



WOODMARK  
ARNE CHRISTIANSEN

## Australian way of life... easy living!

### White Christmas

"...The kids and Uncle Bruce are swimming in their clothes; the time comes round to go..." No snow and log fires, Christmas in Australia is often very hot. Despite of the scorching weather, the passion of celebrating the most exciting festival in the southern hemisphere is no less than it is in New York, London or Shanghai. Families decorate their homes and many spend Christmas out of doors, going to the beaches or heading for camping grounds. The most unique event is to have thousands of people sitting on blankets with candles, singing Christmas Carols and wishing for a new fruitful and peaceful year. Yes, this is the way the Aussies celebrate the special holiday and many wishes to you too...



## Designers' World



### Matthew Sheargold

Sheargold is a diverse designer and his interest in design is not limited in furniture. Like what he has implemented in Play lounge, the recent Design Pitch award winning object "Six of One" also realized the maximum flexibility of configuration. The functional bowl is divided into six equal pieces that can be used to form a fruit bowl in a donut shape, a long plate, individual plates or an object for decoration. He was looking to design things that can do something else at the sketching phase, and there he did. Congratulations to Matthew and his way to Milan Design Expo 2010 that comes with the award.

## Product Story Center

### Sled – 'hej' from Denmark

Seeing a sled brings vividly to mind an image of a wonderland in ice and snow, the Sled sofa range offers a powerful image and also hails from the frosty Scandinavian land. Being trained as a cabinet maker, a building technician and a furniture designer, the designer Soren Holst believes that visual longevity is the most important feature of any piece of furniture. 'Sled' is well designed to his philosophy with its generous proportion and timeless elegance. Combining geometric design and ergonomic comfort, Sled is a stunning addition to any lounge or reception areas. It is a fully upholstered range with removable cushion covers and aluminum sled legs, which is available in armchair, 2-seater and 3-seater.



### Flosion – Chocolate Box design

'Flosion' stool could easily be presented in a chocolate box filled with tissue paper. When Amy Tang conceived the idea, she was proposing to a hotel in Woolloomooloo, Sydney. Unfortunately, by the time 'Flosion' was complete, the person who had commissioned the design had moved on. But one door closed, another would open. Arne Christiansen brought this great piece into Woodmark collection and since then, the 'wooden chocolate' was well received in Australian market. Flosion is entirely made from hoop pine plywood and can function as a singular stool, a bench system or side table.

## Brand News

### Woodmark Tag

Woodmark will start strengthening its brand image by bearing a white Woodmark tag in all of the upholstered furniture produced since January 2010 as a sign of authenticity.

The sewing will be undertaken by skilled craftsmen to realize our commitment to quality as well as in all of our products. The white label also represents our respect of original design and the dedication to fight copies.



### Brand Alliance with Paustian International

Paustian has been Woodmark's long-established dealer in Australia and at the turn of 2010, Woodmark China partners with Paustian International, the son-company in Shanghai, seeking into new success.

Paustian, founded in 1937, is now one of the largest furniture brands in Denmark. The beautifully designed furniture is manifested in their furniture house at Copenhagen waterfront since 1987, designed by Jørn Utzon, who also conceived the Sydney Opera House.

From January 2010 onwards, Paustian's popular Spinal series and Ripple chair will be under Woodmark China collection.

### Spinal Series

The Spinal System, designed by Paul Leroy, is an elegant table series capable of meeting any need, irrespective of the size, shape or purpose of the room. The column structure makes them ideal as conference or boardroom tables. The Spinal Chair is a continuation of the table series, which has proved a great success with both the business community and at private homes.



### Ripple Chair

Ripple Chair was designed for Paustian by a new design talent – Christian Flindt. The chair's design idiom is reminiscent of ripples spreading quietly across a water surface. Ripple has an elegant form, with a beautiful and expressive shell, and is ideal for dining and meeting environment. The chair is stackable and is available in black and white plastic, with runner legs in black, white or orange powder lacquered steel in chrome-plated steel.

Haworth is our exclusive distributor for all contract (office and commercial spaces) furniture projects in Asia Pacific and Middle East (excluding Australia and New Zealand).

[www.woodmark.com.au](http://www.woodmark.com.au)

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