

(inside)

australian design review



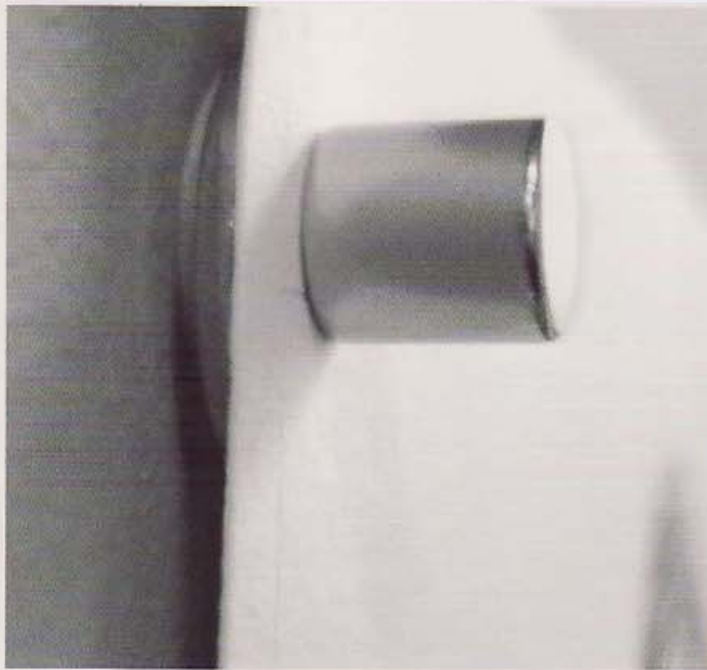
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11

MAGNART™

DESIGN PRACTICE DoMA Australia
 TEL 0410 440 888
 EMAIL gbigall@doma-australia.com
 PROJECT DESIGN TEAM Abigail Crompton
 MANUFACTURER DoMA Australia
 MATERIALS USED Adhesive, Steel, and Magnets.



What is the 'Big (IDEA)' behind this project?

Magnart™ is the next cleverest thing in the art and design world as was the Post It® note for business in the nineties. Magnart™ allows Art Galleries, artists, architects, designers, businesses and millions of households who need to display something from a poster to antique textiles in a simple and visually pleasing method of exhibiting art in a system which does not damage the work or the wall and does not cost a fortune to frame.

Describe the application of this product and the opportunities it may unfold in use?

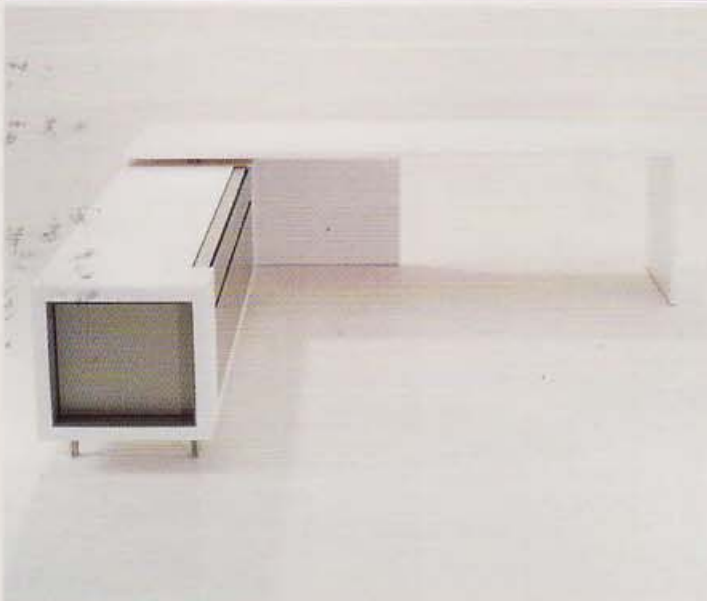
FUNCTION: to exhibit all lightweight textile, photographic and paper images without Art destruction as the coated Magnart™ magnet and disk holds the image to the wall surface. Magnart™ has huge opportunities for a diverse range of end users. Galleries and artists can exhibit unframed works in a gallery space without damaging the walls or art. Artists don't have to spend hundreds to thousands of dollars on picture framing for exhibitions. The rental market can display favourite posters and not have to worry about marking the landlord's walls. Trade fair participants can attach the hook (Velcro®) to the Magnart™ disc and attach it to the fabric walls.



12

HOME OFFICE RANGE OF FURNITURE

DESIGN PRACTICE Matt Gibson A + D
 TEL 03 9500 0713 or 0403 113 547
 EMAIL studio@mattgibson.com.au
 PROJECT DESIGN TEAM Matt Gibson
 MANUFACTURER Prototype - DesignCraft Joinery
 MATERIALS USED Sprayed white two-pack - to prototype shown (can also use laminate or timber veneer), Symonite.



What is the 'Big (IDEA)' behind this project?

Put simply: office meets living room. Following this burgeoning new phenomenon (the home office), these furniture items combine the functionalism of the office with the elegance of the living room. They encourage the home office to be a display space within the home. Utilising strong architectural forms, the materials although rigid and lightweight enable an appearance of solidity. The design of the system of two elements enables flexibility for the furniture items to be used individually or together - specifically within a 'home office' or non-specifically on their own, e.g. living room, study, hallway or bedroom.

Describe the application of this product and the opportunities it may unfold in use?

The design of this system of two furniture elements hopes to redefine ideas of systems furniture by creating pieces that have the flexibility to be used individually or together. The Credenza houses small drawers, larger file drawers and end CD racks appropriate in an office or as a living room or hallway side table. The desk/table height is dimensioned appropriately to the Credenza, but has a demountable leg that can similarly enable use in isolation. Both units can come in different sizes - the Credenza in three, four or five bays and the desk in extension lengths of 300mm.

