



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

### Australian Beach Culture and the Water Cube

Australians live by the sea where the beach complements the house and creates an extended backyard in which to play. It is doubtless that ten out of ten Aussies are fond of swimming, surfing, sailing and simply hanging out at the beach, especially during the long hot summers, to enjoy themselves in the blue clean ocean. The Beach Culture also cultivated John Pauline, a Sydney based architect, who conceived the well-known Water Cube, with a group of Australian and Chinese designers like-mindedly by expressing the feeling of water from every aspect and the work finally straddles the traditions of both Eastern and Western architect design. Moreover, the big bubble-wrap is designed for sustainability, which shows how Australians care about the environment in their own country and around the world.



## Designers' World



### Gary Galego's new bike

In the not-too-long furniture design history of Australia, the love of making timber furniture came out naturally, as this raw material is easy to access. Often influenced by the work of Fred Ward, Douglas Snelling and the Danish Hans J. Wegner, Gary Galego secured his design reputation by exploring the potential of unusual and regional distinct wooden forms, to the Leve Chair and also to his new wooden-framed bicycle. "Wood and carbon is a relatively new combination of material. The design aims to highlight the possibilities of a material which is a quality I try to imbue in all my work" he explains. Well done Galego and look forward to more stunning designs from you!

## Product Story Center

### Eeni Meeni Myni Mo

"Eeny, meeny, miny, moe; Catch a tiger by the toe. If he hollers let him go; Eeny, meeny, miny, moe". This is an old British children's counting rhyme, used to select a person to be "it" for games and similar purposes. When Matthew Sheargold completed the assignment from Woodmark to design a waiting chair in 1998, he stared at the four leg options and thought of the rhyme. There it became the name! The simplicity and elegant design may not help you catching a tiger, but it will definitely catch attention and be a harmonious complement in your office. That's why the EMMM range, today, is still one of Woodmark's best selling products, and Eeni, the biggest brother, served as Chairman Hu Jintao's seat at APEC Australia, 2007.



### "Mr. Stickley" will soon reside in China

Without too much self-introduction, "Mr. Stickley" has already attracted the local designers' attention and has been warmly welcomed to reside in China. We can't confirm an exact date but this exciting development is under way. Oh right, Mr. Stickley is a floor lamp that has three basic arrangements, upright, mid position and a low cantilevered lean. Like many other great designs, the inspiration of the lamp also came from nature when Frag Woodall was vacationing in Noosa. He became obsessed with the tall, strappy exposed roots of the Pandanus Palm, and soon granted it with a "digital" trait. Let's wait to see how this whimsical piece links to the nature and the contemporary world.

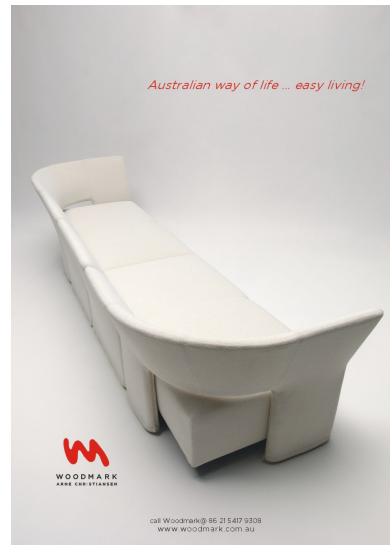
## Brand News

### Woodmark @ Home Decoration

Woodmark, after one year of preparation, officially established its Chinese office at the end of 2009. The first appearance was welcomed by Home Decoration, by featuring Pelikan Modular sofa on the cover page of their "Crossover Design" column in January, 2010. Please stay tuned, as more iconic designs are expected to be introduced through them in the upcoming issues.



Home Decoration, launched in 1998, is China's first home interior decorating magazine and also the official journal of the Interior Design Board of China Building and Decoration Association. Aiming to enhance Chinese residences' living environment and provide professional suggestions to its readers, 'Home Decor' works closely with leading domestic designers and top international brands such as Gaggenau, Siemens, Philips and Electrolux in various forms. The magazine circulates to about 60,000 designers monthly.



### Hi Kvadrat, happy moving

Arne Christiansen of Woodmark was a big supporter and previous founding father of Kvadrat Australia. Now the relationship between the two become ever closer by co-exploring the Chinese market. At the end of January, Kvadrat unveiled its new office near Jing'an temple and the coolest thing is to party in their big terrace facing a Renaissance-feeling street. Kvadrat, good work on choosing the location!

Kvadrat, established in Denmark in 1968, now holds a leading position in the European market of design-textiles supplying renowned architects, designers and furniture manufactures throughout the world. Its fabrics can be seen in The Gherkin – London, Museum of Modern Art – NYC, Walt Disney Concert Hall – Berlin, Guggenheim Museum – Bilbao, Copenhagen Opera House – Denmark and the recent Guangzhou Opera (by Zaha Hadid) - China.

Coral2, Divina3, Magenta2 and Hallingdal have been chosen as Woodmark China's standard fabric offering for all sofa ranges.

