



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



### Australian cuisine, variety is the spice of life

Imagine breakfast al fresco on a sunny morning in Canberra's fashionable Kingston area with the sunshine spreading on your shoulders, a gentle breeze and the only stress is choosing between English breakfast, French pastry or Chinese dim sum. Aussies enjoy variety in their food and view eating as entertainment and an experience to savor. Unlike many countries, it is hard to define the Australian cuisine. In fact, there are very few dishes regarded as Australian. Before European settlement, the native Australian fauna and flora sustained the Aboriginal people for thousands of years. With arrival of Europeans to the island continent, there came many new plants and animals. Today, Australian food has evolved into an interesting mix with influences from Italian, French, Japanese, Greek and Chinese cuisines.

## Designers' World



### Charles Wilson's Shoe Horn

Few contemporary Australian industrial designers can match Charles Wilson in successfully combining a practical, everyday tool with the elegance, warmth and spirituality of an art piece. Wilson's 2008-designed Shoe Horn for the Danish design company MENU clearly demonstrates all of these features. Similar to Wilson's furniture design approach, he began designing the Shoe Horn with freehand sketches and was involved in every stage of the design and production process. The Shoe Horn is made of steel and comes with a discreet magnetic steel mount which ensures that it is always hanging in its place. It has become a hit in both European and Australian markets. The elegantly curved shape offers telling details. It is admired for its beauty and design but its smooth curves also make it a pleasure to use.

## Product Story Center



### Espresso fashion, ceramic gloss inspired Vissy Credenza

Gazing at an empty espresso cup may not motivate everyone but, for Frag Woodall, it offered more than just a caffeine rush. The emerging young designer found inspiration in the glazing of the ceramic surface. From this, he developed the glossy 'Vissy' credenza. Behind a beautiful name is a gorgeous piece of furniture finished in high-gloss two-pac polyurethane. It features changeable sliding doors, making it adaptable to changing seasons and environments. The fruit bowl built into the top of the credenza adds a finishing touch and brings the art work to life, however it is available without one. Woodmark will bring this wonderful design to China in July 2010.

### Zip Pod, contrasting fabrics offer fashionable flair

Matthew Sheargold is formally trained as an interior designer, which has inspired his creative furniture design. He traveled to many of the European countries and spent five years in London. This experience allowed him to cultivate a vast knowledge of environment, architecture, interior space, and furniture and, most importantly, how these elements blend. This has strongly influenced his designs, including the playful collection of Zip Pod stools. The pieces were originally designed for a series of fitouts in Fuji Xerox across Asia and Australia. "Stools in the market are more or less like each other and it is hard to make some changes, so I applied a simple zip detail around each piece to divide the contrasting fabrics" Sheargold said.



## Brand News



### Woodmark China opens new showroom at Anken Green

Woodmark China moved to a new 184 square-meter showroom in May. Located at a former warehouse, the venue is being renovated as Anken Green, a sustainable creativity cluster. The new store will demonstrate the company's mixed taste of Australian and Danish design and will be filled with exclusive furniture ranges from Charles Wilson, Matthew Sheargold, Keith Melbourne, Neils Gammelgaard and Frag Woodall. You are welcome to share a casual gathering with us to witness this beautiful display being unveiled at our opening party.

Grand opening celebration:

18:30, Friday, July 2, 2010 at 1D, No. 668 Huai An Road, Jing An District, Shanghai.

### Spreading the word, Woodmark products in the press

We are happy to see Woodmark making great strides into the China market and are proud that more of our products being recognized by Chinese design magazines. The June issue of "Interior Architecture of China" featured Matthew Sheargold's representative "Eeni, Meeni, Myni, Mo". In March, Amy Tang's Flosion Stool was posed in the "China News" section of "居Case Da Abitare" with a sweetly-worded introductory paragraph. To our special delight, Charles Wilson's newly-launched Heron chair is well-positioned in "Home Décor" with an article entitled "Magic bird landing from Australia". We will keep reporting our latest news, products and most importantly, the Australian design lifestyle through the media.

