

WORKSHOPPED



MEDIA RELEASE
11 July 2005

Design Exhibition Helps Create the Next Marc Newson

Leading design exhibition, WORKSHOPPED is set to uncover Australia's next Marc Newson when it launches on August 9 at Sydney's Strand Arcade. The free exhibition differs from any other design showcase held in Australia because its main purpose is to foster promising talent and turn their ideas into a commercial reality; ready for the world stage.

The team behind WORKSHOPPED understands the journey from design graduate to making a living from design in Australia is extremely difficult. Australian design sensation, Marc Newson, may be a star on the world stage, but he is the exception. Support in Australia is limited and most designers become disillusioned with the many hurdles it takes in getting their designs from the drawing board, to manufacture, and finally to market.

WORKSHOPPED debuted in 2001 as a platform for up-and-coming Australian designers to showcase their talent. The exhibition immediately struck a nerve with Sydney's design community and quickly moved from a small gallery to the large shopping precinct of the Strand Arcade. Now truly national, design entrants are taken from across Australia. The 10 day event will be seen by over 200,000 people who will witness a mixture of edgy and functional product, lighting and furniture design.

WORKSHOPPED's influence on Australian design is already evident. Jon Goulder and Adam Goodrum have both won the prestigious Bombay Sapphire Design Awards with designs they created specifically for WORKSHOPPED. Designers Gary Galego, Karina Clarke and Matt Conway have had their WORKSHOPPED designs put into production by local manufacturers. WORKSHOPPED has run a co-op retail space for designers, put on design talks and was invited by AUSTRADE to present local designers to visiting Italian manufacturers and delegates from the exclusive Salone Satellite exhibit; part of the International Milan furniture fair.

As a measure of the exhibition's evolution, WORKSHOPPED has collaborated with designer Danny Cheung to produce one of the most popular items exhibited by WORKSHOPPED; the *1984 Fishbowl*. On sale in commercial quantities for the very first time, the futuristic fish residence with Orwellian references, received rave reviews both locally and internationally (most notably Wallpaper* magazine) and will be launched as part of this year's Sydney Design Week (details to follow).

"The WORKSHOPPED event has been a key part of Design Week for the past four years," said Leanne Gibson, one of the event organisers. "The aim of the exhibition is to nurture Australian design excellence and facilitate successful commercial relationships between designers, industry and the market; both locally and internationally."

The beautiful 19th century Strand Arcade in Sydney will host WORKSHOPPED 05 and provide a spectacular backdrop for 30 designers from NSW, VIC, ACT, TAS, WA and the USA, who will utilise both floor and air space to dramatic effect. The exhibition will feature a range of design principles and materials including furniture, lighting, screens, installations and graphic design.

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The brief for WORKSHOPPED 05 proposes '*Design is in the detail*', asking designers to identify their potential market and investigate the process in moving from 'prototype to production', whether for a limited or mass market.

Opening night will be attended by approximately 1,000 invited guests from media, design, architecture, retail and manufacturing.

WHAT: WORKSHOPPED 05

WHERE: The Strand Arcade, Sydney

WHEN: Opening night, by invitation only, Tuesday 9 August 2005

Open free to general public 10-21 August 2005

WORKSHOPPED provides exposure and facilitates opportunities for Australian design development and market exploration with the specific objectives;

1. To promote emerging Australian product designers,
2. To act as an agent for Australian product designers both locally & internationally, &
3. To facilitate production, locally and internationally of Australian design product

WORKSHOPPED 05 – designers

Danny Cheung
Simon Alderson
Alejandro Nam
Tom Caddaye
Phoebe Porter
Eric Siu
Tommy Cehak
Trent Jansen
Trent Barrett
Jonathan Everett
Jo Philppsohn
Dennis Abalos
Matt Harding
Jacqui Doyle
Craig Harris

David Knott
Donald Corey
Sally Dominguez
Jonathan Ingram
Matthew Conway
Adam Goodrum
Gary Galego
Zoe MacDonell
Anton Nemme
Simon Ancher
Keith Melbourne
Amy Cunningham
Scot Mitchell
Stefan Lie
Brett Webb

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