



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



### A man and his "Barbie"

Actor Paul Hogan coined a phrase in an Australia tourism advertisement which sold Australia to the world "Throw another shrimp on the Barbie". Though the Aussies call them prawns – not shrimp, Australian's BBQ culture was nonetheless revealed to the world. Long before the film was made, the barbeque culture had long been an Australian tradition. Many invitations to an Aussie's home will be for a 'Barbie' and guests typically bring wine or beer for their own consumption. Though Australia is a leader in equal rights for women, the Australian barbeque scene is always dominated by the males. They stand around in the backyard lighting the flame and tending the grill. One might hear a backyard "chef" barking orders such as "Come get your flamin' sausages!"

## Designers' World

### Gammelgaard drives a generation

For decades, almost every Danish kid has developed their motor skills on Niels Gammelgaard's Mini Viking tricycle. Even though young "tykes" may not be able to name the designer of their trikes, this renowned icon has instilled in them countless treasured memories. After working as an architect for several years, Gammelgaard found himself drawn into product design and has made designs for IKEA since 1975. Famed for furniture, he designs other objects with equal passion. The Mini Viking tricycle marks his incredibly successful cooperation with Winther, a famous Danish bicycle brand. Now that he has closed down his famous Pelikan Design studio, Gammelgaard's greatest joy is to see his grandchildren being "forced" to ride on his early design "no matter they like it or not" he said proudly.



## Product Story Center



### Jose stands proud

As an expert on loose furniture, Arne Christiansen has accumulated knowledge to meet and exceed the market expectations time after time. "Our customers do not always need fancy products, sometimes a formal sofa suits better" says Christiansen. In 2005, he designed Jose chair as a lounge ingredient that could fit into any design recipe without competing with the existing flavor of a building or room. Similar to Christiansen's moderate nature, Jose offers a mild hint of spice, yet it can stand proudly beside even an ornate Chinese palace chair. Although they share a similar form, the palace chair was reserved for senior governors in historic China, while Jose chair embodies a more democratic trait. Jose is designed to be as fashionable and durable as its palace counterparts, but at a very affordable price.

### Julep adds a draught of romance

Romance is an indefinable thing with the curious property of being describable. Being romantic is hard work, but for Charles Wilson, it is deeply engraved into his personality and he radiates it. Though he learnt piano and painting at an early age, Wilson preferred to reveal his romantic feelings through gardening and cooking Italian cuisine. Throughout his industrial design career, Wilson has imbued romance and inspiration into his designs. For example, on a cozy afternoon, Mr. Wilson was holding an empty cocktail glass and envisioned it a perfect shape for a lounge chair. He sketched the outline quickly in his notebook and named it "Julep". It provides a gentle balance of elements to be savored just like the Mint Julep cocktail that inspired Wilson on that fateful day.



## Brand News



### Woodmark sets Trends at Interiorlifestyle

Design has always been a trendy topic and the design industry in China has attracted even greater interest in recent years. Many foreign brands eye China as their next target as China's economy continuously grows stronger. From October 13 to 16, 2010, Messe Frankfurt brought the world-renowned Interiorlifestyle Fair to Shanghai. The Shanghai Exhibition Center was filled with design brands from all over the world covering kitchenware, ceramics, and furniture. Woodmark was in attendance and cooperated with New Zealand-based "Trends" magazine. During the event, Trends presented their "Organic Kitchen" by organizing seminars in a relaxing and stylish environment. In the 260 square meter space, Woodmark furniture blended well with other brands such as Miele, Fisher & Paykel, Dasso and Casarte to interpret a new way of modern living.

### "Elle" aime la Chine

The French love "Chinoiserie" and Chinese-inspired designs, so it is no surprise the French design magazine "Elle Decoration" keeps an eye on Shanghai, the fashion capital of China. Whenever there is important design news in China, Elle Decoration is sure to be on top of it. Elle Decoration instantly recognized our attention to design detail heralded by a mural of Bouroullec's Clouds, produced by Woodmark's partner Kvadrat and introduced Woodmark China's Shanghai showroom in its "City Beat" column of the October 2010 issue. Shanghai is a place of eclectic style and Woodmark delivers a mix of classic Danish inspiration with top Australian design. Elle Decoration admired our display area featuring pieces by Charles Wilson, Niels Gammelgaard, Matthew Sheargold and Frag Woodall.

