



IDEA WEEK 10-14 NOVEMBER

SWANSTON HALL
120 SWANSTON ST OR CNR OF SWANSTON
& COLLINS ST, MELBOURNE.

IDEA WEEK	MONDAY 10 NOV	TUESDAY 11 NOV	WEDNESDAY 12 NOV	THURSDAY 13 NOV	FRIDAY 14 NOV
12.30pm – 1.30pm			Sound Bites Residential, Retail and Hospitality	Sound Bites Commercial	
3pm – 6pm	Design Identity	Changing Workplace	Fabrication Chisel vs Chip	Global Horizons – Export	
6pm – 9pm	IDEA Week/Awards Cocktail party & exhibition				
7pm – 10pm		Film Night <i>Koolhaas houselife</i> Presented by Andrew Mackenzie	Film Night <i>Bladerunner</i> presented by Simone LeAmon	Film Night <i>The Party</i> presented by Cameron Bruhn	
7pm – 12am					IDEA Awards & Gala Party

Leading up to the IDEA Awards party on Friday 14 November 2008 (*inside*) magazine is proud to present IDEA Week, including a series of industry workshops, the IDEA Awards exhibition of shortlisted entries, film nights and other events, that will promote debate within the greater design community. The audience will be active participants, with moderators actively driving exchange between audience and presenters in a lively and engaging forum.

MONDAY 10 NOVEMBER

WORKSHOP

**WHAT DESIGN IDENTITY:
COMMUNICATING DESIGN TO A WIDER MARKET**
WHEN 3PM – 6PM

Who knows you and what do you think of you?

What's your place in the market and where do you want it to be?

Sometimes it's the simplest questions we forget to ask. Yet these questions are vital for design professionals to consider... more than ever when times are hard. There are no tricks or quick fixes, but there are principles of good communication that matter. Join award winning communications expert Steven Cornwell, design empresario Anne-Maree Sargeant and design writer and curator Fleur Watson for a three hour workshop that will be highly interactive, hands-on, demanding and rewarding.

Chair

Fleur Watson, Design writer and curator

Speakers

Stephen Cornwell, Director Cornwell Design
Anne-Maree Sargeant, Director Associated Marketing Services
Marcus Piper, Creative Director one8one7

Get your tickets now

Phone Angela on (03) 9948 4906 or email angela.smith@niche.com.au
Online @ www.niche.com.au/events/ at \$15 per event.

EXHIBITION

WHAT IDEA 08 COCKTAIL PARTY & EXHIBITION
WHEN 6PM – 9PM

An exhibition of the complete shortlisted entries to the awards.
Entry complimentary.

Register now

Phone Angela on (03) 9948 4906 or email angela.smith@niche.com.au

TUESDAY 11 NOVEMBER

WORKSHOP

**WHAT WORK 2.0:
THE CHANGING CONTEMPORARY WORKPLACE**
WHEN 3PM – 6PM

What does communication technology, environmental awareness, generational change, workforce mobility and the changing face of our urban environment mean for your workspace? For designers and architects specialising in work environments, these changes pose new challenges and fresh opportunities. We invite six specialists in this field to share their knowledge and sketch the defining aspects of the new workplace. How open or closed? How formal or informal? How much technology is enough? How does new management practices impact new workplaces and vice-versa?

Running order

Six speakers present their vision of the new workplace and what it needs, followed by a discussion, analysis and Q&A from the audience.

Chair

Suzie Attiwill, Programme Director, Interior Design

Speakers

James Calder, Woods Bagot
Suzanne Perillo, Occupational Psychologist, Schiavello
Rosemary Kirkby, Workplace Design Consultant
Dan Hill, Senior Consultant, Arups
Peter Geyer, Geyer Design
Tone Wheeler, Environa Studio

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FILM NIGHT

WHEN 7PM – 9PM
WHAT KOOLHAAS HOUSELIFE

Presented by Andrew Mackenzie

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WEDNESDAY 12 NOVEMBER

PRESENTATION

**WHAT SOUND BITES (RESIDENTIAL, RETAIL AND
HOSPITALITY)**
**WHEN 12.30PM – 1.30PM (A LIGHT LUNCH WILL
BE SERVED)**
**WHERE STYLECRAFT SHOWROOM, 145-149
FLINDERS LANE MELBOURNE**

A series of short, sharp design discussions by some of IDEA 08's shortlisted entrants- covering project concepts, execution challenges & outcomes - to an engaging audience of designers, architects and media.

Matt Gibson for Matt Gibson Architecture and Design - South Yarra Residence
Fady Hachem for Playground - Club Valve
Byron Geyer for Byron George - Igloo Zoo
David Hicks for David Hicks Design - Green with Envy

RSVP

angela.smith@niche.com.au or melbreception@stylecraft.com.au

WORKSHOP

WHAT FABRICATION: CHISEL VS CHIP – OLD VS NEW
WHEN 3PM – 6PM

Today's designer can work with thousand year old fabricating techniques or those just thought of two minutes ago. There are futuristic automated processes that have abolished the human hand. There's super thermal material, lightweight composites, smart surfaces and even materials that have their own memory.

At the same time there are the great survivors; skilled joiners, carvers, welders, textile fabricators, using processes of moulding, shaping and forming that still employ ancient knowledge.

In this workshop we assemble three representatives from each strand; the newcomers and the stayers.

Running order

Six speakers each present a unique fabricating technique, 20 minutes each after which there is time for a discussion and Q&A. The session ends with the audience voting on which fabricator they would most like to work with. The winner gets a prize! Which will win, the super new or the very old, or is it indeed, a false opposition.

Speakers

Simon Ancher, Director, Australian School of Furniture, UTAS.
Cameron Comer, Director Comer and King.
Andrew Simpson, Director Vert design.
Jerome Frumar, Architect and Lecturer, SIAL, RMIT.
Gerard McCluskey, Director DMS glass.

Sponsored by

Viridian, New World Glass

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FILM NIGHT

WHEN 7PM – 9PM
WHAT BLADERUNNER

Presented by Simone LeAmon

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THURSDAY 13 NOVEMBER

PRESENTATION

WHAT SOUND BITES (COMMERCIAL)
**WHEN 12.30PM – 1.30PM (A LIGHT LUNCH WILL
BE SERVED)**
**WHERE STYLECRAFT SHOWROOM, 145-149
FLINDERS LANE MELBOURNE**

A series of short, sharp design discussions by some of IDEA 08's shortlisted entrants- covering project concepts, execution challenges & outcomes - to an engaging audience of designers, architects and media.

Dan O'Loughlin for Six Degrees - Fusion Offices
Geyer Studio Melbourne
Ryan Russell for Ryan Russell Architect - Harvey Publicity

RSVP

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WORKSHOP

**WHAT PITCHING TO THE WORLD.
10 DESIGNERS, 10 DESIGNS, 1 TRIP TO MILAN.**
WHEN 3PM – 6PM

This interactive workshop will see designers presenting a recent design object to the audience. Each designer has been chosen to present the unique attributes, innovative design and commercial strength of their product. Each designer will have 10 minutes to present their product. Following each presentation, the audience (including several respected design entrepreneurs with international experience) will explore and ask questions of each presenter.

Running order

10 presenters have 10 minutes to pitch with 3-5 minutes of Q&A, followed by discussion & feedback from the panel. At the end the audience votes on the top product, and its designer will win a flight to Milan for Salone Internazionale del Mobile.

Speakers

Jon Goulder
Nick Rennie
Bernabei Freeman
Stuart Williams
Falinc
Simone LeAmon
Charles Wilson
Ross Didier
Drew Martin
David Knott

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Corporate Culture

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FILM NIGHT

WHEN 7PM – 9PM
WHAT THE PARTY

Presented by Cameron Bruhn

Sponsored by CSM Storage & Filing Solutions

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