

+DECORATION DESIGN

MEDIA RELEASE

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Decoration + Design: What's your design personality?

The Collector, The Creator and The Connoisseur unveiled in 2012 installation

A provocative new installation which explores the ways people reveal themselves through design will be unveiled at **Decoration + Design 2012**. Curated by trend forecaster Genty Marshall, whose Design Futures displays at Decoration + Design 2011 and Furnitex 2011 attracted industry acclaim, the forthcoming feature will be called The Collector, The Creator and The Connoisseur. It will be displayed from 1-3 February at the Sydney Exhibition Centre.

"The way we create a sense of place and the way that we assign value to an object says as much about us as it does about the piece itself," says Marshall.

"My installation will present three distinctive ways of relating to design. I have called these The Collector, The Creator and The Connoisseur, and through these personalities will demonstrate some of the trends we'll be seeing in 2012".

"The Collector's home is a shrine to their personal obsessions. The Creator respects functionality and evidence of process, while The Connoisseur attributes value to an object based on its significance to a broader design context. Trends towards celebrating individual passions, upcycling and deep practice can be linked to these personality profiles," says Marshall.

The feature area draws inspiration from the rising number of blogs, books and magazines which take us into the private spaces of interesting people. It will showcase products by Australian labels such as Boyd Blue, emily ziz style studio and Mosarte.

Genty Marshall will also be giving a seminar on The Collector, The Creator and The Connoisseur as part of the 2012 **International Industry Seminar Series**. Headlining the Series will be US interior designer to the stars **Martyn Lawrence Bullard**, along with **Suzanne Trocmé**(UK), Curator of the London Design Festival. Local speakers include style authority **Melinda Ashton Turner**, interior designers **Chelsea Hing** and **Sarah Davison**, and lighting designer **Petra Kleegraefe**.

DECORATION + DESIGN is co-located with the **AUSTRALIAN INTERNATIONAL FURNITURE FAIR** and special feature **HOTEL + HOSPITALITY Furnishings** at the Sydney Exhibition Centre from **Wednesday 1 February – Friday 3 February 2012**.

What: Design Futures presents The Collector, The Creator and The Connoisseur at DECORATION + DESIGN 2012

Where: Sydney Exhibition Centre, Darling Harbour

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When: Wednesday 1 February, 10am - 5pm
Thursday 2 February, 10am - 5pm
Friday 3 February, 10am - 4pm

Event organiser: Australian Exhibitions & Conferences

Exhibitors: Contact AEC, 03 8672 1200 or decorationdesign@aec.net.au

Web: www.decorationdesign.com.au

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For media information and images contact: Simone Larmer or Sarah Thompson at Double Edge PR, Tel. 02 9957 1352 or email simone@doubleedge.com.au or sarah@doubleedge.com.au.