

furnitex+DECORATION DESIGNMELBOURNE

A star line-up of from all corners of the globe: Four international speakers announced for Furnitex 2010

Hear how to design with emotion, re-define modern, inspire with sustainable materials and conquer through collaboration when the **International Industry Seminar Series** returns to **Furnitex 2010**. Leading thinkers in the design world will forecast the hot trends for 2011 over six seminars, held over the **16th and 17th July 2010** at the **Melbourne Exhibition Centre**, alongside the co-located **Decoration + Design Melbourne**.

Award-winning designer **Axel Enthoven** (Belgium) will open the series with his seminar **Design Thinking: The Good Word on Good Design Now**, arguing that product design should be emotional, and that the economic crisis positively influenced the design industry. Axel will also lead a breakfast seminar the following day entitled **The Power of More: When Collaboration is Better Business**.

Joining Axel will be **Linda O'Keeffe**, best known for her 15-year stint as Creative Director at Metropolitan Home magazine, although her career has spanned jewellery design, acting, cooking, writing and fashion styling. Linda's **Redefining Modern** seminar will look at the changing definition of 'modern', and how a concept once seen as monastic, mid-century and neutral has evolved to become an eclectic mix of periods and provenances.

Representing the UK will be **Justine Fox** of Global Color Research, who will reveal the **Colour Trends for Spring/Summer 2011**. After exploring the influences driving these trends, Justine will demonstrate how they can be adapted locally and applied to current projects. A talented public speaker who has participated in conferences throughout Europe and Asia, Justine is also the Materials Editor for Mix magazine and regarded as a world-leading colour forecaster.

With sustainability now considered a crucial element of design, the demand for materials that are environmentally friendly and inspirational is on the rise. In her **Sustainable Materials to Inspire** seminar, **Els Zijstra**, Founder of Dutch organisation Materia, will show how designers can incorporate comfort, functionality and economics into their work, without compromising on sustainability or beauty.

Nic Burnham and **Steve Brown**, of NDY Light (Australia) will continue the green trend with their seminar **Sustainable Lighting and Design: The Way Forward**. Nic and Steve will show that sustainable lighting can be done brilliantly, with a focus on the Green Star rating system, LEDs and the tools of light.

New to this year's Furnitex will be a panel discussion amongst three leading Australian designers. Hosted by **Wendy Moore**, Editor of Australian Home Beautiful, the conversation between **Scott Weston** (Scott Weston Architecture Design), **Kirsti Simpson** (Hassel) and **Dylan Farrell** (Thomas Hamel Design) will look at the participants' **Five Best Design Decisions** throughout their careers.

FURNITEX and the co-located DECORATION + DESIGN Melbourne are once again major event partners of the State of Design Festival (14 - 25 July 2010).

What: INTERNATIONAL INDUSTRY SEMINAR SERIES

Where: Melbourne Exhibition Centre, Southbank

When: Thursday 15 July

**Design Thinking: The Good Word on Good Design Now,
9.30 – 10.30am**

Axel Enthoven, Enthoven Associates Design Consultants
(Belgium)

Colour Trends Spring/Summer 2011, 11.30am -12.30pm

Justine Fox, Global Color Research (UK)

Redefining Modern, 2.30pm – 3.30pm

Linda O'Keeffe, Freelancer (New York), 2.30pm – 3.30pm

Friday 16 July

BREAKFAST SEMINAR

**The Power of More: When Collaboration Is Better Business,
7.30am – 9.00am**

Axel Enthoven, Enthoven Associates Design Consultants
(Belgium)

Sustainable Materials to Inspire, 9.30am – 10.30am

Els Zijlstra, Materia (The Netherlands)

Five Best Design Decisions, 11.30am – 12.30pm

Wendy Moore, Home Beautiful (Australia)

Scott Weston, Scott Weston Architecture Design (Australia)

Kirsti Simpson, Hassel (Australia)

Dylan Farrell, Thomas Hamel Design (Australia)

**Sustainable Lighting and Design: The Way Forward,
2.30-3.30pm**

Nic Burnham and Steve Brown, NDY Light (Australia)

Tickets: Seminar tickets cost \$50 (inc GST) and are available at www.furnitex.com.au or www.decorationdesign.com.au. Pre-booking is essential.

Event organiser: Australian Exhibitions and Conferences Pty Ltd

Web: www.furnitex.com.au or www.decorationdesign.com.au

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