



Australian way of life...easy living!



The sound of Australia's soul

"Music expresses that which cannot be said and on which it is impossible to be silent," said French author Victor Hugo. In many ways, a nation's music reflects the intonation of its language, rhythms of the land, sounds that intone the environment and the soul of its people. The narration of Australian music should begin with the iconic didgeridoo; a wind instrument developed by Indigenous Australians some 1,500 years ago. In the epic film 'Australia', the didgeridoo acted as a soul link between Nullah and his grandfather through the mysterious musical sound it delivers. Today, when people are grooving to albums from notable contemporary Australian musicians like the "pop princess" Kylie Minogue, or folk-rocker Paul Kelly, you can still detect the soul of the indigenous music.

Designers' World

Gammelgaard's design takes flight with Fritz Hansen

In Niels Gammelgaard's philosophy, design alone will not distinguish itself; rather it is the manufacture that makes the difference. Even highly acclaimed designers boast little public renown, so a good manufacturer partner can offer wide public recognition and design reputation. Therefore, Gammelgaard and his Pelikan Design have cooperated with names like IKEA to develop many well-received designs. He also designed a few iconic pieces for the internationally acclaimed Fritz Hansen. After the successful Decision Lounge, he came to Fritz Hansen with the Wing Screen in 1993, which functions as room dividers consist of extended sheets. This modern and functional wall series are in line with Fritz Hansen's four core design philosophy – timelessness, pure, original and sculpture - and blend well with the other designs.



Product Story Center



CP1 demonstrates genuine value

While sitting on the unparalleled design of authentic CP1 chairs from the famous Australian designer Charles Wilson, you will certainly enjoy a perfect aesthetic experience but cuisine enthusiasts at one Australian restaurant easily found the flaw in this picture when it was uncovered that the chairs were poor quality counterfeits. CP is short for ComPact and was the follow-up to Charles Wilson's 1994 design, the Swivel Chair. His work is unique and very complicated to copy because of the comprehensive tooling required. Originals have gained enthusiastic publicity for projects in various Australian commercial areas including OZ Minerals in Melbourne and has since its market entry, been contributing to the complete Woodmark collection. All of these inferior imitations were destroyed to protect the value of the original high-quality brand.

No5 Swivel Chair – design with balance

When an in-depth engineering knowledge of advanced automotive engine technology meets with artistic creativity, you get amazing inspiration like Keith Melbourne's design - the No5 Swivel Chair. Immediately striking yet engagingly subtle, the No5 design was aided by Keith Melbourne's industrialized mindset to create this unique and beautiful chair. His strong focus on cost efficiency, industry knowledge and practicality is evident even in how the complex form of the foam is cut in one solid piece by high technology cutting tools. No5 Swivel Chair has a minimal wastage and requires no tooling investment for foam-molding, which makes the chair perfectly designed for manufacture. The timeless and elegant design of NO5 Swivel chair proves Keith's effort to find a balance between advanced engineering technology and art.



Brand News



Woodmark goes GIGA for Green

In China's 12th Five-Year Plan, the new target of energy efficiency, development of green energy and carbon emission reduction was emphasized as one of the most significant aspects. "Being Sustainable" is more than a simple slogan. It is an actual guideline that every manufacture should now follow. The "Green" theme was also featured in the 100% Design Exhibition, Shanghai, held from November 4 to 6, 2010. Woodmark appeared along with many other responsible manufactures, in GIGA's Green Décor platform to show its devotion on environmental protection. Through the seminars and other activities, it attracted much attention in the design community and with end-users. Woodmark has a long heritage of using sustainable materials for its furniture so it is natural that it will apply for the GIGA certification and share more of our "Green" ideas in the China market.



GIGA is a China-based platform that partners with manufacturers to connect them with designers and consumers who are looking specifically for high performing, environmentally responsible products.

Woodmark at Zendai Art S-Supermarket



Most people think of art works only as treasured relics, walls of paintings, or sculptures displayed on a pedestal. For Zendai Art S-Supermarket in the fashionable Thumb Plaza on Shanghai's Pudong side, art is more than just a visual experience. It's for touching and tapping, and feeling the smooth lines of a unique design. Zendai recognizes that a well-designed piece of furniture is also a work of art! With the vision statement, "making original art more accessible to the general public," Zendai, as China's first art supermarket, approached Woodmark for a range of residential furniture pieces. The space was suddenly brightened with the aesthetic brilliance of furniture being displayed gracefully besides the existing paintings and sculpture. Zendai introduces audiences to practical ways of creating an art-inspired home decoration style.