



## Unveiled: Designing Futures Product Launch

### Featuring Western Australian designers

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Margaret Ainscow

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Lucy Bromell

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Carol Anne Cassidy

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Tony Docherty

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Penelope Forlano

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Holly Grace

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Chris Robins

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David Walker

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## Australia be warned.

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An influx of designer products and furniture is headed for the national market.

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And from where does it stem?

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Right here in Western Australia.

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FORM is proud to unveil a variety of fresh, sophisticated products created by Western Australian home grown talent. The result of passion and dedication to overcome the challenges facing today's designers, these products form a story about what can be achieved when a peak industry body joins forces with talented local designers and industry representatives. This is a story about a year-long project that took the aspirations of 8 creative individuals to grow their design businesses, and provided a means for achieving them.

This launch presents the culmination of FORM's Designing Futures project to propel the product offerings of these 8 WA designers into the market sphere. We are seeking dynamic and interested retailers, manufacturers, distributors, specifiers and media to get on board and come and view some of Western Australia's best contemporary design. The designs on offer cover a range of furniture and home wares, products for a contemporary lifestyle, landscape sculpture and public art design services.

The greatest challenge that faced this cluster was getting their designs from brilliantly conceived ideas or a well-received prototype into the right retail or distributor situation. In the words of one designer, the process 'invigorated a product that seemed destined to sit on the back shelf' if left without assistance.

The challenges were multi-faceted, some were personal barriers and some that were a result of external factors. The Designing Futures cluster program provided a space and support framework to assist the designers, allowing us to break down the challenges each was facing. We were able to assist with individualised strategies whilst still gaining all the efficiencies, benefits and sustainability of mentoring through clusters. Through working with design and craftspeople in the state, FORM has recognised the need for aiding emerging designers by advancing their abilities to develop products for production and enhance the economic viability of their creativity and businesses. Working with facilitator Marina Lommerse, FORM has found Cluster development to be a viable way to progress small groups by promoting sharing of knowledge and resources.

This cluster program focused on advanced product development for market readiness, marketing and business development of professional designers. As well as sourcing the external expertise required for mentoring, the program was designed to encourage recognition of the participants' own strengths and sharing of expertise between individuals.

By working in this way, FORM and the individual designers are now delighted to launch an exciting and diverse range of products and illustrate the benefits of such an approach to overcoming the challenges facing many of today's designers. These 8 designers now offer creative solutions ideal for contemporary lifestyles and markets through a range of products. We hope to be working with more of Western Australia's creative talent soon.



# Carol Anne Cassidy

mobile products for contemporary lifestyles

## Folio Folio

### portfolio folder

This lightweight folio is the sassiest new way to protect your documents for presentation. Versatile and functional, samples can be secured to the interior, or lay the folder flat on the wall as a pin up board. This accessory is easy to care for and can be gently sponged with a little detergent to make Folio Folio as good as new.

Sized to suit A3 or A4 documents, a simple elastic fitting clasps the folder in transit. Folio Folio is available in two stylish colours and forms, and is sold individually or in sets. Choose from pared-back simplicity with a simple, stylised bag shape, or select a clever handle-slot detail that allows hanging on a table edge or rail.

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**materials** a 100% recyclable PET product

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**colours** bone and pistachio

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**dimensions** for documents A4 + A3, A2 available on request

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## Who is Carol Anne?

As a multi-disciplinary designer, Carol Anne has worked across an extraordinary variety of projects, ranging from projects involving a tiny holotype worm, diamonds and gold, restaurants and cafes, way-finding systems, product ranges, luxury spa salons and galleries.

Originally graduating as an interior designer, Carol Anne took out the four British Interior Design Awards in the same year before moving to Amsterdam where she broadened her design skills at an innovative Dutch design studio. Subsequently moving to Australia, Carol Anne now has a multi-disciplinary design practice.

Bringing a love of diversity and enthusiasm for taking a fresh approach, Carol Anne seeks to incorporate lateral thinking or exploration of new material possibilities into each project. Her retail projects have a high level of detail and custom design, and always contain a distinguishing style or signature feature. Her product designs often originate from gaps in the marketplace Carol Anne identifies in her extensive practice and travel.

### contact

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# Carol Anne Cassidy

mobile products for contemporary lifestyles

## Palette

### smart plate

There is no longer any need for juggling refreshments at your next function - the Palette will handle the lot! Wine glass, canapés, napkin ... all are fitted into one simple holder. The form is designed to be effortlessly balanced, just like an artist's palette, leaving you free to socialise, network or simply relax at your event. This 'smart plate' is easy to wash, stack and store until the next occasion. The Palette is sold in packs of four.

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**materials** NUDEPETg – recyclable

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**colours** clear

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**dimensions** 200mm x 200mm

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# Carol Anne Cassidy

mobile products for contemporary lifestyles

## YUM

### lap tray

This product redefines food trays by providing a clever, yet simple two-tier stabilising mechanism. Robust and durable, the YUM tray offers an intriguing use of new materials, and this fun product is perfect for modern living. YUM features versatile niches, allowing each person to discover the best arrangement for their own assortment of plates, glasses and condiments. Standard trays will be a thing of the past once you have used the YUM tray!

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**materials** NUDEPETg – recyclable

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**colours** clear

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**dimensions** 450mm W x 360mm D x 50mm H

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# Chris Robins

classic elegance in contemporary seating for comfort

## Cadiz Series

The Cadiz chair offers contemporary interior seating for comfort and relaxation. The chair is robust, light and elegant, making it a desirable and flexible piece of contemporary furniture for various settings at home or in the corporate environment. An innovative technique of stressing plywood sheets allows for the inherent resistance within the timber to define the seat form. Chris uses this approach to full effect, resulting in a generous, organic seating support that cradles the user in the greatest of comfort and style.

Multiple chairs are able to be shipped unassembled to reduce volume and cost and can be easily assembled at their point of sale. Similar construction is employed for the accompanying footstool/side table, and seating stool.

The chair can be produced in single or contrasting veneers, however for technical reasons a fineline or similar\* grain pattern is preferred for the seating portion of the seat /stool shell. \*Specifiers may view a range of suitable veneers at the product galleries of: [www.newageveneers.com.au](http://www.newageveneers.com.au)

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**materials** hand formed timber plywood seat shell , stainless steel support frame

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**colours** Available in a range of NAV\* veneers. Upholstered version available in a range of colours.

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**dimensions** W 800 D 680 H 770 **foot stool / side table dimensions** W 700 D 420 H 420

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**seating stool dimensions** W 420 D 320 H 650 and W 420 D 320 H 790

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## Who is Chris?

Chris settled in Denmark, Western Australia, with his partner Julie in 1981 and began his career as a designer maker in wood. His work encompassed designing and building his family home as well as meeting a local demand for fine interior architectural finishing.

Chris's interest in childhood education led to the founding of a primary school based on the ideas of Rudolf Steiner, and during his 12 years as founding chairperson he engaged many opportunities for working beautifully with wood, from building construction to the making of toys, musical instruments and furniture.

His chair brings together a beautiful assembly of design elements in a piece of contemporary furniture of classic elegance. It is in the use of his hands to create beautiful things that Chris finds his inspiration and here we find such an amalgamation of fine craftsmanship with innovation, balance and harmony. This shift has been very well received and has resulted in selection of the Cadiz chair for acquisition by the Art Gallery of Western Australia and for exhibition in prestigious events such as the Milan Salone Satellite, and Tokyo Designer's Block.

### contact

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# David Walker

creative solutions for three dimensional artworks

## Design Consultancy

David undertakes commissions for public and private art works for the landscape and interiors. He offers a broad range of services from initial conceptual design development, through to realisation in the final installation. Whether working on large scale sculptures, functional objects or small scale jewellery David's work communicates a story, evoking a sense of the places or events that make up our individual and communal lives. Recent projects include:

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**Designs for the Vertu Estate by Stockland (2005-6)** A series of six sculptures were designed to fit into the open, public spaces of the estate, complementing the landscape design, and are based on the flora and fauna integral to the immediate region. The result is a collection of related artworks that express a sense-of-place, specific to the development, which are capable of engaging future residents and encouraging them to develop a sense of communal ownership of the area.

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**St. John of Gods Chapel Liturgical Artworks (2005)** Design for this commission included a range of feature elements including entrance doors, an acoustic screen, an altar, a cross and corpus, processional candle holders, an eternal light, a tabernacle and lecterns amongst other items. The challenge in designing this series of disparate artworks was to create a sense of unity, endowing the space with a sense of spiritual peace. The design incorporated native timbers and David drew on the skills and experience of WA's finest timber craftspeople to realise the designs.

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## Who is David?

Over the last thirty years, David Walker has practiced with distinction in a number of different areas of design. However, it is as a contemporary jeweller and object maker that he has gained a national and international reputation. David has exhibited widely in solo and group exhibitions throughout Australia, USA, Europe and Asia. His work is also represented in numerous public collections nationally and internationally and, in addition, he has been the recipient of many design awards.

Over the past few years David's design practice has evolved to incorporate larger scale projects and David's current work focuses on the application of contemporary design feature items to public art, architectural and landscape settings. His design philosophy marries idea and concept with form, material and process. Drawing on modern technologies to explore new ground, David creates designs to respond to the social settings and requirements of his projects.

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David Walker

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**Albany Civic Centre entrance sculpture (2003-5)** The sculpture commissioned refers to the region in which the Civic Administration Centre is located through symbolic reference to the omnipresent granite boulders that dot the landscape. Based on the form of a granite boulder, the sculpture is divided in two parts to form a bold entrance to the centre. The sculpture uses a contemporary design to evoke a positive sense of the present and future vision being developed by the Albany Civic Centre.

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**Albany Justice Complex Interior Artworks (2003-05)** In response to the commission for the design of two sculptural reception desks and a textured glass partition wall in the police complex, David aimed to create designs that contributed to a welcoming environment for the public. Using wood and glass, these items express warmth and texture.

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# Holly Grace

unique exhibition art work complemented by an innovative and affordable glass design range

## Holly Grace Glass Work

In her rapidly growing practice, Holly's work is characterised by an innovative fusion of new and experimental techniques with one of the oldest craft traditions, glass art. A keen traveller, Holly's work strongly references her international travel, during which she has worked extensively with renowned glass designers and has explored new and old techniques. The Northern European landscapes and their parallels with the Australian environment have emerged as a visual inspiration in her work. Holly applies her skills to achieve stunning exhibition pieces which are often experimental and form the basis for accessible product design ranges in glass and commissioned installations.

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**Commissioned works** Holly takes commissions for architectural installations and large scale orders. Recent projects have included the Four Seasons Hotel and the Royal Pacific Hotel Hong Kong.

**Landscape bottles** The bottles form a series intended to work together and are made in a variety of colours and sizes. The glass bottles are mouth blown with a sand carved decoration applied when cold. The technique of transferring photographic images on to glass is a recent technological development used primarily for architectural glass. It is a technique that Holly has specially adapted and integrated into her recent artworks, combining this contemporary process with the skilled art of glass blowing.

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**materials** glass **colours and dimensions** variable

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## Who is Holly?

As a professional glass artist Holly Grace's work has been widely exhibited and collected. Her exhibition work has featured in respected showcases nationally and internationally, and her design ranges are gaining attention worldwide. Recently showing at the Milan Salone Satellite, SOFA and in Tuscany, Holly is developing a growing audience.

The inspiration for her work stems from a fascination with the natural world and the poetic interpretation of natural forms. Through her observations of nature, she seeks to interpret light, shadow and form through the inherent qualities of glass. Holly's practice is characterised by her research of the appropriation of nature through art and design in the glass medium and often integrates personal photographs taken of the landscape, offering her own interpretations.

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Holly Grace

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**Abstract forms** These forms are a recent development and are an extension of Holly's exhibition range. Each a variation on a rounded triangular structure, these organic, fluid forms are abstracted from nature. The images that have been sandblasted onto the surface are small glimpses of Holly's photographic exploration of the landscape.

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**Leaf, Fish and Cloud Forms** Other works include Holly's prolific Leaf series, in which the flattened surface of the leaf form becomes a 3D canvas to explore colour, highlighting the intrinsic qualities of glass and the dramatic interplay with light; her Fish series of stylised yet fluid forms inspired by fifties Scandinavian design; and her Cloud series of vessels designed to replicate the softness, lightness and variable movement of clouds.

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**materials** glass **colours and dimensions** variable

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# Margaret Ainscow

wearable art in the form of a multi-purpose wrap

## BodyWrap

This sophisticated and stylish accessory offers something different and distinctive for those seeking a unique fashion item. The BodyWrap, intended to bridge the divide between reinvention of a traditional item and accessible, versatile fashion wear, takes on a sculptural quality when adorning the body.

BodyWrap is adaptable to each individual's personal style regardless of age, and can transform to suit a range of occasions. The translucent layers and simple design format enable a variety of wearing possibilities as the piece wraps around and entwines the body, creating a sensual mix of textures, overlaying patterns, and seductive spaces.

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**materials** silk organza

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**colours** black, citrus, white and watermelon. Custom orders for colours available at an additional cost.

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**dimensions** available in two sizes: W 450 L 1700 and W 450 L 2100

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## Who is Margaret?

As a professional textile artist with a national reputation, Margaret's fusion of art, design and fashion in her products presents an exciting extension of her art practice. Margaret's artwork involves the layering of organza with stitched text to convey written messages, and more recently opaque, painted, abstract shapes reflecting the layered canopy of the forest in her immediate environment. Her layered work, exhibited nationally and internationally, has become recognised as a distinctive part of her art practice. It was during her most recent international exhibition, in which works of high profile textile artists were combined with fashion designers such as Akira Isogawa, that Margaret began to shift her focus, working across the boundaries of textiles art and fashion design.

### contact

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# Lucy Bromell

contemporary Australian designed and made textiles for the home and body

## bromelli

The 'bromelli' wool collection has emerged from an ongoing love affair with a fibre Lucy sees as a national icon, and a desire to draw from this tradition to create contemporary, sophisticated wares. In this range, Lucy taps into the many attractive and distinctive qualities of this fibre, and uses innovative techniques to add colour and pattern. The beautiful wool fabric is printed with a resist print which is then fulled to create its unique textured surface. Each piece is then individually dyed, emphasising the rich sensual qualities of the wool cloth and making it a luxurious accessory for the body or home.

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**wool jackets** swing, scarf and collared styles

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**dimensions** available in small, medium and large sizes

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## Who is Lucy?

As a professional textile artist, Lucy Bromell has been designing and making textile works which sell in galleries and retail outlets throughout Australia and overseas. In answer to the respected and stylised aesthetic of traditional Japanese and European design, Lucy's products offer a stylish simplicity yet reflect the Australian character, lifestyle, and unique natural environment. Many of her works are coveted for their truly unique surface quality. Lucy employs techniques that not only decorate but physically change the structure of the cloth through mechanical or chemical means. This has become a signature of Lucy's practice.

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Lucy Bromell

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# Lucy Bromell

contemporary Australian designed and made textiles for the home and body

## bromelli

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**materials** fine quality hand woven merino wool

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**colours** black, midnight, wallaby, mist, quietly caramel, natural, eucalypt, coral, russet, rich brown, bright red, desert lime

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**dimensions throw** W 1200 L 2600

**wrap** W 600 L 2000 **scarf** W 320 L 1500

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# Lucy Bromell

contemporary Australian designed and made textiles for the home and body

## Out to Lunch, Australia

Placing an emphasis on the shared experience and social aspect of dining, Lucy has designed a stylish range that will bring a distinctive flair to enhance any table setting and meal. Inspired by the unique qualities of the Australian environment, designs incorporate colours that reflect the natural landscape. The range is made using natural fibres. Each silk table runner is individually dyed, so colours vary, ensuring a unique addition for the table.

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**colours** assorted

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**materials** cotton linen blend and silk satin organza

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**table runners dimensions** W 320 L 1400

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**placemats (set of four) dimensions** W 300 L 460

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**napkins (set of four) dimensions** 460 square

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**aprons** full apron or café style

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# Penelope Forlano

design solutions with longevity of construction and aesthetic appeal

## Forlano Design range

### Lux table

Lux is an innovative table range distinguished by its exceptionally fine profile and extremely light weight. Designed to fill the need for a multi-purpose table that is easily manoeuvrable by one person, it won an Australian Design Award in the furniture and lighting category in 2006, the highest accolade in the industry. The jury unanimously agreed the work is 'unsurpassed in ... design excellence and innovation' and stated '...this (design) is a lovely use of composite materials and is so easy to assemble with very impressive strength to weight properties'. The use of new production methods and advanced composite construction techniques ensure Lux is a unique and distinctive product.

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**materials** carbon fibre

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**colours** black. Other colours available on request

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**dimensions** W 2400 D 1200 H 730; W 1800 D 900 H 730;  
other sizes on application

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## Who is Penelope?

Penelope Forlano has been designing commercial and residential spaces in Australia and abroad since graduating from Curtin University of Technology in 1997. Designing at all scales of the built environment, from product to architectural design, Penelope has received considerable attention and has been recognised through various awards since commencing her practice in 2003.

As an interior designer and specifier, Penelope designs products to address gaps in the marketplace. Her aim is to provide functional, visually engaging and lasting designs for everyday use. Her work is characterised by long lasting aesthetic appeal and an emphasis on functionality. Penelope embraces a wide range of construction techniques and materials, from the cutting-edge to the conventional, to achieve a high degree of innovation. Each piece incorporates Penelope's commitment to environmental sustainability and innovation is evident in the simplicity of designing for everyday needs and modern lifestyles.

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# Penelope Forlano

design solutions with longevity of construction and aesthetic appeal

## Forlano Design range

### Slide modular cabinet

The Slide modular cabinet range employs a continuous design language through a slat component. This design feature allows for the simple sliding together of cabinets to ensure a secure stack, whether side by side or vertically. In each combination the texture, rhythm and patterning of the holistic design is reinforced without compromising stability and practicality. A distinctive and contemporary piece, Slide also presents a highly functional solution for a range of applications in the interior environment.

Embodying her 'design for life' philosophy, Penelope's award winning designs are attracting national and international attention. Her products are enduring and engage the user through strong visual qualities and their ease of use.

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**Materials/colours/dimensions** various sizes, module types and finishes are available.

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# Penelope Forlano

design solutions with longevity of construction and aesthetic appeal

## Forlano Design range

### Wild Creeper hanging racks and hooks

The Wild Creeper is a sculptural piece that provides a functional hanging solution, available in a range of materials and colours. The machined organic forms are intended to appear like a small artificial vine creeping into an interior space. Depending on the configuration chosen by the user, the piece can create a sense of wild movement or of consistency and order. Designed in response to the need for beautiful furniture with maximum functionality, Wild Creeper is an ideal solution for compact environments.

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**materials** wood or acrylic

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**colours** various

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**dimensions** standard width 400. Other sizes available.

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# Tony Docherty

playful and flexible furniture

## Taglio series

### wall unit

Taglio is a playful series of furniture structures which offer multiple uses as a room divider, display shelf, storage, coffee table or seating. The simplicity of the cube form dissected by a clean cut, or taglio, creates a strong visual impact, adding a dynamic to any interior space.

Multi-skilling, flexibility and adaptation, traits so vital to succeeding in distant regional settings, are characteristics that are reflected in Tony's design values and in the versatility of function, simple design and interactive approach of the Taglio range.

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**materials** lacquered MDF

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**colours** black, white, or red lacquer

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**dimensions** W 1600 D 260 H 1600

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## Who is Tony?

Designer-maker Tony Docherty runs his growing practise from the beautiful region of Western Australia's south coast in Denmark. For over 10 years Tony has supplied leading wood galleries in Western Australia and the eastern states with furniture, one-off pieces and handmade kitchen accessories that utilise recycled, solid wood. A keen interest in exploring effective methods for sustainable and efficient use of materials forms an important characteristic of Tony's design approach. These products have often reflected Tony's light-hearted approach to design, and take distinctive, organic forms that express his fascination with the interplay between the design process and the material's inherent features.

A recent foray into the use of manufactured wood products (plantation plywood) has resulted in Tony's development of dynamic contemporary furniture items for production. This new direction has been met with an enthusiastic reception from the design industry, with the Taglio series selected to exhibit at the Milan Salone Satellite in 2006 and the Sior lamp at Tokyo Design Week in 2004.

### contact

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Tony Docherty

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# Tony Docherty

playful and flexible furniture

## Taglio series

### cube

Taglio is a playful series of furniture structures which offer multiple uses as a room divider, display shelf, storage, coffee table or seating. The simplicity of the cube form dissected by a clean cut, or taglio, creates a strong visual impact, adding a dynamic to any interior space.

Multi-skilling, flexibility and adaptation, traits so vital to succeeding in distant regional settings, are characteristics that are reflected in Tony's design values and in the versatility of function, simple design and interactive approach of the Taglio range.

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**materials** plantation grown hoop pine marine plywood

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**colours** pale honey or chocolate

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**dimensions** cube W 390 D 390 H 390

coffee table W 590 D 1190 H 390

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