



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



### Oneness with Nature

The recent epic film 'Australia' starring Nicole Kidman and Hugh Jackman depicted every Australian cliché you could imagine, from kangaroos to Waltzing Matilda but it did provide views of the spectacular landscape of the Northern Territory. This sweeping drama centers on the story of Nullah, a half-Aboriginal boy and his mysterious grandfather, King George. Even though, Nullah gains a close affection with his white godmother, he returns to the outback on King George's call in the end. The movie indicates a strong Aboriginal culture of 'oneness with nature'. In their belief systems, nature, landscape and all the features of the wilderness become the essence of their godliness. Their sustainable way of living has set up a valuable model for modern people to learn from.

## Designers' World



### Bite Me! Cutlery by Keith Melbourne

England born Keith Melbourne started his career as a designer on the decision of returning to school at age 36. This is also when he resumed the habit of drawing 23 years after abandoning it. Unlike many other designers, Melbourne gets inspired from urban culture and the material itself. His 2008-designed cutlery 'Bite Me!' was, in fact, an experimental project given a brief of designing a cutlery that is both functional and aesthetic. Instead of seeking the traditional, such as Victorian-era fashion, Melbourne set himself the design challenge of removing material to set a new design; leading to the "bite marks" in the set of fork, knife and spoon. "I want to make it more amusing and people can have fun with it", he explains with a smile.

## Product Story Center



### Stool Sixty, the dynamic triangle blocks

"I am a contemporary person, and Australia offers so much promise", the Iranian architect and designer Babak Aryaie explained about his immigration to Australia. With a strong interior design background, Aryaie always knows how to beautify interior spaces with furniture, including his own masterpiece Stool Sixty. Designed in 2006, Stool Sixty was originally a personal project, but it soon caused a stir in the Australian design world, winning 'The best concept design 2006' at 'The Edge' and 'The most commercially viable product' in 'Launchpad'. Now, Stool Sixty becomes the most favorable friend to fabric firms as they can present the trendiest fabric collections by being upholstered in those dynamic triangle blocks. We will soon release Stool Sixty Petite to realize wider applications.

### Play Modular Sofa, better seating better life

'Shanghai Expo 2010' is certainly the most exciting event in China this year. The theme is "better city, better life". It is no exaggeration to say that everyone in Shanghai is involved in the gallant pageant and feels proud of being able to contribute to the effort. Woodmark is no exception. Woodmark's Play Modular Sofa, design by Matthew Sheargold, was gratefully chosen by the Luxemburg Expo Pavilion and will provide its comfort to the world's visitors. With a great success on the collaboration of EMMM range in 1998, the Sydney-based designer decided to pursue furniture design once more after five years of development in London. The outcome, Play Sofa, offers ease in manufacturing, flexibility and a playful spirit for commercial and residential users.



## Brand News



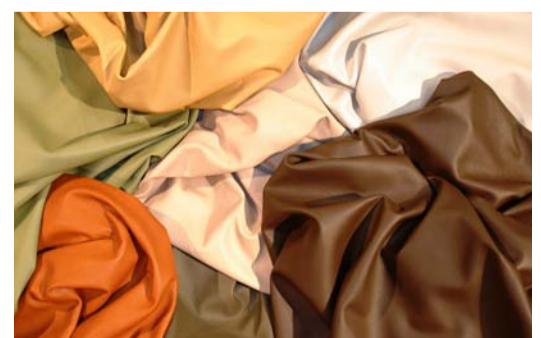
### Keeping up with 'Trends'

It does not have to be designed yesterday to become a trendy product, as current trends in furniture today seem to reflect the style set by the modernism design movement. Woodmark, with 24 years of industrial knowledge, has selected a range of timeless designs that continually sell well in Australia and we endeavor to make an international influence with 'Trends Magazine' that hails from our neighbor country - New Zealand. The first hand-shake was to pose Charles Wilson's CW1 swivel chair in its April issue 2010.

Started in New Zealand in the 1970s, Trends has extended its business in a three-dimensional way, through geographic expansion to multi-media practice and to the penetration of all design aspects. In Feb 2010, Trends China celebrated its three-year birthday by presenting a grand banquet together with the "Style 10 Hotel Awards" ceremony. With monthly circulation of 180,000, Trends China covers about 30 cities in mainland China targeting the world's top 500 enterprises, international firms, hotels and chambers as a window on the design community.

### ALTO, exclusive Woodmark leather

Leather tanning is without doubt one of the oldest human activities. The first attempt at using leather in furniture upholstery can be traced back as far as the early Egyptians and reached refinement in the Italian Renaissance period. As a leading furniture manufacturer in Australia, Woodmark understands the meaning of using the finest leather for furniture upholstery and has selected 13 stunning colors, which are produced in Italy on premium European hides. Given the name ALTO, an Italian word for 'noble', this range is perfectly suited to a wide variety of commercial and residential applications and provides a luxurious finish that can only be found in premium leather.



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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