



Australian way of life...easy living!



Hunting in a vast wildness

Australia has a strong hunting culture. Australia's first settlers, hunters that relied on game as an important part of their diet, developed spear throwers to take down their quarry at greater distance. Now, hunting is a popular sport among Aussies. Out of a population of about 20 million, one million people are involved in sport with firearms. In the vast wildness, many of the species available for hunting, such as rabbits, foxes, pigs and Asiatic Water Buffalo, were introduced by early colonists. There is no limit on those non-native species; however, the government has stipulated strict regulation to protect the local fauna including the thriving kangaroo population. No matter the skill level of the hunter or what weapons they choose, Australians see hunting as a way to delve into the wildness and connect with nature.

Designers' World

Goulder's Bowl reflects beauty and soul

In today's design world, few designers are closely connected to the production of their own designs, Jon Goulder stands out as both a producer and designer. Growing up surrounded by furniture craft, Goulder began his professional design career in 1994. His core craft skill lies in woodworking and upholstery. He has a special appreciation to wood and describes it as 'the warmth and soul of furniture'. Another recurring feature in Goulder's design is the inventiveness he employs to make complex and intricate geometric structures appear as simple fluid forms. This feature contributed most significantly to his Fruit bowl, which won the inaugural Bombay Sapphire Design Discovery Award. The topographic undulations of the front face are a reflection of his Glissando credenza, offering delightful optical effects that demonstrate the subtle way wood reflects and absorbs light.



Product Story Center



CW1 Swivel Chair celebrates its crystal anniversary

In 2010, Charles Wilson's CW1 Swivel Chair marks 15 years of continuous production. This chair was one of Woodmark's first collaborations with local Australian designers. In 1994, celebrated Sydney design-duo Norman+Quaine introduced Wilson to Woodmark CEO Arne Christiansen, who instantly recognized his talent and signed him on to design a practical yet comfortable chair. The resulting CW1 Swivel chair won numerous awards and fame. With a deep appreciation of Scandinavian design, Wilson implemented ergonomic principles while creating a structure comprised of symmetrical ribbons of elegantly bent plywood. The unusual yet cleverly shaped shells are angled inward and work independently to provide an embracing form that curves to support the lower back and lumbar region. In 1998 it was purchased by the Museum of Applied Arts & Science as an icon of modern Australian furniture design.

Armstrong demonstrates design strength

Owner of an Auckland based design firm IMO, self-taught designer Sam Haughton has been designing furniture for the Australasian market throughout the last 18 years. Although there is a clear and recognizable aesthetic that defines his designs, he is more concerned about the way in which people use and interact with furniture. Take his 2002-designed Armstrong lounge for example. It was originally developed as a reading chair for a university library with a user-centered design brief requiring it to be comfortable for reading, easy to get in and out of, and to withstand everyday use in a demanding environment. The lounge chair received positive feedback and was extended to a range including 2- and 3- Seater Lounge, a Bench Seat and Coffee Table. Haughton is still experimenting with new materials to expand the range for wider application.



Brand News



Scandinavian design comes to Shanghai

On September 21, 2010, Woodmark China has warmly welcomed Scandinavian design master Niels Gammelgaard to share his design experience. Gammelgaard studied at the famed Royal Danish Academy of Fine Arts, which also cultivated the famous architects Arne Jacobsen and Henning Larsen. Within Gammelgaard's 40-year career, his designs have been adopted by world's well-known brands such as Louis Poulsen, IKEA, Fritz Hansen, Fredericia and Erik Jorgensen. His rich design background has recently attracted both domestic and international media entities including delightful interviews in Home Decoration and Case Da Abitare. During this visit, Gammelgaard has revealed his current design, the ground-breaking Kurve lounge and Pelikan Sofa to Woodmark's guests and partners. We delight in this opportunity to share his design philosophy and anticipate his future designs!

Woodmark wows Shanghai Furniture Exhibition

Shanghai's enormous International Furniture Exhibition, which filled the Shanghai New International Expo Center on 7-9 September, 2010, exhibited the dramatic increase of quality and quantity of Chinese-made furniture. Woodmark, a model of durable, locally-produced furniture, presented a group of elegant, proportion-balanced designs ranging from Matthew Sheargold's Meeni Chair and Zip Pod to Amy Tang's Flosion Stool, to Sam Haughton's Armstrong Lounge. All of these fine design works are carefully produced by Woodmark's local manufacturing partner. While we showcased our beautiful designs, we also demonstrated the quality of these localized products. From the interior structure to the exterior finishes, Woodmark strictly adheres to its international standards. We continue to share our mission of producing furniture that endures.

