

**New trend proves popular for VIVID
Emerging furniture designers embrace 'up-cycling'**

Australia's next generation of furniture designers have without doubt embraced sustainable design, with the finalists for VIVID 2010 leading the pack. Featuring over 90 pieces from 46 designers, the VIVID (Vibrant Visions in Design) competition will return as a hotly anticipated feature of Furnitex, which will be held from **15-18 July 2010** at the **Melbourne Exhibition Centre**.

This year's competition will showcase a diverse range of eco-friendly pieces, with up-cycling – the process of converting waste materials into new materials or products - emerging as a strong trend. 15 pieces made entirely from recycled materials will be included in the exhibition, including a lounge made from a 44 gallon drum, an Ottoman made from cricket ball off-cuts and a coffee table made from magazines.

"From playful to practical, from simple to highly sophisticated designs, VIVID promises to amaze even the most seasoned design connoisseur" said Curator Uli Hasel of her 2010 selection. Designs will be presented within Student, Concept and Commercial categories, with the number of Student entrants being the highest.

Seating has again emerged as a popular focus, with over 30 stools, chairs and lounges entered. Stand-outs are Barry Horsfall's Psun Lounge (SA), designed to store drinks by the pool, Rael Solomon's Escape Chair (VIC), a contemporary seat for kids, and Hugh Oliveiro's Iban Chair (NSW), which fuses eastern and modernist design principles.

Other Curator favourites include Alex Zanda Lee's Lady Elizabeth Lamp (NSW), inspired by a piece of fashion, Simon Alexander Cook's Et Tu The Valet (NSW), a clothing stand inspired by kiwi and aboriginal motifs, Thong Hong-Hui's Puzzle Desk (WA), assembled without screws, nails, glues or joints, and Rob Miller's Rocking Horse (VIC).

Four awards for Excellence in Design will be announced. These will include the VIVID Concept and Student Awards for the best new prototypes designed by a professional designer and tertiary student, and the best new Commercial release designed by a professional designer. The Green Award will also return for a third year, with the winner of the most sustainable design also receiving a stand package at the 2011 Fair.

Winners of the **VIVID Concept Award** and **VIVID Student Award** receive cash prizes. The winners of the **VIVID Commercial Award** will receive a stand package at the 2011 Fair.

What: FURNITEX 2010, DECORATION + DESIGN Melbourne
Where: Melbourne Exhibition Centre, Southbank
When: Thursday 15 July 9am – 5pm
Friday 16 July 9am – 5pm
Saturday 17 July 10am – 5pm
Sunday 18 July 10am – 5pm
VIVID Awards presentation:
Thursday 15 July, 11am
Event organiser: Australian Exhibitions and Conferences Pty Ltd
Exhibitor information: Contact AEC, Tel: 03 9654 7773 or furnitex@aec.net.au
Web: www.furnitex.com.au or www.decorationdesign.com.au

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