



Celebrating 20 years of designEX

YESTERDAY | TODAY | TOMORROW | 20 YEARS OF DESIGN

Green and mean(ingful) design Seminars to reveal future trends

Media Release

14 January 2008

Internationally acclaimed interior, industrial and furniture designer **Michael Young**, of **Michael Young Studio**, will ensure a memorable 20 year celebration for designEX when he appears as a keynote speaker at the event's International Seminar Series.

Young, alongside other local and international design experts' topics will look to the future of interior, architecture design and branding, examining the impact of social and environmental issues in the broader design industry.

Held at the Sydney Convention and Exhibition Centre, the annual designfest will run from 10 - 12 April 2008 with the International Seminar Series playing a crucial role in delivering quality and insightful industry perspectives.

"Michael Young is undoubtedly one of the world's most revered designers, a key player in shaping the future of design. It is an honour to have him lead what promises to be an insightful, engaging and informative International Seminar Series," Danielle Fischer, Group Show Manager of designEX, said.

Keynote Speakers

Michael Young's presentation will look to the future of design trends, drawing reference from his own works and those of other luminaries. From the outset of his career, Young has been one of the most successful designers of his generation. His early woven steel works were acquired by public institutions such as Centre Pompidou, The Louvre in Paris museum, Die Neue Sammlung Museum in Germany and the Design Museum in London. He has produced products for some of the world's most recognised brands including an MP3 player for Kuro Music, a bicycle for Giant, a barware range for Schweppes Tonic, as well as other products for Asahi, Passaanha Oil and Georg Jensen. Young was also creative director of 2007's Tokyo 100% Design.

Celebrity landscaper and horticulturist, **Jamie Durie**, returns to the International Seminar Series with his keynote discussion on the future of sustainability and design. Durie, selected in 2007 by Al Gore as a climate change

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ambassador, will examine sustainable design of outdoor spaces. Interior designer **John Eussen** will accompany Durie, looking at the subject from an interior perspective.

Seminar Speakers

In the age where brands vie for attention, in an increasingly overcrowded, competitive market, any opportunity to build brand awareness and loyalty is vital to success. Someone who understands this truism is **Amanda Henderson, founder of Gloss Creative**, who will present **Cross Dressing – the art of transformation**. Henderson delivers edgy, 3-dimensional brand experiences for some of Australia's most style-conscious companies such as the dressing up of Melbourne's Spring Racing Carnival marquees for Myer, Moët & Chandon and Longines. Henderson pins her success on collaborations that she says are a true "cross-dressing of design". Architects, interior designers, graphic designers, shop fitters, production companies, printers, textile designers and artists all assist in the creative process, an amalgamation of various styles and genres to deliver a unique brand experience.

John Ford, CEO and Marcus Lui, Creative Director of Products and Environment of The One Centre, will present the **Brand Theatre, how the built environment is engaging consumers in the Experience Economy**. Leaning on years of experience with names such as Audi and McDonalds, Ford will introduce visitors to the concept of the Experience Economy and how design can help drive this branding exercise. Lui will link the built environment with design to offer an international perspective on the complexities of branding through the environment.

Restaurateur and bar owner turned revered interior designer and architect, **Michael McCann, Director of Dreamtime Australia**, has several projects to boast about, most notably, Sydney's Flying Fish restaurant. Presenting the seminar Hospitality Design: Provide excitement or perish, visitors will discover the future of design in the hospitality industry. McCann was named the Australian Hospitality Designer at the 2004 IDEA awards (for Sydney's Flying Fish restaurant), *Wallpaper** magazine's "designer du jour" (Sydney) and was selected as one of the most influential people in Australian design by *Scene Design Quarterly*.

With increasing work hours, the work environment is becoming an evermore important design issue. **Robert Backhouse, Director and the head of Hassell interior design, and Jane Williams, Managing Director (Victoria) Bligh Voller Nield**, will ask (and answer): **What's Next? Imagine the possibilities of workplace design**. Taking sustainability into mind, the duo will inspire visitors in a debate-style forum juxtaposing ideas about the role of space, mobility, technology and the psychological impact of workplace design. The **Work Life** seminar by **James Calder, Director of Woods Bagot's global workplace sector and consulting arm**, will examine ways workplace design can influence creativity and productivity.

Karen McCartney, editor of *Inside Out* magazine, will walk visitors through the iconic residences of the 50s, 60s and 70s in her aptly titled seminar **Iconic Australian residential design**, the title of her recently released hardback. As part of the session, McCartney will interview visionary architect **Bruce Rickard** whose post-war residential housing design is an iconic part of the Australia urban landscape. McCartney will sign books at The Bookshop, part of the Design for Sustainability (D4S) feature at designEX 2008.

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Additional seminars include:

- **Richard Watson**, Managing Director of What's Next and Chief Futurist at the Future Exploration Network, will present **The next 50 years in 50 minutes – the future of everything.**
- **Mark Landini**, Founder of Landini Associates, will present **Small is the new big**, an examination of the new retail environment.
- **Johannes Weissenbaeck**, Director of PLAY | The Brand Experience Agency, will present **Experience Marketing – the new cutting edge.**
- **Tony Chenchow**, Director of Chenchow Little Architects, will present **Confronting Lightness – The work of Chenchow Little** with a specific focus on his residential projects
- **A Passion for colour – three perspectives** is a collaborative seminar presented by **Libbi Bennison**, Director of Programs at the School of Design, RMIT University; **Andrea Lucena Orr**, Colour and Communications Manager at Dulux; and **Victoria Versteeg**, Program Coordinator and Cluster Manager at the School of Design, RMIT University.
- **Tone Wheeler**, Partner at Environa Studio will present **Just breathe – Oxygen for designing minds.**
- **Terry Schwamberg-Kaljo**, founder of the Contemporary Hotels Group, will present **Attracting the phenomenon that is the new global traveller – an insight into the design of hospitality and accommodation.**

Further details of speakers and topics for the designEX International Seminar Series can be obtained from www.designex.info/seminars. Bookings for the International Seminar Series are essential. Seminars cost \$25 each.

designEX 2008 details

When: Thursday 10 – Saturday 12 April 2008

Where: Sydney Convention and Exhibition Centre, Darling Harbour

Hours	Thursday 10 April 2008	10.00am – 7.00pm
	Friday 11 April 2008	9.30am – 6.00pm
	Saturday 12 April 2008	9.30am – 5.00pm

Entry: Entry is free to pre-registerer professional. Registration at the event will incur a \$20 fee. Online registration is available now at www.designex.info/register

Website: www.designex.info

Phone: (02) 8923 8300

Accreditation: Accreditation is open to media through Red Agency and can be collected from the Media Information Desk, open during show hours. Access to seminars is free for media with accreditation.

About: Celebrating 20 years, designEX returns to Sydney 10 – 12 April to showcase the latest trends and innovations in contemporary design and architecture. A 20 year commemorative feature The Design Tunnel, will celebrate memorable interior design products from the past two decades while the new D4S will be a drawcard for those looking towards the future of sustainable design. designEX favourites like Latitude, the Outdoor Room, Seminar Series and more will compliment the 20 year festivities, which will see some 20,000 visitors converge on the Sydney Convention for three days. Form & Function, the premier exhibition for the building industry is co-located with designEX. designEX is a trade only event.

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