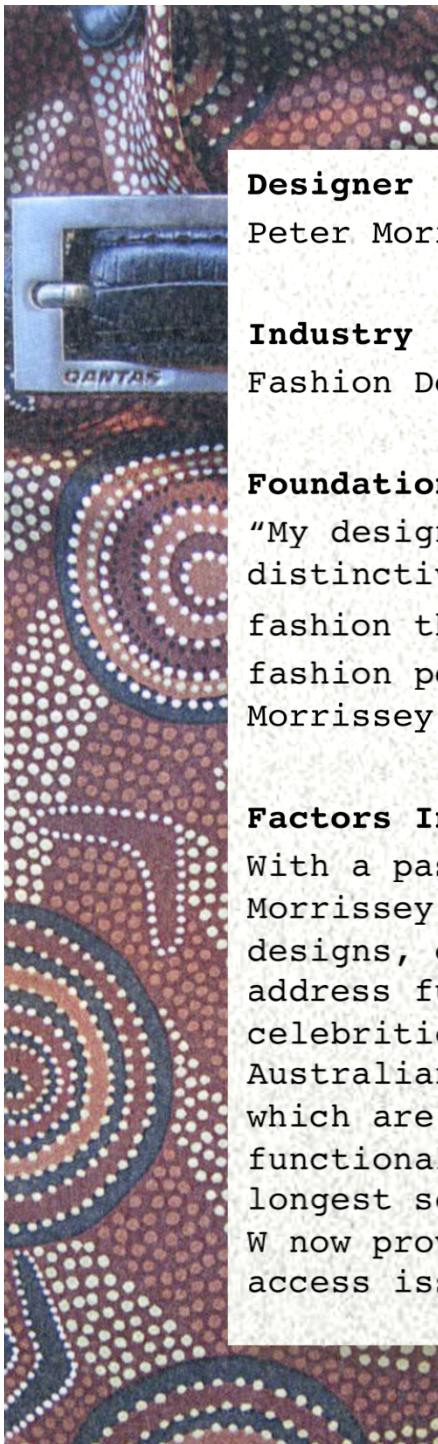


Australian Design(er) Showcase

- Images of Australian design across various industries
- Foundational design concepts
- Factors influencing success

holistic
adjective chiefly Philosophy
characterized by the belief that the parts of something are intimately interconnected and explicable only by reference to the whole.



Designer

Peter Morrissey

Industry

Fashion Design – Corporate Uniforms

Foundational Design Concepts

"My designs reflect the corporation's attitude with a distinctive Australian edge. Offering lower priced fashion that doesn't compromise on style. I want to fashion people's lives, not just their wardrobes." Peter Morrissey.

Factors Influencing Success

With a passion for fashion, and a desire to succeed Morrissey has worked to constantly re-invent his fashion designs, catering not just to present needs but hoping to address future needs also. Having dressed a host of celebrities, Morrissey has also dressed up to 80,000 Australian's at the same time, thru his uniform designs which are pitched to consider identity, quality, functionality and cost. Morrissey's Qantas uniform was the longest serving since 1959. His recent relationship with BIG W now provides fashion online which addresses the store access issues and cost demands of many BIG W customers.





Designer

Florence Broadhurst

Industry

Textile Design

Speciality wallpapers, fabrics & blinds

Foundational Design Concepts

"I create, so I know I am living." Florence Broadhurst.

Featuring expensive, high class, hand made bespoke designs. An expansive range of unique, stylistic and colourful textured motifs.

Factors Influencing Success

Florence Broadhurst the woman, quite literally changed with the times, as did her designs and use of technologies. Integrating metallic paints, foils and vinyls satisfied a market yearning for dynamic new visuals. Broadhurst's use of extreme design and mass production was a winner that history nearly lost forever, following her untimely demise in 1977.



Designer

MAMBO

Industry

Fashion Design and Art

Foundational Design Concepts

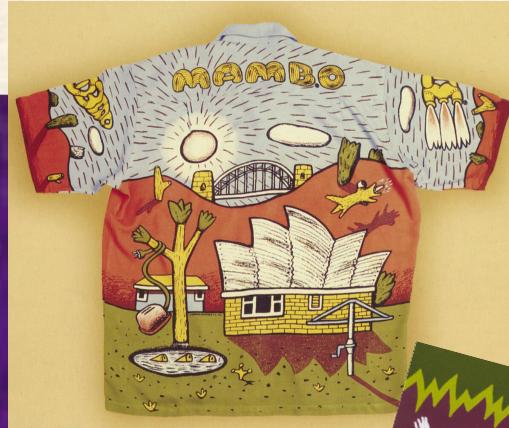
Chaotic irreverence nestled amongst puerile humour draped across an unpretentious range of commercially irreverent T-Shirts.

Mambo forged its unique path throughout the 1990's with inspiration from comics, beer, football, science fiction, heavy machinery and farmyard animals.

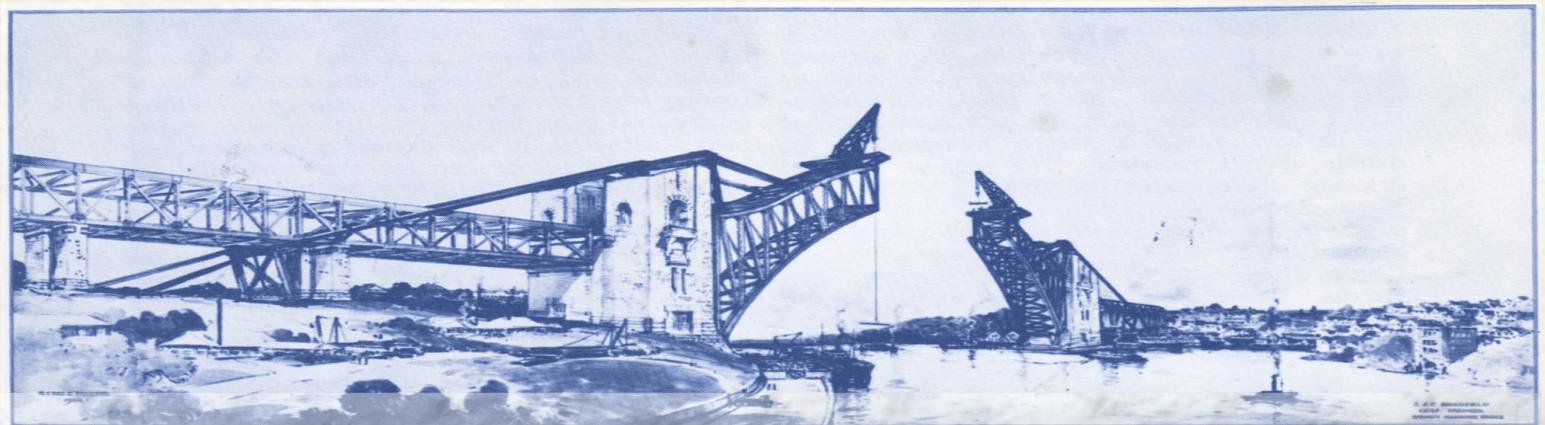
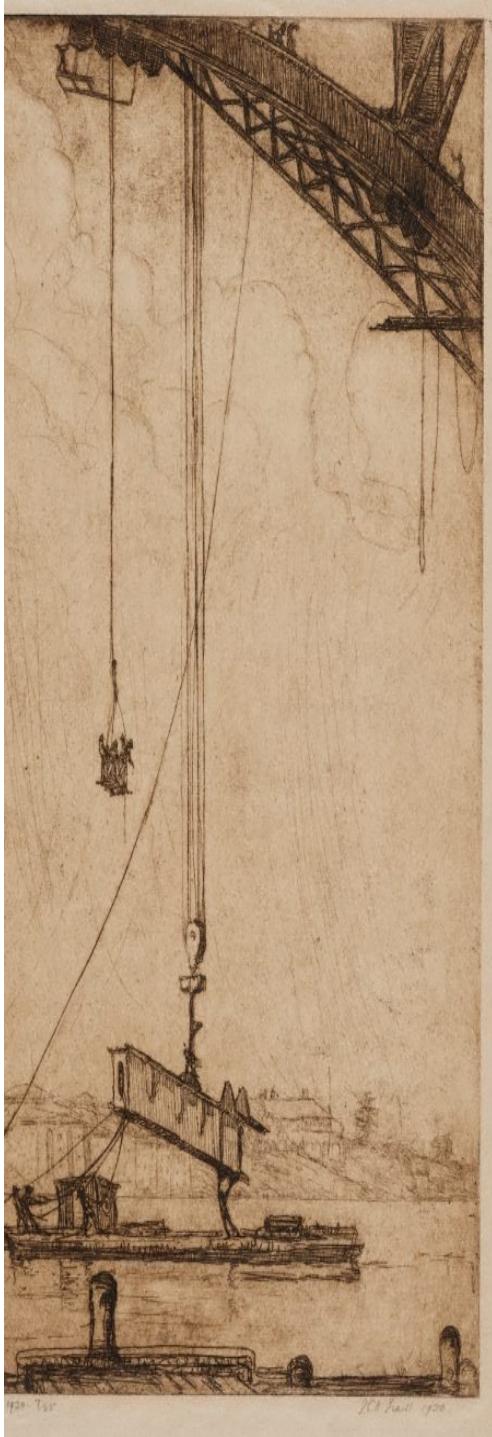
From Mambo Manifesto 2 "Laughter is the best medicine."

Factors Influencing Success

Mambo design spoke to a generation of international surf & street wear buyers, promising them humongous humour, terrible taste, and astonishing aesthetics on a garment that certified its wearers to be something special. Creativity was the name of the game and Mambo artists who were not regularly chastised by a concerned parent, or clergyman were outed.



Images MAMBO – Still Life with Franchise (1998)



Designer: Dr J. J. C Bradfield

Industry: Engineering Design

Foundational Design Concepts: Accommodate critical navigation, road, rail and pedestrian needs. Consider international bridge design, balance cost with aesthetic. Manage Depression era financing.

Factors Influencing Success: With 37,000 tonnes of steel the SHB was the world's largest arch bridge and also the heaviest and widest of any kind in the world.

The granite towers are the architectural design pieces of the bridge, yet serve little structural purpose, instead harmonising with the lines of the arch and adding a touch of distinction to the bridge.

Brilliant engineering design, remarkable foresight addressing future and ever changing transport needs, political support, and a lot of "can do" courage (in the midst of no WHS) delivered Sydney an icon and an opportunity that continues to support her locals and astound her visitors, even today.



The Test
Happiness & You



The Test
Pregnancy & Parenting



The Test
Love & Relationships



The Test
Financial Freedom



The Test
Beauty & Body Image

Designer

PRINCIPLE DESIGN

Industry

Graphic Design

Foundational Design Concepts

Consideration for the environmental impacts of graphic design products throughout their lifecycle, extending through raw materials and their transformation to design realisation. Principle's mission is to design, innovate and communicate for like minded organisations that have an environmental agenda, and ideally to educate society.

Factors Influencing Success

Experience and energy combine with a practical and progressive ideology based on green design fundamentals and ethical execution. The application of design principles, innovative thinking and communication standards underscore Principle's collective passion.

Well resourced with in house talent, Principle is able to deliver solutions across the full spectrum of traditional and new media. A 3x winner at AGDA 2012.



Designer: Balarinji Design Studio

Industry: Graphic Design

Foundational Design Concepts

Founded with the aim of celebrating and promoting Aboriginal heritage and culture through contemporary Australian design.

Factors Influencing Success

Midnight inspirations, cultural connections, determined confidence, perfect preparation a dash of good fortune in meeting James Strong, Qantas CEO. In 1993 when Qantas was ready for the brave move into an unchartered territory of redefining their corporate brand through indigenous cultural designs, Balarinji delivered "a huge benefit to Qantas, and to Australia."



Images: blueskyexhibits.com & airlineliveries.webs.com

Designer: Judy BAYPUNGALA

Industry: TEXTILE Design

Foundational Design Concepts

Many of Baypungala's creations are rooted in the stories of ancestral creations and take form as bags, baskets and mats. Raw Pandanas palm leaf is rolled, plied & twinned, infusing ochre, ash and plant dye to create iconic pieces.

Factors Influencing Success

Baypungala is a skilled and prolific weaver whose work is distinguished through innovate technique, extended scale and the use of vibrant natural colours.

She combines traditional and contemporary weaving techniques, with solid and alternating colours, to create various pieces, from dramatic 'targets' to lacy borders.

Her objects are both functional, being created for domestic use, and desirable, being sold and displayed into to galleries and collections.



Images: Floating Life (2009)

Designer: Sibella Court

Industry: Interior Style and Product Design

Foundational Design Concepts

Every bit the globetrotting Bowerbird, Sibella promotes the notion that collection pieces are dynamic and should be experienced, as much in function as in decoration through interplay. Letting collections speak for themselves, without control, a process of casual abandon.

Creating 3D adaptations in all her interiors. Letting things fly, crawl up walls, lean or sit on the floor, tending to spread her collections everywhere.

Factors Influencing Success

Combining a love, and education in history, an eye for detail and a crush on collecting, Sibella communicates her style widely across various channels including her retail store Society Inc, the website, many international style magazines, workshops, her design consultancy and 5 of her own books (to date). Sibella's style is sought after in both residential and commercial design projects.

Images: Bower Bird (2012)





Designer: Sentrel

Industry: Industrial Design

Foundational Design Concepts

With a priority on safety, Sentrel employs its unique vertical cable panel design to deliver standards compliant balustrading and pool fencing systems. The Sentrel system is designed to be stylish, affordable and simple to install for both the building trade and DIY home owners. Sentrel values the vista and works within framework of life saving standards to provide home owners, and commercial landlords with a product that bridges these critical needs, through the marriage of Australian hardwoods, marine grade stainless steel and innovative design.

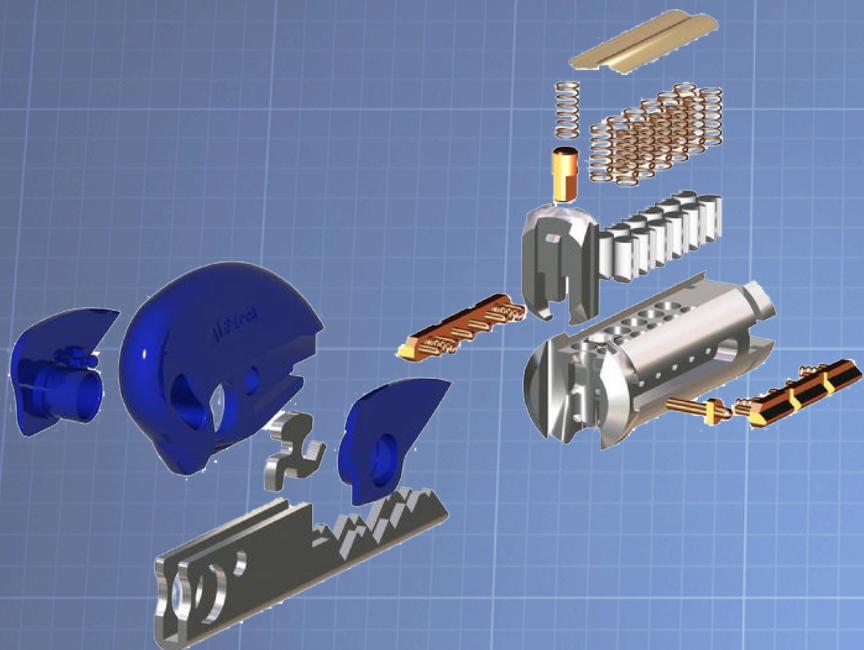
Factors Influencing Success

Pool fencing & balustrading requirements are documented in various legislation, standards & codes which are actively enforced by council & certification authorities, creating an ongoing market demand across renovation and new builds.

Sentrel supports its clients with web access to marketing, training, technical and legislative documentation & videos.

Sentrel's DesignEx (2011) award, engineering certification and testimonials from many satisfied clients support the holistic reputation of this ingenious product design.

Image: breezeway.com.au



Designer

Australian Lock Company (ALC)

Industry

Industrial Design

Foundational Design Concepts

ALC was founded with the goal of designing and manufacturing an innovative high security lock & key system known as BiLock, which was invented in Australia. BiLock had to compete with established local and international businesses within the relatively small Australian market place. Everything BiLock did was about challenging the status quo.

Factors Influencing Success

ALC's driving goal was to meet the market by supplying diverse product configurations at an economical price. This was possible due to BiLock's innovative core componentry design, and a significant investment in employee talent & capital equipment, such as the latest Japanese automated CNC machinery. ALC secured the necessary industry and government regulatory approvals for high security installations, and, through a network of selected locksmiths quickly dominated their market segment. Quality assurance, constant innovation, reduced lead-times, patent protected key security, factory training and marketing support were some of the many factors that influenced ALC's success with the BiLock product range.



covemore
designs

Tony Parker

WORKSHOPPED



Designer

Tony Parker by Covermore Designs
And Workshopped

Industry

Furniture Design



Images: www.weloveperth.net.au, workshopped.com.au

Foundational Design Concepts

Workshopped has formed a relationship with Covemore Designs to reintroduce a selected range from Tony Parker's original 'mid-century' range. Workshopped facilitates commercial relationships between design creators, producers and buyers.

Factors Influencing Success

Workshopped promotes Tony Parker as a style leader and designer, always at the forefront with unquestionable integrity, and the highest of reputations in design, manufacturing and retail.

Covermore Designs, retains by many ex-Parker staff and continue the Parker reputation of "putting the finish first" through quality craftsmanship.

With Workshopped's mission statement being "To nurture Australian design excellence and facilitate successful commercial relationships between designers, industry and the market, both locally and internationally", it likely this triad combines the necessary experience, skills and motivation for success.





Designer: Zoe Pook

Industry Jewellery Design

Foundational Design Concepts

"Within the framework of creating jewellery that is durable, practical for everyday wear and made entirely from ethically sourced or recycled materials, I aim to produce a piece that is unique and personal to each client. " Zoe Pook, Interview 5th Sept 2013



Factors Influencing Success

"Providing clients with an alternative to traditional engagement and wedding rings. Giving the choice to use ethically sourced precious metals and gems to allow the wearer to have full knowledge of where their materials have originated. Offering a fully personalised and consultative design process." Zoe Pook.

Zoe's lively design style melds considered & beautiful jemstones into hand crafted metals, creating unique and treasured pieces. Educating clients to the menace of mining slavery & servitude is a crucial role, and one that serves to increase the value of her engaging works.

Images: designcouncil.org.uk, & ftsblog.net & zoepook.com.au & Cam Mills

Designer: Jamie Durie

Industry: Landscape Design

Foundational Design Concepts

To explore architectural, cultural and design traditions from across the globe and apply the best of those ideas, adapted to the Australian lifestyle, climate and the families, whose homes the gardens will be built into.



Factors Influencing Success

Embracing Australia's multicultural diversity, our diverse climate and topography, Jamie is not constrained by old traditions or conventions.

With an interest in forging a unique identity, and being able to do so on constrained budgets, Jamie's designs are as accessible as they are worldly. The integration of indoor and outdoor living is one of Jamie's primary aims with preference given to sustainable natural materials.

Jamie promotes his designs brand through television shows, internet, books, international design competitions, trade shows and ambassadorial postings.

Images: Outside (2008)

Note: Plans may vary from design to construction



procreate®



Designer: Savage Interactive

Industry: iOS Application Design

Foundational Design Concepts:

Design the ultimate painting engine, matched to a beautiful interface, leveraging the horsepower of Apple's advanced device hardware, and iOS operating system.

"Make sure you don't chase the dollar. Build something awesome, and the money will come." James Cuda, SI Managing Director.



Factors Influencing Success:

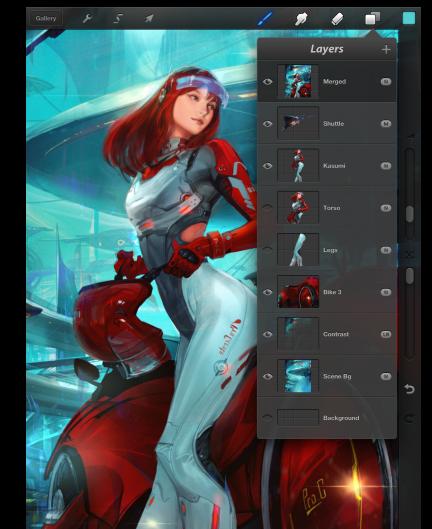
SI are writing the manual holistic application design & development.

With an Apple Design Award (2013) for technical, aesthetic, and creative excellence SI have demonstrated how a 4 person team of Tasweigans rose to the pinnacle of their profession.

SI have supported Procreate with sublime user documentation, community forums, social media channels and user art galleries.

Ongoing development keeps users in touch with the latest technologies, providing a powerful studio-grade painting platform.

SI also support interface of new generation precision stylus pens, essential for the Procreate application.



Images: procreate.si

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