

# SDQ

SCENE DESIGN QUARTERLY

**BRODIE NEILL'S DESIGN JOURNEY  
MONTBLANC – 100 YEARS STRONG  
THE ALL-ENCOMPASSING NEOCON  
NEW KVADRAT MAHARAM FABRICS  
SATURDAY IN DESIGN – EXCLUSIVE  
KE-ZU'S BRAND NEW SPACE**

Plus Conversations On

Designer Rugs celebrates 20 years

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The complexities of Thinking Ergonomix

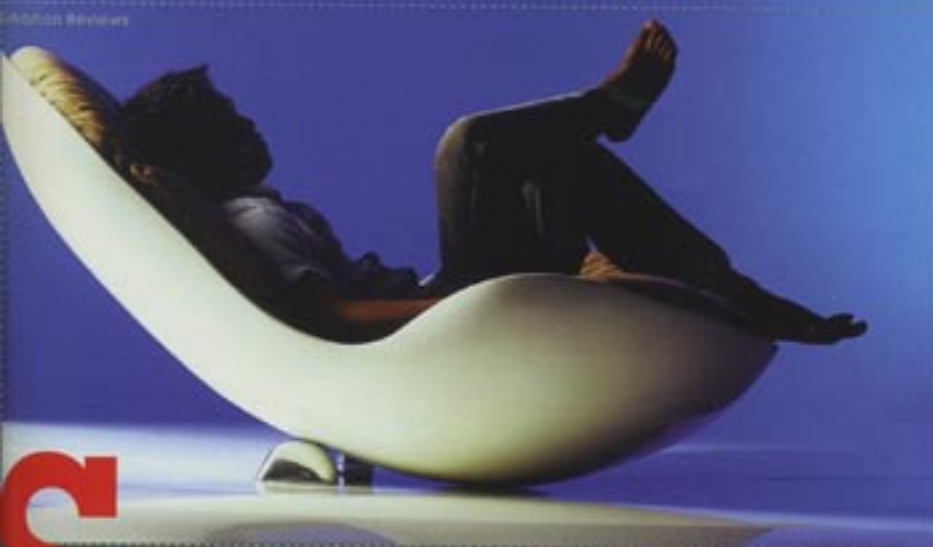
## No.23

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# Sensation V success

Launch Pad™, now in its third year, has experienced what some might call a coming of age. Now also an exhibition, it is certainly turning some heads, but more importantly it is connecting designers and manufacturers through the brand new Angels in Design program.

Launch Pad  
 (61 2) 9388 0150  
[launchpad@indesign.com.au](mailto:launchpad@indesign.com.au)  
[launch-pad.com.au](http://launch-pad.com.au)

01 'Snug' chair by Alvin Tjitrowirjo  
 02 'Rain' by Ilan El, photography by David  
 03 'Terrain' rug by Louisa Vilde with the  
 Pad exhibition guide, photography by David

Fame and fortune don't necessarily go hand in hand in the design world. Too often the spectacle surrounding someone or something is all-encompassing for a month or two, but the media frenzy is quickly averted to the next shooting star. There are plenty of competitions offering designers money and exposure – but further support is vital.

Launch Pad is a constantly evolving competition designed to offer upcoming designers the chance to rub shoulders with key industry players. Through the Angels in Design mentoring program and the international review panel it has added substantial value for the designers – and in turn value to the longevity of Australian design.

**"It was about introducing designers with great products to businesses and people with resources and the right attitude."**

Of over 100 entries, this year's submissions were pared back to an exhibition of 20 finalists, and the exceptional and well-resolved prototypes created a great deal of excitement at the Melbourne Museum. As well as local judges, Launch Pad incorporated an international review panel, which included high-profile designers such as Gaye Cevikel, Luke Pearson and

Marc Newson among other industry heavy-weights. Robert Thiemann, Editor in Chief of Frame magazine, expressed his thoughts on the quality of the submissions. "Compliments for the general quality level of the entries. All of the selected products have enough maturity to make it to the market in some way."

While the panel was complimentary, they also fulfilled their purpose – which was to give a constructive critique of the designs. Martino Zanotta's review of 'Snug' by Alvin Tjitrowirjo was inspirational. "The attempt to go beyond the traditional schemes of the quite frequented topic of lounge chairs is admirable. This is definitely the most mature and interesting product of the whole selection." While David Trubridge offered Helen Kontouris some practical ideas for her 'Twiggy' Candelabra. "An intelligent and well thought out formal composition. It is good to see an enquiring mind responding to things that many of us might take for granted. It looks very good, but there are details which need resolving where you have pursued the purity of form at the expense of the function: Need provision to prevent molten wax from running onto the tablecloth." Further comments from the judges and review panel can be viewed on the Launch Pad website.

Although some of the comments can be a hard knock to take, it is all part of the evolution from student, to mature designer. Gary Galego, designer

and Launch Pad finalist, explained his thoughts on the whole process. "This year's Launch Pad, Angels in Design and Saturday in Design have been the most productive networking events I've had the opportunity to engage in. Retailers and manufacturers took a real interest in what the designers had to offer this year. I really felt like it was about introducing designers with great products to businesses and people with resources and the right attitude. It may make the designers rich overnight but it is a big step in the right direction."

Congratulations to the five winning designers who were; Babak Aryaie for 'Stool 60' who won \$1,000 courtesy of RIM Fabrics; Nick Karlovasitis for 'Life Change' who won sponsored entry in the Australian Design Awards courtesy of Indesign Group; Gary Galego for 'Shell Chair' who won a \$2,500 shop voucher courtesy of Living Edge; Donald Holt for 'Booktrough' who won 30 hours of mentoring time as well as \$1,500 material costs courtesy of Jet Interiors; and Alvin Tjitrowirjo for 'Snug' who won a \$1,000 gift voucher courtesy of ECC Lighting Living and \$1,000 for product development courtesy of Indesign Group.

We'd also like to express our sincere appreciation of the Angels in Design mentors who so generously donated not only the various prizes but also their time and expertise, which sealed the success of the