chinwag. The city’s design community seemed far more receptive and open to discussion when it came to talking about the things that matter most to us, with almost no cageyness, reluctance or press releases; just down to brass tax. While the official Melbourne Indesign body hosted a number of speaker series events (Indesign in Discussion, LiveLife and DQ Round Table), exhibitors were quick to initiate their very own discussion events, partnering with fellow showrooms, architects, designers and the like to better engage their visitors with knowledge, not product.

Though new releases were certainly an important fixture

of this years event, there was an overwhelming emphasis on key ideas and hard-hitting issues such as: the future of the workplace, hosted by Business Interiors by Staples, Australian and international design perspectives with CULT’s Adam Goodrum and Sebastian Wrong, Stylecraft’s Local Talent Time series with key Australian design identities, the Living Office Concept by Herman Miller hosted by international guest Marc Fong, and emerging practice workshops with Greg Natale for Coco Republic – just to name a few.

In a world where we Sydney-siders can, at times, be a bit holier-than-thou when it comes to sharing our knowledge, activity and opinion, I just hope that the Sydney hub can take the exceptional commitment to industry dialogue and community that Melbourne seems to have so down pat. ●

## IN-HOUSE THINK TANKS //

### WHAT Indesign In Discussion //

8 Chifley Square, hosted by Designer Rugs

WHO Ed Lippmann (Lippmann Associates), Brenton Smith (Bates Smart), Andrew Johnson (Arup)

### WHAT LiveLife //

Individuality + Community In Multi-Residential Developments, hosted by John Wardle Architects

WHO Joachim Holland (Assemble and Fieldwork), Jeremy McLeod (Breathe Architecture), Prani Hodges (Six Degrees Architects)

### WHAT DQ Round Table //

Adaptive Practice, hosted by AJAR

WHO Adam Lynch and Dale Hardiman (LAB DE STU), Alexa Nice (Alexa Nice Interior Design), Jarrod Haberfield (Molecule), Sarah Ponthieu (Trout Creative Thinking), Anna Drummond (CoLAB Design Studio), Tim Giles (Geyer), Miguel Paracuellos (NOW Carpets with AJAR)

## KNOWLEDGE SHARING // EXHIBITOR STANDOUTS

- Stylecraft + Local Talent Time Series
- Business Interiors By Staples + ‘Workplace Future’ breakfast
- Coco Republic + Greg Natale workshop
- CULT presents Adam Goodrum + Sebastian Wrong
- Interface + David Oakley
- Timothy Oulton + Darren Palmer
- Herman Miller + Marc Fong
- Interstudio + Friends & Founders

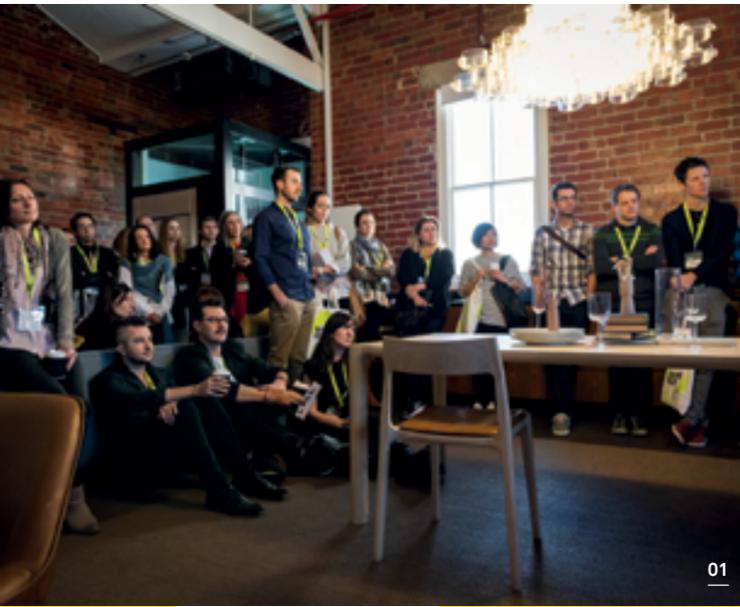
## THE PROJECT // DQ EDITOR’S TOP 5 PICKS

1. Apato w/ Group GSA
2. Café Culture + Insitu w/ DKO Architecture + Hot Black
3. Reece Bathrooms w/ 6 Hats
4. Interface w/ Loop Creative
5. Signature Floorconcepts w/ Geyer

## INTERNATIONAL SPECIAL GUESTS // SNAPSHOT

- Ida + Rasmus Hildebrand, Friends & Founders with Interstudio
- Jesper Østergaard + Michael Brisbane, Scandinavian Business Seating with DAL BRANDS
- Miguel Paracuellos, NOW Carpets with AJAR
- Sebastian Wrong, Wrong for HAY with CULT
- Simon James + Scott Bridgens, Resident with DISTRICT
- Marc Fong, Herman Miller

This page / Richard Munao, Sebastian Wrong and Alice Blackwood during the Sebastian Wrong for HAY Q+A series at the CULT showroom, Melbourne CBD during Indesign: The Event 2014, Photo: Fiona Susanto



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Sophia Watson

# GALLERIA +

# MELBOURNE CBD

Following a successful inauguration at last year's Sydney Indesign (2013) Melbourne premiered its very own Galleria experience – with a distinctive Melbourne flavor no less. Where Sydney's lavish locomotive factory presented a more serious atmosphere, Melbourne's Galleria was far more community-focused, where the warehouse venue created an atmosphere more akin to a creative share-house than trade show; earning its place as the jewel in the larger crown of the Melbourne CBD precinct.

This personalised feeling was well matched by the 40-odd exhibitors whose activity took advantage of the experiential nature of Galleria. Reece Bathrooms with 6 Hats, Signature Floorconcepts with Geyer and Interface with Loop Creative for example, leveraged the themes of their recent products to produce highly-engaging spaces that bonded the user with the product brand stories.

Interface with Loop Creative was certainly a stand out, producing a two-room walk-through installation equipped to hit all five sensory touch points to immerse users with their recent Human Nature collection.

Others approached the task with a more artistic bend by way of "peacocking" (so to speak) their stands. Brands and designers including Ontera Modular Carpets, Luxxbox, PGH Brick & Pavers, Ross Gardam, Stormtech, Enoki, mafi, Satelite Design and designer.line to name a few, inhabited the space with installations including cardboard box lighting walls, bent timber floor lounges, street-style carpet graffiti, drain-made city skylines and multi-dimensional brick sculptures to attract attention from specifiers, architects and designers – and with great success I might add.

Many however, chose the old "show and tell" method, where demonstration and product 'touch and feel' tactics played

a large role in engaging the market. Brands including Healthezone, Integ, Herman Miller, Scandinavian Business Seating, Polytec, Dezin Interiors and Briggs Veneers invested in creating a no-nonsense approach to showcasing the functions of their product, coupled with brand and product experts equipped with all the technical information you could ever want about a task chair, and the ability to talk some serious industry shop.

While some were quite daring and ostentatious in their display, others chose to let their work speak for itself, rather than compete with the adjacent noise and chaos. Designers Ross Didier and Tom Skeeihan were among the more refined and tame of the bunch, speaking to their demographic of the more subdued "no bullshit" design market. Suppliers such as SeehoSu, The English Tapware Company, Youmans Capsule, Zip, Savage Design, The English Tapware Company, Archilux, CIBO Design, Khaos Australia, Envoy, KISJN,

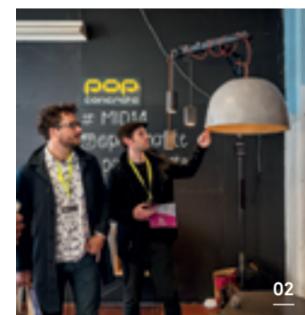
Page Thirty Three, POPconcrete and Own World were also quick to adopt and demonstrate the famous Melbourne chilled-out personality to express their brand culture, and as such, strategically attracting the right audience.

Outside of the Galleria, the Melbourne CBD precinct played host to some major industry heavyweights including the recently rebranded CULT, Stylecraft and DAL BRANDS with Konfurb.

Here is a precinct of suppliers who understand the value of experiential marketing and brand storytelling in attracting key market players. CULT, for me, was one of the most successful showrooms of the event. They very cleverly chose to focus on more than product, instead leveraging the value of two of their partnering designers: Adam Goodrum and Sebastian Wrong. Hosted insitu at the stunning Adam Goodrum apartment within the Melbourne showroom, visitors had the opportunity to get the real story about Australian design right from the horses' mouth during Q+A's with Goodrum and CULT director Richard Munao.

The space also welcomed international guest Sebastian Wrong (WRONG for HAY) in Q+A's throughout the weekend, playing a large role in bridging the gap between Australia and the global design world, in addition to catering for the middle-market sector. Finally, CULT was also the Major Sponsor for this year's Launch Pad program; a move which further solidified the brand's commitment to walking the walk; fostering a more cohesive and supportive local industry.

Stylecraft also presented a strong showing of brand activity, most importantly with its "Local Talent Time" campaign launched several months prior. In a highly-engaging – not to mention entertaining – way of showcasing its impressive collection of Australian designers, visitors were able to rub elbows with some "local talent" and create a direct relationship with Stylecraft as a champion of Australian design. ●



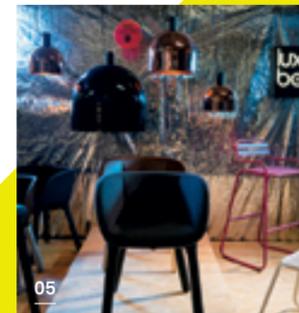
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## 01 CULT

In the true spirit of the event, CULT played host to a range of design/supplier Q+A's and experiential events featuring CULT CEO Richard Munao, Designers Adam Goodrum and Sebastian Wrong, and were the Major Sponsor and Exhibition Partner for the Launch Pad 2014 program.

Photo: Fiona Susanto Photography

## 02 POPCONCRETE

POPconcrete's space within the Galleria was highly-engaging, having facilitated an interactive design and manufacturing Q+A, in addition to launching the new Tripi Table and Snowi Pendant Light.

Photo: Fiona Susanto Photography

## 03 VIABIZZUNO

Richard Misso was on the Viabizzuno stand talking some serious industry shop with the passing Galleria patrons. The space was a well-curated collection of new product from Milan and Frankfurt.

Photo: Fiona Susanto Photography

## 04 STYLECRAFT

The Stylecraft showroom was buzzing with industry chatter; hosting the highly-interactive "Local Talent Time" initiative where visitors were able to engage with key industry insiders such as Ross Gardam, Helen Kontouris, Keith Melbourne, Jason Bird and Alexander Lotersztain – to name only a few.

Photo: Fiona Susanto Photography

## 05 LUXXBOX

Led by Jason Bird, Brisbane-based Luxxbox presented an eye-popping stand, fashioned from chrome emergency thermal blankets. The space also showcased new product lines from the brand including: Pillow Collection, Helm Pendant and the South Chair.

Photo: Fiona Susanto Photography

## 06 REECE BATHROOMS + 6 HATS

The collaborative outcome of The Project by Reece Bathrooms + 6 Hats had visitors trying their hand at conceptual design. Once in the black space lit only by dim-pink pendants, visitors were overrun with a series of video projections and the opportunity to graffiti/draw their dream bathroom on the black perspex board.

Photo: Fiona Susanto Photography

## 07 SATELITE DESIGN

In a rather clever move of immersing its visitors in the brand experience, Satelite Design featured the "Inner Orbit" – a ring of light which brought together various Satelite products with a range of elements, textures, materials, layers and illumination.

Photo: Fiona Susanto Photography

## 08 SIGNATURE FLOORCONCEPTS + GEYER

The results of The Project partnership between Signature Floorconcepts + Geyer featured an interactive colour wheel, where visitors would spin the vaudeville-style wheel accompanied by ring-masters and won the corresponding colour treat.

Photo: Fiona Susanto Photography

# RICHMOND

WORDS

Lorenzo Logi

If Melbourne's design industry were a country town, Richmond's Church street would definitely be 'the main drag'.

Studded with showrooms along its southern leg, Church Street has always been a design promenade during Melbourne's Saturday Indesigns, and this year's Melbourne Indesign was certainly no exception.

At the north end, Artedomus christened their newly renovated showroom space with superb new offerings from Italian bathware brand Agape. Rounding out the Italian theme was the pizza truck, vintage Fiats scattered about the space, and presentations from the brand's own representative, Niccolo Bignardi.

Pepper Designs' showroom played host to Cosentino and V-Zug. New material, Dekton, was the highlight for the Spanish brand, which demonstrated its resilience and versatility by inviting visitors to graffiti a slab. Meanwhile things got steamy with the Swiss company as they put the new Combi Steam oven to work on the canapés.

Coco Republic welcomed Jonathan Adler's new range to their sumptuous showroom, and offered visitors the generous hospitality the brand is renowned for. Just up the road, the first stand-alone space for Timothy Oulton fused British tradition with comfort and largesse, hosting a London Tea Parlour and the launch of Darren Palmer's new book,

'Easy Luxury' – including a Q+A with the man himself.

In the southern cluster of showrooms, Designer Rugs presented beautiful new collections by Greg Natale, Hare + Klein, Megan Hess and bernabeifreeman, as well as hosting the Indesign in Discussion talk on Friday afternoon.

Tongue n Groove dressed their showroom up to celebrate the launch of their new Massivo range. Pairing flooring with furniture, KE-ZU populated the space with new product by Jaime Hayón and Oscar Tusquets Blanca for Parachilna, Expormim and BD Barcelona.

Australian design and manufacture brand ArthurG teamed up with boutique wallpaper and textile distributors The Selvedge Group to launch new product by BUTE textiles, inviting James Sprint, owner of the Scottish brand, to share his knowledge of how wool can contribute to interiors.

CDK Stone unveiled their new (literally hours old) showroom for Melbourne Indesign, putting the space straight to work for the launch of their Neolith product – one of the largest sintered compact stone surface slabs available.

PAD Furniture were also all new at Melbourne Indesign 2014, with fresh digs and a slew of brands straight from Europe including Bonaldo, Tonin Casa, Unpui and Rausch.

Industry heavyweights Space Furniture and Poliform made for a very strong finish at the southern end of Church Street, with Space blurring the lines between furniture retailer and gin bar with its event installation and Poliform paralleling its superlative Italian kitchen offerings with gastronomic delights.

At the eastern edge of the precinct, Zuster's showroom identified itself as a magnetic standalone destination, celebrating the company's 20<sup>th</sup> anniversary with the launch of the Tribute collection – drawing on the best of their design history, and the 'Duyfken' collection, inspired by the first Dutch ship to sight Australia.

West of Church Street, a cluster of brands animated Richmond's narrow back streets with electric green. Phillip Stokes Studio Glass gave visitors impressive live demonstrations of how their blown-glass lights are created, and around the corner Articolo Architectural Lighting expanded on this theme by presenting eight new collections of mixed materiality.

On the commercial furniture front, Eastern Commercial Furniture showcased their impressively ample and varied product range, while Chairbiz presented a host of new table systems, booths, hybrid and technological products fresh from the Milan Design Fair. Uniting their finishes with Chairbiz's furnishings, Shaw Contract Group displayed some of their most popular carpet tiles - Beyond the Fold, Hexagon and Dye Lab.

Last but certainly not least, Blu Dot presented an impressively established looking pop-up location at the Hecker Guthrie studio, replete with the latest products from the American brand and good old-fashioned hospitality.

Rich and varied, Richmond was once again a hugely rewarding precinct throughout Melbourne Indesign. New showrooms, new product and energised collaborations spoke to the hard work exhibitors had put in to the event, and the enthusiastic celebrations on Saturday evening suggest that it culminated with equally hard play. ●

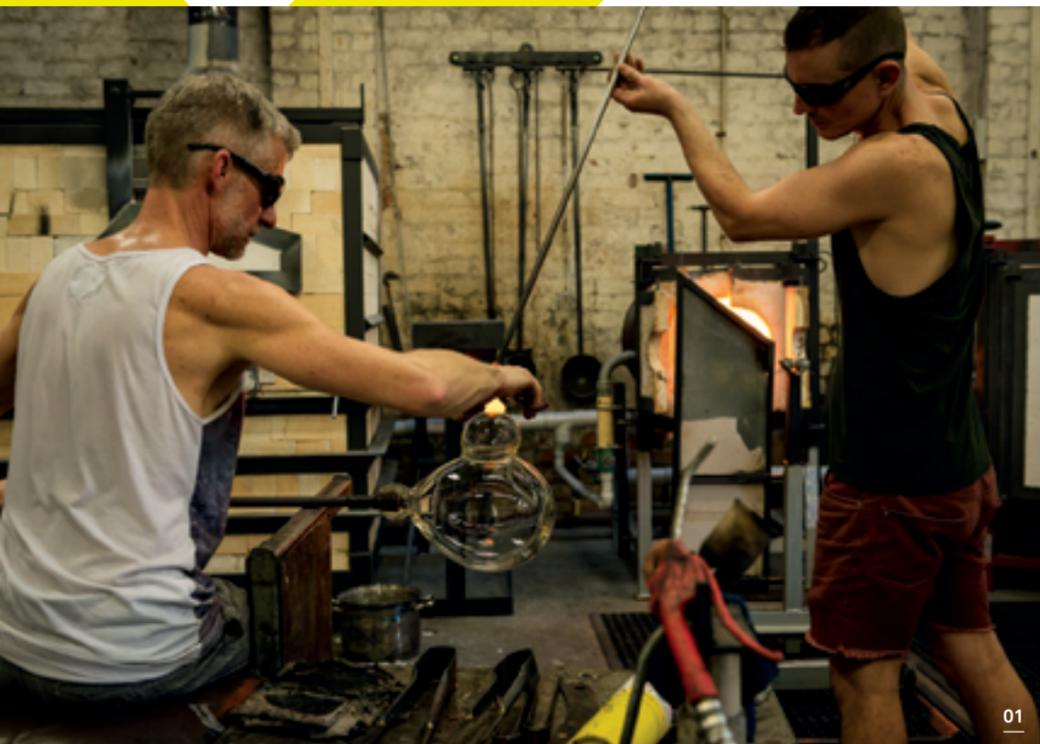
For more coverage of Melbourne Indesign 2014 visit: [indesignlive.com](http://indesignlive.com)



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#### 01 PHILLIP STOKES STUDIO GLASS

An extremely enjoyable live glass-blowing demonstration took place at the Phillip Stokes studio throughout the weekend. The in-house artisans demonstrated how their ancient methods were applied to creating glass for the modern commercial setting.

Photo: Fiona Susanto Photography

#### 02 COCO REPUBLIC + GREG NATALE + SONY DADC

As part of The Project by Coco Republic + Greg Natale + SONY DADC, the Coco Republic showroom hosted an intimate speaker series with Natale on key industry issues, as well as the highly-popular instagram photobooth social media competition with Jonathan Adler.

Photo: Fiona Susanto Photography

#### 03 ARTHUR G + THE SELVEDGE GROUP + BRUCE HENDERSON ARCHITECTS

Not only joining forces with The Selvedge Group and Bruce Henderson Architects for The Project, the Arthur G showroom hosted special guest James Sprint of BUTE Textiles, to hold an industry discussion on the evolution of craft-making, and the future of the wool in interiors market.

Photo: Fiona Susanto Photography

#### 04 ARTEDOMUS + STUDIO YOU ME + THOMAS COWARD

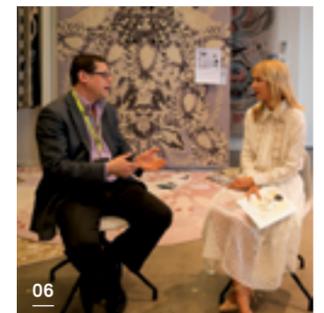
Melbourne Indesign signalled the launch of the stunning new Artedomus showroom; a collaborative work involving designer Thomas Coward and Studio You Me. During the event, the space hosted new product ranges introduced and discussed by international guest, Niccolo Bignardi, from Agape, Italy.

Photo: Fiona Susanto Photograph.

#### 05 EASTERN COMMERCIAL FURNITURE + BALDASSO CORTESE

Teaming up with Baldasso Cortese, the Eastern Commercial Furniture showroom played with the idea of: 'What defines a space?' – transforming the showroom into a sensory installation where visitors embarked on an exploration of light, shadow and the ethereal experience that challenged the visitor to enter a new way of thinking.

Photo: Fiona Susanto Photography



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#### 06 DESIGNER RUGS + MEGAN HESS

The new Designer Rugs showroom was certainly a place of knowledge sharing throughout the event, hosting a range of speaker series including Designer Rugs collaborator and designer, Megan Hess.

Photo: Fiona Susanto Photography

# COLLINGWOOD + FITZROY

WORDS

Alice Blackwood

Seven years ago, Fitzroy and Collingwood was predominantly an area of grungy bars, nightclubs, cafés and Melbourne-centric fashion stores. A gradual gentrification of these neighbouring suburbs has welcomed numerous multi-residential developments into the area and, with those, a liberal smattering of high-end fashion boutiques, fine dining venues and coffee houses.

Fitzroy + Collingwood, too, has long been home to a highly creative community of designers, architects and artists. That, along with the precinct's close proximity to the city, has proved highly attractive for suppliers looking to reinvent their showroom experience in raw warehouse spaces, while also better servicing their specifier and retail clientele.

As the Melbourne Indesign event grew, so too did the Fitzroy + Collingwood precinct. The area's warren of backstreets revealed a connected cultural hub which enjoys a deeper engagement with the local and global design industry. The collaborative community vibe, encapsulated by the precinct's Walk the Wood campaign, encompassed furniture, finishes, sculpture, local businesses, and designers both Australian and international.

Interstudio, one of the precinct's longest standing residents, headlined with a new range from Danish brand, Friends & Founders. Defined by its reductive forms and refined industrial materiality, the

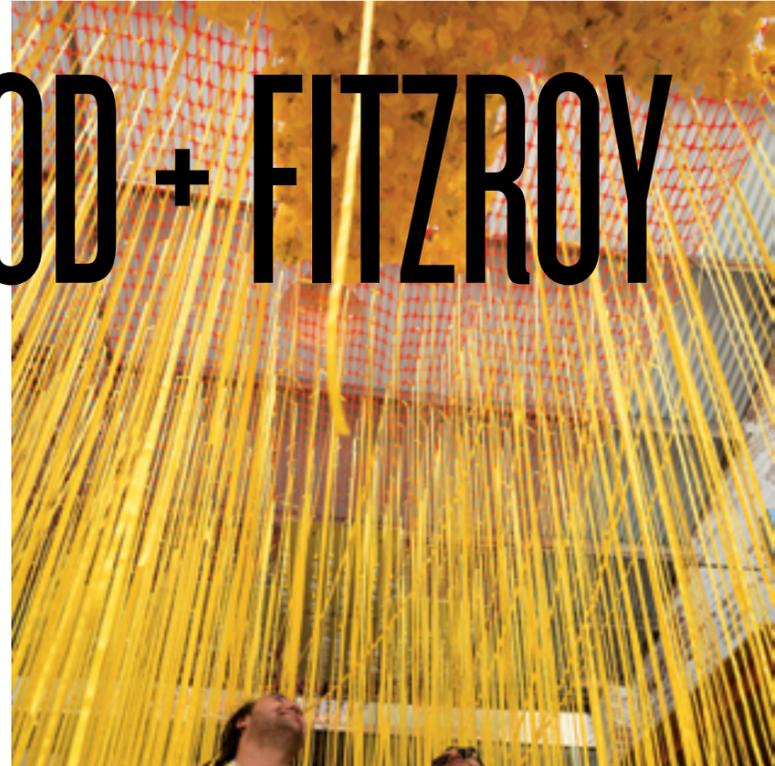
collection was accom the founders themsel and Ida Hildebrand.

Popping up in the GSA site was Apato, c to the refined, timber aesthetic popular in A with Japanese brands Conde House. The qui age-old technique and technology was clearly present in the quality and resolution of the ranges on show.

Set within the tight grouping of backstreets in down-town Collingwood was Café Culture + Insitu who teamed up with DKO Architecture and Hot Black to create a sweeping sea of yellow ribbons which conjured wonder and tingling cheeks as you wandered through the garage entrance and into the showroom beyond.

Equally sensory was Smeg, who took their showroom space to the next level with a combination of food and excellent DJ beats. The effect was quite exciting, the space humming with energy; it proved to be a great drawcard for crowds.

Attention to detail was ever present where brand collaborations were concerned. Exhibitors Temperature Design and Lump Sculpture Studio teamed up to transform Temperature Design's car park entrance into a sculpture park, before a hand-stitched doorway beckoned visitors within. This continued inside where beautiful blanket-stitched ottomans and screens were on show alongside other collections. Winspear Group focused on quality of experience



from both a haptic perspective, with wonderful samples from their Italian hardwood flooring range, Listone Giordano; as well as a taste perspective, thanks to a curation of food and drinks brought together by luxury hospitality magazine Alquimie. Here, hands, eyes, nose and tastebuds became fully engaged.

A temporary showcase within the popular Rokeby Studios, District presented a combination of European and New Zealand product. The carefully curated display offered up many focal points and invited a deeper discussion with New Zealand's Resident designers Simon James and Scott Bridgens.

AJAR, relatively new to the Johnson Street retail strip, was filled with fine specimens of Spanish design. Flamenco music, Spanish speakers and even a packed DQ Insiders talk created a melting pot of action around this particular shop-front.

It was exciting to see such an open exchange facilitated by the brand together with the local design community.

Also new to Melbourne, yet already entrenched within the local scene was Weylandts, whose larger-than-life furniture and 'living concept' clearly wowed their visitors. South African (SA) by origin, Weylandts forged new connections between Australian and SA culture through the lens of plant life, conducting native and SA plant tutorials with Fitzroy florist, Flowers Vasette.

There's a measure of joy to be found in creative partnerships, and the simple act of creating and sharing has an all-encompassing appeal. This was really apparent throughout the Fitzroy-Collingwood precinct, with exhibitors reaching beyond their immediate design community to bring like-minded individuals and industries into the creative conversation.



## 01 CAFE CULTURE + INSITU + DKO ARCHITECTURE + HOT BLACK

The grungy Cafe Culture + Insitu warehouse showroom featured an amazingly interactive installation as part of The Project in collab Architecture and Hot E showroom's entrance, yellow forest played w Australian design lang deconstructions. Cert

Photo: Fiona Susanto

## 02 WEYLANDTS

The refined and laid-b of the Weylandts show matched by the hands a botanicals workshop and a 'community' buzz around it, and was, by all accounts, a crowd favourite.

Photo: Fiona Susanto Photography

## 03 TEMPERATURE DESIGN

The showroom – split over two levels – was another example of a highly-interactive, 'hands-on' space where visitors were encouraged to touch-and-feel, as well as getting the visitors involved in the design process; many taking home items they had designed themselves.

Photo: Fiona Susanto Photography

## 04 APATO + GROUP GSA

This gorgeously minimal space had the most enveloping atmosphere of the event. Grounded in Japanese simplicity, Group GSA and Apato created a multi-media, art-installation space featuring A1 hand-drawn plans as a ceiling canopy, video projections of the making process – where visitors were known to have set up camp for many hours! The space also played host to international guests: Tetsuya Fujita (Conde House Japan), Takuya Kitamura (Nissin Mokkou), and Masahiro Miyazaki (Miyazaki Chair Factory).

Photo: Fiona Susanto Photography

## 05 LUMP SCULPTURE STUDIO

In what was possibly the most 'Melbourne' of all the exhibitors, Lump Sculpture Studio transformed the densely-graffited Byron laneway into a sculptural garden, adorned with the brands new outdoor planters, pendant lighting and intricate sculptures.

Photo: Fiona Susanto Photography



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How do you make a modern collection of furniture that you'd like to use all the time, and [at the same time] how do you reduce the amount of furniture you have? We have so many items at home, we wanted to boil it down to having one chair that you love and use all the time, across different spaces – indoors and out.

## FRIENDS & FOUNDERS

Melbourne Editor Alice Blackwood chats with Friends & Founders' Rasmus and Ida Hildebrand. This Danish brand presented its new range of products, FAVOURITE SPOTS, at Interstudio during Melbourne Indesign 2014.

**So how did Friends & Founders originate, as a design concept or a business idea?**

**IDA** Friends & Founders started with an idea for a set of planters, but we couldn't help but make furniture. We wanted to create a completely new concept, which [resulted in] the FAVOURITE SPOTS concept.

**RASMUS** FAVOURITE SPOTS is about a favourite piece that joins you in your favourite spots – at home or at work. We were really thinking about how our lives are structured – the flexibility of living both inside and outside and how we might combine these two. Importantly, that lifestyle is all year around here in Australia – both at work and in private [contexts]. Which is why are here [for Melbourne Indesign].

**So your furniture pieces are 'enablers' – they support you in all areas of life and activity?**

**RASMUS** It's a complete concept where you don't think of just one product, but think of it as a combination, and how it will fit in to your way of living. Rather than having an icon in the corner of your apartment that communicates who you are, we want our furniture pieces to tell the story of its user and [ultimately] support the user. The furniture should be a service to you, instead of dictating what you are doing, so it should be at hand, flexible, and fit in to any kind of environment. You can only really be creative if you have the freedom of moving around.

Friends & Founders  
friendsfounders.com  
Interstudio  
interstudio.com.au