



Australian way of life...easy living!



Driven to adventure

Driving in Australia is an experience to be savored with sights of breathtaking natural beauty that evoke a "Wow!". Aussies enjoy their self-drive holidays on an easy weekend to release the workweek's bottled-up stress. Take Sydney as a starting point, the inland route to Canberra makes an exciting traveler's tale. Herds of livestock roam freely in the wide-open spaces while puffy white clouds drift leisurely across the vastness of the pure blue sky. Then this magnificently peaceful pastoral scene is punctuated by a hilly road which suddenly brings you to a rugged view of jagged mountain peaks. If you are adventurous, driving on unpaved tracks in the outback can present wild adventure and surprises. But watch out! You can easily collide with a jumping kangaroo, which is why "Kangaroo crossing" signs are commonplace in Australia.

Designers' World



Frag Woodall's Everglide

Frag Woodall's life is centered on design. His creativity started at an early age in inspired creations with Lego blocks. This developed into professional talents as a leading furniture designer but Woodall is also passionate about other products. In the modern world, we are all concerned with fuel use and cycling is a great way to save energy but bikes are not always convenient. Woodall addressed this need with Everglide that offers three distinct functional modes – riding, wheeled like luggage, or backpacked. This enables cycling as a sustainable part of individual transportation while merging with public transportation and easy storage. This design took third prize in the "2008 International Bicycle Design Competition" among 1000 global entrants. "The first prize winner has designed bicycles for 12 years and the second is a Ferrari designer" Woodall added with pride.

Product Story Center



Elegant and interactive Leda Bench

Once unveiled to the design society in year 2003, Jon Goulter's Leda Bench won acclaim, fame and awards overnight. Leda never fails to arrest people's attention as an elegant, interactive sculpture piece. It unerringly made its mark - from the Bombay Sapphire Design Discovery Award 2003 to Object Gallery's 'Sydney Style' exhibition at the Sydney Opera House in 2004, Cut from a single sheet of plywood to minimize waste, the distinctive swoop, like the neck of a swan, continues to win applause. Leda expresses its artistic temper with economy, taste and modern culture. It is no wonder that the Tasmanian Museum & Art Gallery and the Sydney Powerhouse Museum both eagerly acquired it for their permanent collection.

Boulder – going against the grain

Charles Wilson owns a farm cottage 400 kilometers from Sydney. This serene dwelling and its surroundings are not only where he spent most of his childhood but also an inspirational place that provokes inspired designs with rustic sensibilities. The influence is obvious in his 2005-launched lounge and ottoman line called Boulder. On one visit to the farm, a grinding stone caught his attention and evoked memories of his early days. His father had taught him how the Aboriginal people used the stones for pounding grain. Boulder has a slender and tapering form that remains strong and powerful. The design offers its strength as the scalloped arm is shaped to embrace the user in comfort while they relax upon it.



Brand News



Collaboration in native design

Woodmark faithfully promotes original Australian designs whenever it can and also does its textile collaborator - the Australian-based Woven Image. This partnership is seen regularly in our design launches. Whether it is a new furniture piece or the latest fabric range, the two elements strengthen each other. In the latest fabric launch season, Woven Image presents Monde, a commercial-grade range featured on the Woodmark's "Eeni Meeni Myni Mo" sofa series designed by Matthew Sheargold. The chair's flexibility and the continuous curve make it the perfect showpiece to reflect the beauty of the linen upholstery fabric. In China, Woven Image's Drift, Edge and Stella are standard Woodmark fabric offerings, which offer proven records of great performance on all of our sofa ranges.

Woodmark Grand Opening

On the evening of July 2, 2010, Woodmark China celebrated its grand opening with a gala party. A free flow of wine and food complemented the unveiling of Australian designs to make an exciting meeting for over 120 architects, designers, medium and industry leaders. Arne Christiansen, Woodmark's Managing Director, kicked off the event with a stirring greeting and then left the stage to Australian Trade Commission representative Bob Xu who bestowed greetings and wished Woodmark a bright future. A key point of the event was a lucky draw where five honored guests received special gifts expressing Australian design. "It is our strong believe that good design and high-quality products have a place in China's domestic office and hospitality industries. This facility, we hope, will be used by our clients to bring their customers to this showroom to see and feel the products," said Christiansen.

