



designEX 2007 Innovation and inspiration for the year ahead

Media release

29 May 2007

New products, stimulating discussions, emerging designers and elaborate product displays have featured at designEX 2007, Australasia's premier design event. More than 16,000* trade visitors attended the visually appealing three day exhibition, held at the Melbourne Exhibition and Convention Centre, Southbank, from Thursday 19th to Saturday 21st April.

New products are highlights of the event, and the **New Product Awards** recognise the most exciting and innovative products available in Australia. The awards are judged on excellence in design and manufacture, innovative features, ergonomic design, functionality, aesthetics, durability, versatility, safety features, commercial viability and environmental sensitivity.

The awards were judged by an independent panel including Amanda Henderson Gloss Creative, David Saunders S2Design, and Rob Tigani Schiavello.

Lighting/Technology

Company: F-I-S-H
Product: Quote Sheet soft furnishings quotation software
Website: www.f-i-s-h.com.au

Furniture

Company: Classique Leisure
Product: Loom Chair by Franco Poli
Website: www.classique.net.au

Fabric

Company: cloth (Taylor & Taylor)
Product: Cloth Outside Collection
Website: www.clothfabric.com

Hardware

Company: Architrend
Product: C Glass
Website: www.architrend.com.au

Kitchen appliances:

Company: Bosch and Siemens Home Appliances
Product: Siemens LiftMatic Oven
Website: www.bshg.com

Surface finishes

Company: Hunter Douglas Commercial
Product: Techstyle Accoustical Ceiling Systems
Website: www.luxaflex.com.au

Flooring

Company: Altro Flooring
Product: Altro Timbersafe
Website: www.asf.com.au

Media enquiries

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The **designEX Best Stand Awards** are another highlight of designEX and this year's stands were judged on visual impact and design innovation, lighting, flooring and wall finishes, signage, stand layout and product/space ratio, visitor enticement (competitions, special offers, attention gatherers, hospitality on stand) and staff presentation (enthusiasm, available to visitors, identifiable). Amanda Henderson Gloss Creative, David Saunders S2Design, and Rob Tigani Schiavello.

The Best Stand Awards for designEX 2007 are:

Less than 30sqm – **POL Oxygen**
31sqm - 70sqm - **Caesarstone**
More than 71sqm – **Forbo**
ITMW Best Pre-built stand – **Filligree**
ITMW Best Custom stand – **Nettex**
SIDA Best Dressed Stand – **Abet**
SIDA Honorable Mention - **Satelight**

Other highlights at designEX 2007 included:

Latitude, sponsored by MONUMENT and Home Beautiful gave young dynamic designers an opportunity to present their work to the industry at designEX. The exhibition, which this year focussed on sustainable product design, was presented in a display using recycled milk crates, designed by Buro North.

The **designEX International Seminar Series** was an inspiring collection of ideas and updates from industry leaders including the Keynote Speaker Jonathan Sands, who spoke on the topic 'New Futures – how to invent the future before it defines you.' Industry bodies such as the Australian Hotels Association and The Lighting Council also presented seminars. The new **At Lunch With... series** also proved a hit with many turning out to see celebrity gardener Jamie Durie host an intimate lunch-style workshop.

The **Interior Trends Market Week Fashion Café** gave visitors a chance to see the latest patterns, textures and colours in the world of fabrics as part of dynamic fashion parades styled by The Whitehouse Institute of Design. Along with the new **Outdoor Room with Jamie Durie™** feature, his was one of the visual highlights of designEX. The **Champagne and Oyster Bar**, also served up a visual feast, along with oysters and champagne – it was the perfect social and networking setting.

designEX incorporates **Interior Trends Market Week**, the official trade exhibition of the Textile Distributors Association. The **Interior Design Awards 2007** is the social highlight of designEX and was held on Friday 20th April at the National Gallery of Victoria. Co-located with designEX is **Form & Function**.
www.formandfunction.com.au

designEX is organised by the international exhibition company, dmg world media. The event is held annually and alternates between Sydney and Melbourne. designEX will return to the Sydney Convention and Exhibition Centre, Darling Harbour, from 10th – 12th April 2008.

For more information about designEX, and to view images from the 2007 event visit www.designex.info.

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**CAB audited*

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