Dec. 2010

# **WOODMARK** e-newsletter



# ARNE CHRISTIANSEN

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



## Speaking "strine" Down Under

Although English is Australia's official language, "Strine" is what you will hear on the streets. It is both the way some Aussies say "Australian" and a name for their local dialect of English. They have certainly added colorful local variations in their rich slang. Foreign visitors, even those with English as their mother tongue, may find themselves struggling to make sense of a local conversation! For example, if you enter a restaurant, you will be greeted with a passionate "G'day" by the bloke behind the counter who will offer you a "cuppa" while pouring out a mug of coffee. But you will find that Aussies are a friendly lot that generally go out of their way to steer foreign visitors in the right direction. Also, you can't avoid learning some Aboriginal words when you visit Australia as they are the source for so many pleasant-sounding location names.

## **Designers' World**

### Tang turns the tables on Organic Culture

Amy Tang is, at present, Woodmark's only collaborating designer that has an Asian origin. Having moved to Sydney at a very early age, Tang exhibits in her designs the influences of both Western and Eastern cultures. After the great success of her award-winning Flosion Stool, Tang introduced Organic Culture tables, in which she experimented with "green" materials sourced from U.S.-based company 3FORM to produce designs that are more sustainable. "I want to design something that can last and be passed onto the next generations," said Tang. It is both her design philosophy as well as one that echoes strongly the increasing demands for "green" products that will never be thrown away, which, like her designs, transcends Eastern and Western cultures..



## **Product Story Center**



#### Justus provides comfort for the masses

Whenever Niels Gammelgaard is asked about how he chose to be a designer, he always answers with a special pride, "My mother saw something in me and with great authority declared 'Niels is artistic!" Subsequently, he was enrolled at the famous Royal Academy of Fine Arts. There, he founded his socialistic ambition of designing for the masses – not only for the elites. With this goal, he approached the Swedish firm MIO, one of Scandinavia's biggest furniture retail chains. The 2005-designed Justus sofa range was an early success. The design's high, thin legs make it nearly fly. The cushion is filled with feathers, which gives it excellent sitting comfort. Gammelgaard outfitted

his large audiovisual room with a set of Justus sofas and, since then, fighting to get the best place in the evening with his family has become a happy tradition.

#### Pablo provides 20th century nostalgia

Having designed for over 20 years, the Australian design duo Norman and Quaine enjoys a lot of fame in their home country. The cooperation between interior designer Katherine Norman and industrial designer Caroline Quaine has flourished in many ways. The hundreds of projects they have implemented show their versatile design talent. Besides tailoring furniture for individual homes and offices, they also design classic items that reflect mid-20th century furniture styles. At the 2009 Sydney Designer's Saturday, the duo unveiled the new Pablo chair. It has a functional, simple aesthetic that is practical in both commercial environments and private homes. The chair comprises a light-weight shell with a generous seat width that curves up to become the chair arms. Its simple design can stand alone or be successfully incorporated into diverse interiors.



## **Brand News**



#### Woodmark launches into China's cyberspace

Since establishing its Shanghai operations two years ago, Woodmark China has sought to fulfill the needs of its Chinese customers and in December 2010, it launched a brand new website catering to the China market at **www.woodmark.cn**. The new website follows Woodmark's style of clean and neat design but will be more user-friendly for our growing customer base in China. The two sites will be linked to each other and present a unified Woodmark culture. The site covers essential information including 'about us', 'products', 'designers' and 'projects' as it relates to Woodmark China's product ranges and news. With enhanced user experience, we will integrate this Chinese version to better support the local market. Moreover, the project reference page will be a source of inspiration for both the commercial sectors and consumers.

#### Reflections on a year of change and growth



As 2011 approaches, we look back on a year of change, growth and partnership. Woodmark China benefited from tremendous opportunities in the previous year such as participating in many fairs and exhibitions in China and saw grown in both sales and brand recognition thanks to support from our partners and customers. In May, we moved to a great space in downtown Shanghai that offers greater exposure to the design community. In cooperation with GIGA, we deliver our philosophy of sustainability and social responsibility. "No graceful design could be achieved without a superior quality," said Warren Gao, General Manager of Woodmark China. "We strive to educate people about the value of quality interior structure and materials for sustainability in furniture." In the coming year, we will continue to support the A&D community even as we undertake a mission to help more consumers learn how good design supports a modern and greener lifestyle.

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#### Any inquiry, please contact Woodmark at salesint@woodmark.com.au