



Australian way of life...easy living!



Expo pavilion brings Australian spirit

The Australia Pavilion at the Shanghai World Expo 2010 features a "journey" into the depths of the bedrock, which is highlighted as "the foundation of Australia". The architect calls to mind Australia's most famous natural icon – Uluru (or Ayers Rock) - and evokes the aboriginal tales of spirits that live inside the rocks. Travelling through tunnels, visitors are welcomed by the Indigenous Mimih poles, which are widely depicted in rock art, carvings and legends of Western Arnhem Land. The aboriginal tradition tells how Mimih Spirits once had human forms but now live inside the rocks where they carry on their daily life and ceremonies. Aboriginals believed that Mimih's first taught them traditional skills like hunting, cooking, fighting and painting. The pavilion's Mimih have shared this culture with people from around the world.

Designers' World



Keith Melbourne's 'I Do...' light collection

It is no coincidence that many of our freelance furniture designers are also into lighting design, because both furniture and lighting elements are essential to great interior space. For example, Amelia & Family's designer Keith Melbourne introduced his "I Do..." lights at ISM Objects in 2007. The elegant and sleek aluminum design which minimized the production waste to the extreme and the environmental savings continue with the unique LED technology that Melbourne has integrated within the lamp system. The design offers a visually lightweight structure with implied strength and solidity. At its heart, the discrete light source combines low power consumption and the latest long-life LED technology. It is a truly environmentally friendly light range.

Product Story Center



Kurve Collection creates collaborative spaces

Woodmark is delighted to introduce Niels Gammelgaard's innovational masterpiece, the "Kurve" modular lounge, which was launched in 2009. The inspiration for the new sofa system came from Barcelona's World Heritage Site - Park Güell, a garden complex with architectural elements designed by Antonio Gaudi. The unique shape of the garden's curved bench enables the people sitting on it to have private and intimate conversations even though the terrace is large and open. Gammelgaard captured this and applied this "collaborative" concept in his Kurve lounge. Kurve has three types of seat modules – concave, convex and straight, allowing designers to create customized configurations. It also offers optional writing tablets, coffee table modules inbuilt with powder and data outlets and acoustical screens. Because it promotes an open and transparent working environment, this furniture family has already been incorporated into many design projects.

Poly Table presents a new angle on tabletops

Antony Iverach was a veteran in steel industry before launching into his product design career. Iverach has a special fondness for designing tables and, in something that seems so simple, he discovers a worthy challenge. He tries to avoid using ordinary rectangular tabletops and continually experiments with different shapes. He designed Poly Table in 2008. This design was inspired by an irregular polygon. The finished stainless steel base embodies sustainability and strength, while different and varying angles flow as one seamless shape. Choosing the glass top allows viewers to appreciate the beautifully shaped legs. Poly is appropriate to accent fine office or hospitality spaces.



Brand News



Haworth helps deliver Woodmark's brand value across Asia and the Middle East

With Woodmark China's sales incentive program in cooperation with Haworth Asia during a period through Aug 1, 2009 to Aug 1, 2010, we have received a great number of enquiries from various regions such as mainland China, Hong Kong, Singapore, India and Middle East. Although Woodmark is still developing its brand awareness in Asia and Middle East, we received such overwhelmingly positive feedback and won some wonderful projects with the support from our partners. We would like to especially thank Rahul Kapoor (Haworth India) and Alex Li (Haworth Beijing) for their great efforts in promoting the Woodmark brand in their own territories. Their successful projects include Unitech India and Novo Nordisk Beijing, respectively, which include wide application of Amelia Family and Kurve. We believe strongly that the ongoing cooperation will bring continued success to both companies and offer increased value to customers across the region.

Kvadrat inspires beauty and functionality with "Inspiration Card"

Kvadrat is doubtlessly a top quality global brand in the textile industry and we are delighted to present the beautifully-designed and fine-made fabric on Woodmark sofas. In Australia, 80 percent of our products are upholstered in Kvadrat fabric and some of their classic ranges are included as Woodmark China's standard fabric offering such as Divina, Hallingdal and Magenta. Recently, we have added a new collection named Kvadrat "Inspiration Card" in the Woodmark Finishes Binder. It is a selected group from three fabric ranges – Polo2, Cava3 and Remix, from which 30 popular colors were carefully chosen for Kvadrat's China stock. The "Inspiration Card" fabrics consist of 90% worsted wool and 10% nylon and have proven successful in European markets. Now, the China stock program allows a wider application with better lead-time with favorable prices in China.

