

freestyle

NEW AUSTRALIAN DESIGN FOR LIVING

Art Gallery of South Australia

17 August - 14 October 2007

Freestyle: new Australian design for living brings together the work and stories of 40 leading Australian designers who create designer objects for everyday use, encompassing furniture, lighting, textiles, homewares, fashion, jewellery and accessories. In this dynamic exhibition, around 200 handmade one-off and limited edition pieces are showcased and considered alongside industrially manufactured items and prototypes, to reflect the breadth and nature of design excellence and innovation in Australia. After a highly successful national tour the **Art Gallery of South Australia** in Adelaide is the final Australian venue for *Freestyle*, and offers visitors an exciting glimpse of tomorrow's museum pieces, today.

With an emphasis on 'design for living' *Freestyle* presents some of the most innovative contemporary Australian objects created for everyday domestic use. Amid the eclectic display is colourful resin jewellery and homewares by **Dinosaur Designs**, **F!NK & Co.**'s iconic *water jug*, **Adam Goodrum**'s playful folding *Stitch Chair*, quirky satchels from **Crumpler**, woven baskets from **Maningrida Arts & Culture**, **Akira Isogawa**'s cutting-edge garments and patterned textiles from **Tiwi Design** and **Vixen**. Representing new design in South Australia are the **Gray Street Workshop**'s jewellers and sculptors **Julie Blyfield**, **Catherine Truman** and **Leslie Matthews**, and renowned furniture designer **Khai Liew**.

"We are currently witnessing a 'coming of age' for Australian design," says the exhibition's curator, **Brian Parkes**, Associate Director of Object Gallery in Sydney. "Australians have shown a certain capacity to make do with what is available at hand – often turning isolation to advantage and regularly innovating to adapt to the environment or circumstances of the day" he explains. For **Parkes**, *Freestyle* celebrates the freedom with which Australian designers take to their practice, unencumbered by the weight of history, rules or tradition.

Parkes will present an introductory talk in the exhibition on Friday 17 August at 12.45pm and a free illustrated public lecture about the development of *Freestyle* on Saturday 18 August at 1.30pm in the Radford Auditorium. Coordinating Curator is **Robert Reason**, the Art Gallery's Curator of European & Australian Decorative Arts, who has worked with **Parkes** to display the exhibition in Adelaide.

Freestyle goes on show at the Art Gallery of South Australia daily from 17 August until 14 October. For the first time, visitors will also have the chance to take their own piece of an exhibition home with them, as the Art Gallery Bookshop carries a wide range of goods, which feature in *Freestyle*.

Freestyle is a collaboration of the **Melbourne Museum** and **Object Gallery, Sydney**. The Principal Sponsor is **Bombay Sapphire**.

FREESTYLE'S DESIGNERS

The designers in *Freestyle* are presented in five loosely defined categories to reflect the diversity and particular strengths of Australian design now

Skilled Craftspeople: Ari Athans, Susan Cohn, Janet DeBoos, Edols Elliott, Gray Street Workshop, Sheridan Kennedy, Maningrida Arts & Culture, Jennifer Robertson, Oliver Smith and Prue Venables. The facility these designers possess with particular materials enables them to produce unique pieces or create designs for limited and even mass production.

Self Manufacturers: Nicola Cerini, cloth, F!NK & Co., korban/flaubert, Stefan Lie, Marc Pascal, Preston Zly, Tiwi Design, Vixen. The backbone of Australian design, these designer-makers generate a range of sustainable in-house design products from high-quality bags to fabrics, homewares, furniture and lighting.

Project Managers: Jonathan Baskett, bernabeifreeman, Caroline Casey, Jon Goulder, Khai Liew, SIX, Schamburg + Alvisse, Brian Steendyk. These entrepreneurial designers market under their own brand and seek out skilled trades people to manufacture designs from their prototype.

Global Roamers: Lucas Chirnside and Bianca Looney, Adam Goodrum, Simone LeAmon, Alexander Lotersztain, Nick Rennie, Charles Wilson, zuii. The designers in this category design exclusively for other companies and are involved in selling their design skills and ideas to global manufacturers.

Branded Houses: Crumpler, Dinosaur Designs, Easton Pearson, Akira Isogawa. Dominated by fashion, these highly influential companies are among the best known names in Australian design.

FREESTYLE: new Australian design for living

On View: Art Gallery of South Australia, North Terrace Adelaide
17 August to 14 October 2007. Daily 10 am to 5 pm (last admissions 4.30 pm).

Admission: Adults \$10 / Concession \$8 / Members & Students \$6 / U16 Free. Purchase tickets online at www.artgallery.sa.gov.au

Season Ticket: \$10 for unlimited entry. Available only to AGSA Members.

Guided Tours: Wednesday, Saturday, Sunday and Public Holidays at 1pm. Free with exhibition entry.

Public Information: Tel: 08 8207 7000 or visit www.artgallery.sa.gov.au



MEDIA CONTACTS:

Heidi Chamberlain 8207 7554 / 0421 818 776 Miranda Starke 8207 7032 / 0409 919 510
Art Gallery of South Australia North Terrace Adelaide 5000 www.artgallery.sa.gov.au

Images available from: <http://www.artgallery.sa.gov.au/MediaCentreFreestyle2007/mediaimagesfreestindex.html>