



DESIGN TASMANIA

ANNUAL REPORT — 2019

CORNER OF BRISBANE AND TAMAR STREETS
CITY PARK, LAUNCESTON TAS 7250
+613 6331 5505
DESIGNTASMANIA.COM.AU
@DESIGNTASMANIA

**DESIGN TASMANIA
ACKNOWLEDGES
THE PALAWA PEOPLE
(TASMANIAN ABORIGINES)
AS THE TRADITIONAL
OWNERS OF THIS ISLAND
LUTRUWITA (TASMANIA).**

ACKNOWLEDGEMENT OF COUNTRY

In this meeting place for creativity, we recognise that six original tribes converged on this land. The *litarimirina* and *panina* from Port Dalrymple and Norfolk Plains; the *tayarinutipana*, *rrulinamirimina* and *mawimirina* from Stoney Creek and the North Midlands; and the *plintamirimina* of Ben Lomond all came together here in the same way as the three rivers—*laykila* (North Esk), *plipatumila* (South Esk) and *kanamaluka* (Tamar)—still meet in the heart of today's Launceston.

We recognise and respect the deep history and culture of the Tasmanian Aboriginal community; on whose unceded lands we work, gather and engage. We pay respects to Elders, past, present and future.

(Names of tribes and places in *palawa kani*, the language of the Tasmanian Aboriginal people, are used with thanks to the Tasmanian Aboriginal Centre)



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**TASMANIAN DESIGN'S
UNIQUE ADVANTAGE IS THE
BEAUTY OF DISTANCE. WE
SEE THINGS DIFFERENTLY
HERE AND OUR ISOLATION
IS A PRIVILEGE THAT GIVES
US A PURPOSE.**

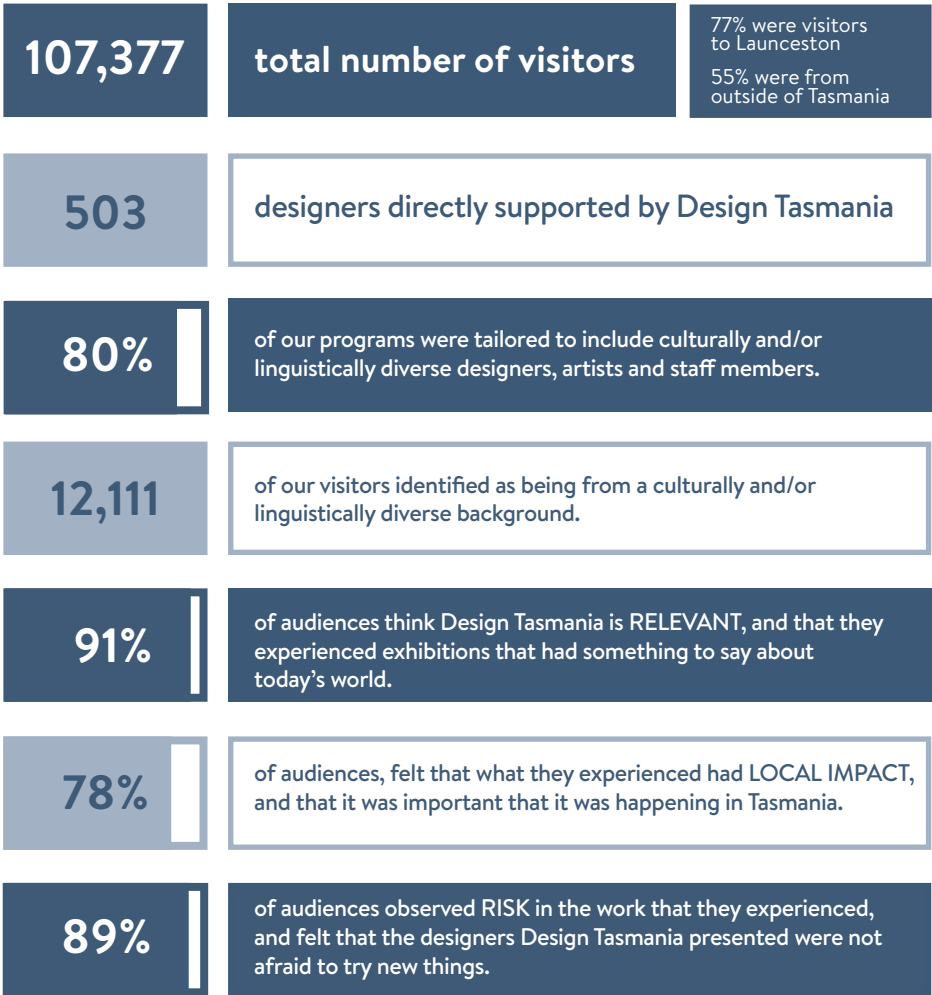
- CLAIRE BEALE

SNAPSHOT 2019



THIS YEAR DESIGN TASMANIA EXPANDED OUR PROGRAMMING TO ENGAGE BROADER AUDIENCES.

We focused on our core values to support the design ecology by promoting designers, artisans, and curators, whilst engaging the community through our delivery of successful Artistic and Public Programming.



ABOUT US



**DESIGN TASMANIA IS A
RESPECTED ENABLER
OF INNOVATIVE
AUSTRALIAN DESIGN
PRACTICE THROUGH
A COMMITMENT
TO COMMUNITY,
SUSTAINABILITY
AND IMPACT.**

We encourage creative risk-taking and facilitate the creation and exhibition of new works, to broaden the national and international audience for Tasmanian craft and design, and champion a culture of creativity, inclusion and innovation.

Located in the award-winning Gary Cleveland Galleries in Launceston, for over 44 years we have informed, inspired, educated (and sometimes challenged) the public, designers, makers, and opinion leaders to recognize and strive for excellence in design and design thinking.

Our unique location comprising of five interconnected exhibition spaces plus a retail offering housed in the adjoining Price Hall, enables us to present a rich program of events, exhibitions, projects and activities that provide opportunities for these diverse communities to gather together.

We achieve this through an artistic program built on education opportunities, engagement strategies, public programming and a strong focus on our *Design Tasmania Wood Collection*.

OUR VISION





DESIGN TASMANIA'S VISION IS TO BE THE RECOGNIZED LEADER OF DESIGN CULTURE AND ENTERPRISE ON OUR ISLAND.

Design Tasmania's vision is to continue engaging with and enabling Tasmanian designers and artisans to show how design makes a difference, not just to a privileged few, but to all in our community.

Our annual program of events, exhibitions and activities advances opportunities for the creative community of craft and design not just locally, but nationally and internationally.

OUR MISSION





**DESIGN TASMANIA'S
MISSION IS TO EVOLVE
THE CONVERSATION
AROUND DESIGN IN
THE WIDER COMMUNITY,
HIGHLIGHTING ITS
TRUE VALUE IN
EVERYONE'S LIVES.**

We provide a focus and platform for connection and ongoing engagement with craftspeople and designers in Tasmania, as well as the broader community. This is crucial to understanding the contribution design can make to solve the complex problems facing a global society.

Our legacy is based upon preeminent exhibition practice and cultural management with a focus on design expertise and craft innovation in Tasmania. Our contemporary focus is to advance this offering to ensure that our activities reflect the changing paradigms of design now and into the future.

OUR VALUES



**DESIGN TASMANIA
WILL ACHIEVE OUR
MISSION TO LEAD
ALIGNED WITH OUR
CORE VALUES:**

COMMUNITY

Our programs, activities and advocacy are designed to embrace diversity, encourage inclusivity and champion professionalism in our community.

Through access and education, we bring a wider audience to designers and their work, whilst enabling space and opportunity for the broader community to participate in design.



SUSTAINABILITY

We value the wellbeing of all staff, stakeholders and community as essential to our sustainability, as an organisation and as part of a thriving Design Island

Through a culture that embraces cradle to cradle thinking and behaviours, and strong organisational accountability, we ensure Design Tasmania remains relevant, consistent and engaged within a vibrant design culture.

IMPACT

We measure our success through the engagement of diverse audiences in our programs and activities. We contribute to the education of a broader community around the value of design and designers, by showing how design makes a difference in everyday life.

Design Tasmania aims to foster a growing design ecology, showing how we can collaborate with others for the betterment of designers, and users of design in our society.



FROM OUR CHAIR

It has been my honour and privilege to serve as Chair of Design Tasmania.

A major highlight of the year was the inauguration of our Fellows Program and knowing that our beloved Design Tasmania Wood Collection will be maintained and extended by this membership tier for the posterity of our design history and our future.

On behalf of the Board I'd like to express our gratitude to the management and staff for a successful year of many positive milestones. I would like to pay particular thanks to our Executive Director Claire Beale on her first year in the role.

Thank you to all our committed volunteers, as well as to the Board, your contribution to the organisation is highly valued and indispensable.

More people came through our doors this year and participated in our programs than the year previous and we look forward to continuing to offer you exciting and relevant programs to keep you coming back.

I WOULD LIKE TO ESPECIALLY THANK THE COMMUNITY FOR COMING TO DESIGN TASMANIA.

I would also like to acknowledge the ongoing support of the Australia Council for the Arts, the Australian Government Visual Arts and Craft Strategy, Arts Tasmania, The Ian Potter Foundation, The Australian Government's Regional Arts Fund, Arts Tasmania, The Department of State Growth, The City of Launceston and our collaborative project partners.

Finally, I would like to say thank you to our Founder, Gary Cleveland who sadly passed away in recent days.

His vision for our organization established the largest collection of contemporary wood design in Australia and an exceptional study of the recent history of design in Tasmania. The Executive Director and The Board will seek to work with Gary's family so that we can provide a fitting tribute to his exceptional foresight and commitment to Design in Tasmania, once we have the opportunity to meet again as a community post Covid-19 restrictions.

Nowadays, we are the leading organisation supporting Tasmanian craft, artisans and design practitioners. Together we are building stability in the organisation to promote designers, designer-makers and craft artisans in Tasmania and for Tasmanians.

Mel Kerrison

Chair of The Board of Directors



FROM OUR EXECUTIVE DIRECTOR

My sincere thanks to the Board and staff for their continuing support over the past year (and in more recent days as the COVID19 pandemic unfolds), we face a new operating environment not just for cultural organisations, but also the wider community.

I am deeply aware of the responsibility I hold to honour the legacy and intentions of our founder Gary Cleveland, along with leading the organisation through both challenging and exciting times. The recent passing of Gary has brought this into sharp focus, and I would like to pay my respect to his vision for design, and tenacity in making this come to fruition.

At times like these, organisations must look to their founding principles for guidance, and at Design Tasmania, this has always been focused on championing and supporting Tasmanian designers and makers, by providing a 'heart centre' for design in the community.

Design Tasmania delivered a strong program of exhibitions and public programs for both the professional development of the makers and to promote the hand made to a broad cross section of people with monthly visitation averaging 6,000 in the winter season and 13,000 in summer - showing an overall increase of 20% on our 2018 numbers.

**OVER THE PAST YEAR
WE HAVE WORKED
HARD TO POSITION
DESIGN TASMANIA AS
A DYNAMIC LEADER IN
THE AUSTRALIAN DESIGN
LANDSCAPE THROUGH
A COMMITMENT TO
COLLABORATION,
INNOVATION AND
MEANINGFUL ACTION.**

The 13th annual Design Tasmania Awards were held in November 2019 and we had a record number of entries and engagement with the program. Design Tasmania exhibited over 50

artists and awarded \$50,000 in prizes to winners. We inaugurated a number of new overall awards, including our Design For Impact Award as well as expanding our discipline categories to incorporate Fashion and Textiles, and Visual Communication, looking to the future of design practice in Tasmania.

The Premier's Award went to Visual Communication winner For The People x West Coast Council for their innovative branding identity and campaign showing us the relevance and quintessence of the wild, rugged and remote West Coast of Tasmania.

The winner of the Design for Impact award, the Spotted Handfish Ceramic Artificial Spawning Habitat by Jane Bamford and CSIRO lead by Dr. Tim Lynch is a uniquely Tasmanian story, addressing a local issue, and providing the way for global application for collaboration.

A Uniquely Tasmanian story - highly deserving of the design for impact award, as it addresses a local issue, but provides the way for global application for collaboration. This project really starts the conversation about how we

can combine craftsmanship and technology to save an endangered species. More than 9,000 visitors came to see the exhibition.

There have been structural changes in our operational environment, with appointment of new staff in the executive and gallery support teams, and some departures. We continue to review and reshape this dynamic group, considering the best staffing mix for the organisation, in light of

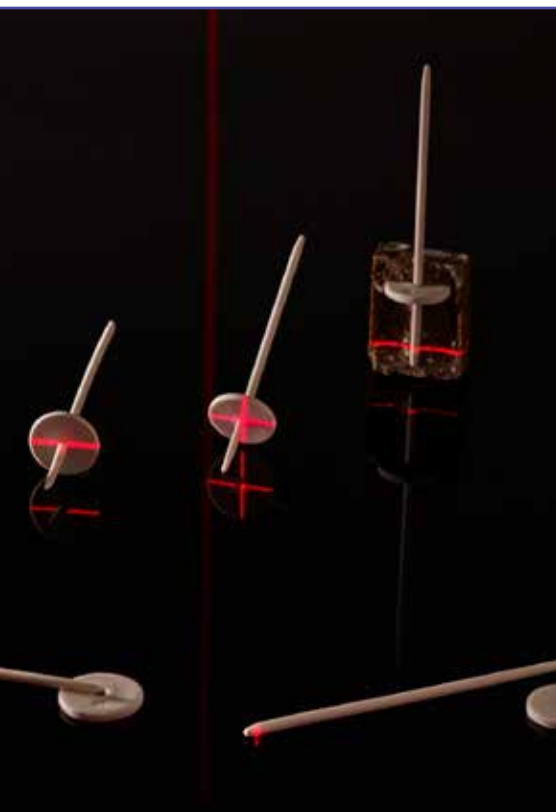
shifting artistic programming and operational planning needs as we move into the new year, and a new era for cultural institutions.

OUR SUCCESS AS AN ORGANISATION IS A TRIBUTE TO THE DEDICATION AND WORK OF OUR STAFF AT EVERY LEVEL.

Tasmania's reputation as the Design Island continues to expand as we continue to showcase and nurture the best of design and craft talent in Tasmania.

Brand Tasmania's tagline for our unique perspective on life is "the quiet pursuit of the extraordinary" and there is no better group to exemplify this ethos than the wealth of talent and creativity that is found in Tasmania's designers.

Claire Beale
Executive Director



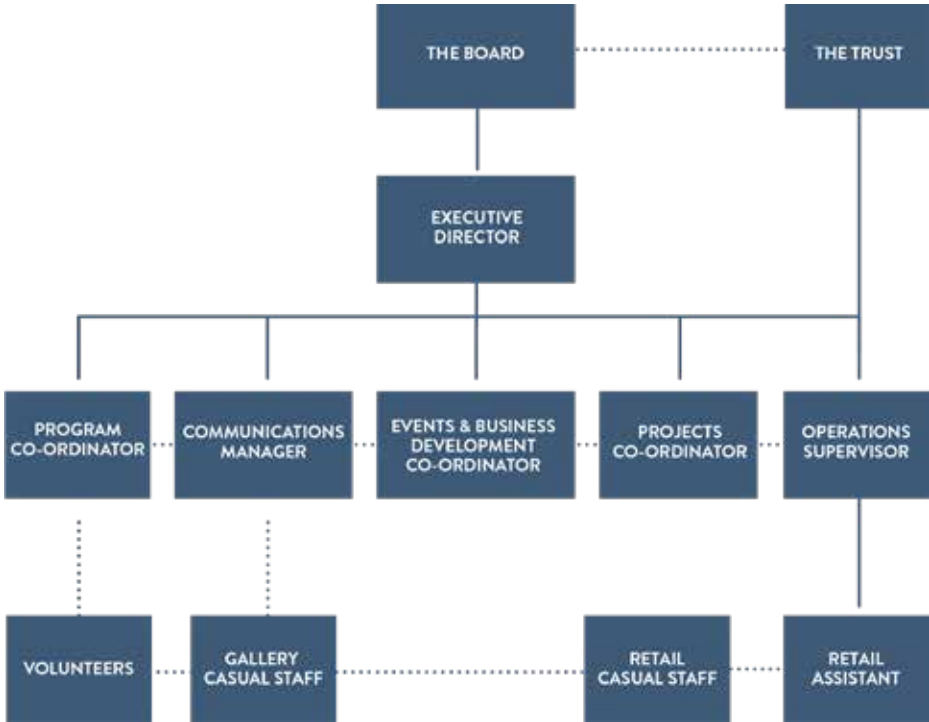


OUR PEOPLE



COMMUNITY IS AT THE HEART OF DESIGN TASMANIA.

Our people are the force that enlivens the organisation by animating the artistic program and delivering moments of surprise and delight for our visitors, as well as championing our designers and makers.



Design Tasmania Organisational Structure as of December 1st, 2019

BOARD AND STRUCTURE



The Design Tasmania Board includes Directors with legal and financial expertise and at least two Designers. The Board of Directors is charged with good governance and supports the organisation with strategic direction, partnerships, and growth of the company by providing cultural and business leadership and fundraising.

The Board do not play a role in the artistic direction of the company. The Board of Directors employs an Executive Director who is a non-voting member of the Board of Directors, delegated with the responsibility to develop, manage and oversee the artistic programs and all operations of the organisation. The Executive Director reports to the Board of Directors and is answerable to the Chair. Directives to all staff come through the Executive Director.

MELANIE KERRISON
CHAIR, PUBLIC OFFICER
DIRECTOR SINCE 2014

Mel Kerrison is the Managing Partner of Launceston based law firm Rae & Partners. She is well known in Tasmania for her experience in Commercial and Property law. Mel heads Rae & Partners Property Division.

Mel is the former Chair of a State-wide childcare provider, has previously served on the Board of Tasdance and is a passionate supporter of the arts in all its forms.



NAOMI WALSH
TREASURER
DIRECTOR SINCE 2014

Naomi Walsh has over 25 years' experience in business advisory and commercial roles including senior management. She brings to the Board expertise in finance, risk management, corporate governance and strategy. Her qualifications include Fellow Chartered Accountant, Master of Business, graduate of Australian Institute Company Directors and graduate of the Tasmanian Leaders Program.

Naomi lectures in business and finance at the University of Tasmania and holds a number of non-executive director positions. Pursuing her interest in art and design, she completed design qualifications whilst living in the UK. She is an active participant in community and cultural activities throughout Tasmania.



BIANCA WELSH

DIRECTOR SINCE 2017



Bianca Welsh is a co-owner of three Launceston award-winning businesses; Stillwater Restaurant and Seven Rooms, Black Cow Bistro and is a passionate advocate for mental health awareness in the workplace among many things and graduated with a Bachelor of Behavioural Science in 2018.

In 2015, she jointly won the title Electrolux Appetite for Excellence's Young Restaurateur of the Year, and was a state finalist in the Young Australian of the Year category having been recognised for her contribution to youth issues that year also. Bianca was the winner of the Launceston Chamber of Commerce Professional of the Year in 2017 and awarded the Tourism Minister's Young Achiever Award for the state in 2019.

GEOFFREY CAMERON-MARSHALL

DIRECTOR SINCE 2018



Geoffrey Cameron Marshall is a furniture and lighting designer based in Launceston.

Geoffrey has been recognised nationally and internationally for his work, including the 2017 Dangerous Design Award and the 2017 Australian Timber Design Award.

Geoffrey's current practice focuses on combining new technologies with traditional techniques. The resulting products are hand finished and assembled, ensuring quality and artistic integrity.

BOARD MEMBERS

ANDREA DAWKINS DIRECTOR SINCE 2018

Andrea has a business background, with over 20 years in the hospitality industry. Her last (and best) business was the social enterprise, Fresh on Charles (1999-2013). There she honed her skills in grassroots advocacy for social justice, environmentalism, the arts and animal welfare.

After a stint as the manager of Harvest Community Farmers' Market, Andrea was elected to City of Launceston Council, followed by three years in state parliament. She returns to council, an experienced elected representative to tackle issues of waste management and food security.

Andrea is the Chair of the newly formed RANT Arts organisation's advisory board.



CLAIRE BEALE EXECUTIVE DIRECTOR SINCE 2019

Claire is the Executive Director at Design Tasmania, where 'design makes the difference', she is also the immediate past National President and Chair of the Design Institute of Australia (DIA). Formerly, Claire was Programs Manager of the Textile Design degree at RMIT University.

Her research explores creative relationships enabled through design projects, with a view to changing the way we think about design leadership, practice, and advocacy. Her aim is to change the conversation around design in the wider community and create opportunities to showcase the value that design brings to our economic and cultural capital.







OUR STAFF

EXECUTIVE DIRECTOR

CLAIRE BEALE

COMMUNICATIONS MANAGER

CLEMENTINE BLACKMAN

PROGRAM AND COMMUNICATIONS MANAGER (OUTGOING)

MIRIAM CARTER

EVENTS AND DEVELOPMENT COORDINATOR (OUTGOING)

MIWA WORRALL

PROJECTS COORDINATOR

SARAH BLACKLOCK

OPERATIONS SUPERVISOR*

FIONA LEHMAN

RETAIL ASSISTANT*

CASEY TUNKS

RETAIL* AND GALLERY CASUALS

ANDY BIRRELL, ELLA BOAS,
CHRISTINA GRAHAM,
SOPHIE KRUSHKA, CHANELLE LUM,
SAM MILLAR, PAUL MURPHY
AND CIARA O'MEARA

*Employed by the Design Centre Trust

OUR VOLUNTEERS



**DESIGN TASMANIA'S
STAFF TEAM RECEIVED
SIGNIFICANT
ASSISTANCE FROM
A DEDICATED TEAM
OF 27 VOLUNTEERS
OVER 2019, WHO
CONTRIBUTED
C. 4,198 HOURS.**

33%

of our volunteers
are over 65

29%

identify as being culturally
and linguistically diverse

11%

of our volunteers identify
as having a disability



Design Tasmania's Volunteer Gallery Assistants provide the all-important first impression to all visitors, and as such are an important part of the DT team.

Their role is to provide front-of-house services, giving an introduction to our iconic galleries, temporary exhibitions and the Design Tasmania Wood Collection to Design Tasmania's visitors – both local and global. They also work under the direction of DT staff to assist in the day-to-day activities in our galleries, such as supporting workshops, events and other parts of a very busy annual program.

DT's Volunteers act as the welcome crew, providing outstanding customer service, information, and invigilation (supervision) and guided tours of our exhibitions in Galleries 1 - 4 and the Park Room during opening hours.

**WE THANK OUR
PASSIONATE AND
ENTHUSIASTIC TEAM OF
VOLUNTEERS FOR THEIR
ONGOING SUPPORT &
COMMITMENT TO
DESIGN TASMANIA.**

ARTISTIC PROGRAM



DESIGN TASMANIA'S ARTISTIC VISION IS TO ENGAGE AND ENABLE THE TASMANIAN DESIGN COMMUNITY.

Design Tasmania exhibits, promotes, and provides mentoring support for Tasmanian designers and craftspeople.

We lead a vibrant and engaged design community connected to contemporary issues such as resources and materials, skills and industry. We encourage tacit benefits for the success and career sustainability of individuals in the design and the larger Tasmanian communities.

Design Tasmania is positioned to further promote Tasmania as a dynamic leader in the Australian design landscape through commitment to collaboration, innovation and meaningful action. This is articulated through the presentation of

a program which encompasses seasonal exhibitions, workshops and events, together with a strong engagement in festivals and extended creative programs within the local community, and farther afield.

In 2019 we presented a reinvigorated artistic program focused on bringing new opportunities to engage the community around design in Tasmania. Across the year, our expanding audience was presented with a series of exhibitions, events and other designed experiences that drew from the best of local and international design talent, with a specific focus on collaboration and reconnection.



[JAN- MAR]***Catalysis*****Pete Mattila**

Mona Foma x Design Tasmania

[APR - JUN]***Potters Produce***

Curated by Clementine Blackman

***Precious* | DTWC**Curated by Claire Beale,
Chanelle Lum & Ciara O'Meara**[JUL - AUG]*****The Form That Follows*****Dion Lee x DesignByThem**

Curated by Claire Beale

***Be Seated* | DTWC**Curated by Claire Beale,
Paul Murphy & Ciara O'Meara**[AUG - SEPT]*****Japan: Archipelago of The House***

Tasmanian Edition

Curated by Claire Beale
& Dr. Julian Worrall**[SEPT- NOV]*****From The Collection* | DTWC**Curated by Claire Beale, Chanelle Lum,
Paul Murphy & Ciara O'Meara**[DEC - JAN 2020]*****Design Tasmania Awards 2019*****Finalists & Winners On Show**

Judges Panel:

Tamsin O'Neill
Editor, Green MagazineLucy Given
LUC DesignGregory Bonasera
Principal & Founder, Porcelain BearDamien Gentile
Associate, DENFAIREmilie Joy
Freelance Creative DirectorKaren Webster
Principal & Dean of LCI MelbourneClaire Beale
Executive Director, Design TasmaniaFiona Lehman
Operations Supervisor, Design Tasmania

CATALYSIS

PETE MATTILA



Installation view, *Catalysis*, Pete Mattila 2019.

[JAN–MAR]

Pete Mattila, an artist and master blacksmith, presented a new series of large steel sculptures that explore notions of transformation, industrial mining and forestry. These were presented alongside vessels holding materials collected from the Tasmanian landscape, such as magnetite from Savage River and charcoal from the Weld Valley.

The exhibition, Pete explains, is about 'material and elemental histories, the speeding up of deep time, and the future of the physical resources at hand.'

> *Presented in association with Mona Foma.*

POTTERS PRODUCE

AUS CERAMICS TRIENNALE



Installation view, *Potters Produce*, 2019.

Photo by Emily Dimozantos.

[APR–JUN]

As part of the official programming for the Australian Ceramics Triennale held in Hobart 2019, Potters Produce showcased a selection of Tasmania's unique design talent in the field of ceramic tableware. The works displayed came from six Tasmanian potters who participated in a professional development program mentored by industry leaders Malcolm Greenwood, Ben Richardson and Damon Moon.

A *Design Lab* event was held with one of the participants and exhibitors, Lisa Britzman.

> *Curated by Clementine Blackman*

[APR–JUN]

The Design Tasmania Wood Collection (DTWC) is traditionally presented as individual objects, however *Precious* reimagined these items together in a series of vignettes that reflect an everyday domestic setting.

This presentation of a selection of beautiful and useful works from our collection, aimed to inspire and delight, reminding the viewer to revere those items in their own home that enrich everyday life.

> Curated by Claire Beale, Chanelle Lum & Ciara O'Meara.

PRECIOUS DTWC



Installation view *Precious*, DTWC, 2019.

[JUL–AUG]

This show saw a Milan Design Week solo exhibition take its next presentation to the public at Design Tasmania. DL, a new furniture collaboration between DesignByThem founders Sarah Gibson and Nicholas Karlovasitis and Australian fashion designer Dion Lee.

Alongside this capsule collection was shown a selection of works from the individual design studios to reveal the dynamic processes of practice that came to inform this joint collaboration.

> Curated by Claire Beale.

THE FORM THAT FOLLOWS DION LEE X DESIGNBYTHEM



Installation view, *The Form That Follows*, 2019

Photo by Emily Dimozantos.

BE SEATED DTWC



Installation view, *Be Seated*, 2019. Photo by Emily Dimozantos.

[JUL-AUG]

The *DTWC* contains a significant number of chairs, all exemplars of best practice in wood design and craftsmanship. *Be Seated* focused on one part of our significant collection and recontextualised familiar works in a spotlight survey, that showcased Tasmanian furniture design practice over the past 40 years.

Also exhibited was the 2019 *DTWC* acquisition, Rye Dunsmuir's *XO Dining Chair*, including prototypes and design iterations leading to the final form. >Curated by: *Claire Beale, Paul Murphy & Ciara O'Meara*

JAPAN: ARCHIPELAGO OF THE HOUSE



Japan: *AOTH*, 2019. Photo by Emily Dimozantos.

[AUG-SEP]

JAOTH presented contemporary Japanese architecture of the house and home through drawings, photographs, video, and interviews, and displayed the works of 58 architects on more than 70 projects.

This marked the third English-language presentation of this exhibition, originally presented by 3 French Architects (Veronique Hours, Fabien Manduit, Manuel Tardits) and London-based photographer (Professor Jérémie Souteyrat) in 2013. > *DT x UTAS Tasmanian Edition* curated by *Claire Beale & Dr. Julian Worrall*.

[SEP–NOV]

A survey exhibition of the DTWC across all five of Design Tasmania's galleries. Founded by Gary Cleveland in 1990, the DTWC is the largest public collection of its type in the world. Beginning with just ten items of furniture and has since expanded to include over 80 works including decorative arts & small objects.

This feature presentation was curated around a series of themes in each gallery area; Showstoppers, Women in the Collection, Tiny House as well as Challenging Techniques and Materials.
>Curated by: Claire Beale, Chanelle Lum & Paul Murphy.

[DEC–JAN 2020]

The Design Tasmania Awards 2019 exhibition displayed the works of over 50 finalists as well as the five Category Award Winners and five Major Award Winners. See Design Tasmania Awards in detail on page 42.

The award categories for 2019 included Fashion & Textile Design, Furniture Design, Jewellery Design. Object Design and Visual Communication. Major Awards included The Premier's Award (overall winner), Emerging Designer Award, Retail Award, Design for Impact Award and the Acquisitive Prize.

FROM THE COLLECTION DTWC



From The Collection, 2019. Photo by Emily Dimozantos.

DESIGN TASMANIA AWARDS 2019



DT Awards 2019. Exhibition Photo by Emily Dimozantos.

DESIGN TASMANIA AWARDS 2019

The Design Tasmania Awards were founded in 2006 to recognise and promote excellence in design and innovation.

Our aim is to celebrate emerging, established and professional designers in Tasmania, nationally and internationally. A Design Tasmania Award is a clear indication of quality and a recognition of designers that pursue excellence in all that they do.

The 2019 awards comprised five major awards and five category awards. We extended the category awards to include Jewellery as its own genre as well as adding Fashion + Textiles, and Visual Communication for the first time. From more than 115 entries, over 50 were selected as finalists in the running for ten prizes: this was our biggest year yet.



MAJOR AWARD WINNERS

[PREMIERS AWARD]

West Coast Campaign | For The People
x West Coast Council

[DESIGN FOR IMPACT AWARD]

*Ceramic Artificial Spawning Habitat for
the Spotted Handfish* | Jane Bamford
& CSIRO

[EMERGING DESIGNER AWARD]

Graduate Portfolio for Foundry |
Kevin Hetebry

[RETAIL AWARD]

Disc Bowl | Ridgeline Pottery

[ACQUISITIVE PRIZE]

LOFT Lounge Chair | Van.Tuil

CATEGORY AWARD WINNERS

[JEWELLERY DESIGN AWARD]

Pearl Beetle | Samantha Dennis

[FASHION & TEXTILE AWARD]

Bill's Backpack | Ivi Made

[FURNITURE DESIGN AWARD]

LOFT Lounge Chair | Van.Tuil

[OBJECT DESIGN AWARD]

Subliminal Planter | Tim Haley

[VISUAL COMMUNICATION AWARD]

West Coast Campaign | For The People
x West Coast Council



PREMIER'S AWARD FOR THE PEOPLE X WEST COAST COUNCIL



The Visual Communication category was a new addition in 2019, and the calibre of entries was outstanding

The West Coast identity project, co-designed with West Coast Council and more than 4000 community members captures the quirkiness of the unique location and the strength of its people.

The beautifully executed brand package, with the focus on creating a toolkit of elements available for community was a standout for the jury.



Jo and Jason from For The People x West Coast Council 'West Coast Campaign' Winner: Premier's Award and Visual Communications Award, Design Tasmania Awards 2019. Photo (supplied)

For The People accept the Premier's Award, Design Tasmania Awards Gala, 2019.

Photo by Emily Dimozantos.

West Coast Campaign Patches, 2019. Photo (supplied)



OBJECT DESIGN AWARD

TIM HALEY

A simple and elegant concept that uses a floating impression ensure an uninterrupted shadow line. The high fired porcelain used provides quality and functionality, demonstrating a skilled execution by the maker. As part of a new product range, the jury are excited to see how this series will evolve to include other profiles and glazes.

- Judges Panel (see page 37)



'Subliminal Planter' Tim Haley. Photo by Emily Dimozantos.

JEWELLERY DESIGN AWARD

SAMANTHA DENNIS

A beautiful, finely crafted piece that had every jury member lining up to order! Wonderfully marrying porcelain, baroque pearls and oxidised silver, the Pearl Beetle is a highly collectable and unique work.

- Judges Panel

I love the idea of inviting curiosity which the pieces do, using a clever concept and unique materials to create a wonderful narrative.

- Karen Webster, Principal & Dean
LCI Melbourne



'Pearl Beetle' by Samantha Dennis, 2019. Photo by Peter Whyte.

FASHION & TEXTILES AWARD

IVI MADE



'Bill's Backpack' by Ivi Made, 2019. Photo by Peter Whyte.

A strong entry in this new category for the Design Tasmania Awards. The design and execution of Bill's Backpack has some innovative elements, such as the clever closing mechanism and attention to streamlining production time to achieve a cost-effective product. Great use of kangaroo leather to ensure a long-lasting, sustainable product.

- Judges Panel

FURNITURE DESIGN AWARD

VAN.TUIL



'LOFT Lounge Chair' by Scott Van Tuil, 2019. Photo by Peter Whyte.

A beautiful sculptural chair that combines comfort and elegance expressed in high quality craftsmanship and good design. The silhouette is very grounded, and combined with the swivel base provides moments of delight and fluidity. There is huge commercial appeal and potential for this work, as it has already been part of significant commercial and domestic projects.

- Judges Panel

TAKE A STEP IN
THE WRONG DIRECTION

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JUST

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OF

WEA

RETAIL AWARD RIDGELINE POTTERY



'Disc Bowl' by Ridgeline Pottery, 2019. Photo by Peter Whyte.

A highly resolved, unpretentious and considered response to tableware design that allows food to just 'pop' in its presentation. Beautifully simple and functional, universally appealing and covetable, from a globally recognised, leading artisan studio.
–Judges Panel

The craftsmanship of this series is resolved, beautifully proportioned, robust, functional, well-crafted & finished. – Gregory Bonasera, Porcelain Bear

ACQUISITIVE PRIZE VAN.TUIL



'LOFT Lounge Chair' by Scott Van Tuil, 2019. Photo by Peter Whyte.

Scott van Tuil's practice has developed at an astounding pace, as an emerging designer he has consistently won major awards and important commissions for his work. The LOFT lounge chair has all the hallmarks of a design icon and is a worthy addition to the Design Tasmania Wood Collection.
–Judges Panel

VISUAL COMMUNICATIONS AWARD FOR THE PEOPLE X WEST COAST COUNCIL

The West Coast identity project was a clear winner for the Premier's Design Award. A design project that successfully engages with and empowers community to drive their own narrative, co-designed with West Coast Council and 4000 community members. This is a brilliant example of Tasmanian design quietly pursuing (and achieving) the extraordinary.

- Judges Panel



West Coast Campaign flyers, 2019. Photo (supplied).

EMERGING DESIGNER AWARD KEVIN HETEBRY

Graduate portfolios can be challenging to assess, because of the different types of briefs developed throughout their studies, however Heteby's portfolio was consistently outstanding. This talented designer executed every project at top tier level, with an ability to design distinctively different campaigns for each client, whilst retaining a strong handwriting. We're excited to see what the future holds for this emerging designer.

- Judges Panel



Graduate Portfolio by Kevin Heteby, 2019. Photo by Peter Whyte.

DESIGN FOR IMPACT AWARD

JANE BAMFORD & CSIRO



This design collaboration for non-human users shows the kind of impact design practices can have on environmental recovery in the face of climate change.

Jane's art practice combined with the passion and science of the CSIRO's dedicated research and development team including Dr Tim Lynch, Tim Fountain and Alexander Hormann (UTAS) have produced an extraordinary outcome for a vulnerable species, seeing its return to viability improved significantly.
—Claire Beale, Executive Director, Design Tasmania.



Ceramic Artificial Spawning Habitat (CASH) by Jane Bamford + CSIRO 2019. Photo by Peter Whyte. (top)

Tim Lynch and Jane Bamford at the Design Tasmania Awards Gala 2019. Photo by Emily Dimozantos. (middle)

Spotted Handfish with in situ CASH. Photo (supplied.)



ENGAGEMENT



DESIGN TASMANIA HAS DEVELOPED INITIATIVES FOR TAILORED ENGAGEMENT WITH KEY STAKEHOLDER GROUPS THROUGH NEW MEMBERS PROGRAMS.



FELLOWS

Our Fellows Program replaced our Life Mates and has been successfully patronised in its first year. The aims of this membership tier are to nurture our loyal and longstanding donors through tailored event programs including the Director's Lunch and Contemporary High Tea. Additional benefits for this tier include VIP access, complimentary exhibition catalogues, complimentary entry to participating Australian Museum and Art Galleries Association venues.

Fellows contributions directly supported our *Design Tasmania Wood Collection*, which enabled the acquisition of two new works in 2019 - Rye Dunsmuir's *XO Chair* and DT Award 2019 Acquisitive Prize Winner Scott Van Tuil's *Loft Lounge*.

DESIGNERS

Our Designer Membership engages our key stakeholders: designers themselves. This membership tier is a highly affordable entry point that offers meaningful professional development opportunities including free access to our Design Labs and networking opportunities with peers.

This program also aims to enable success in enterprise through activities that connect them directly with key industry stakeholders from suppliers through to buyers for major design agencies and commercial projects. Face to face media opportunities are also afforded to this membership tier to aid in promoting their practice.

PUBLIC PROGRAMMING





DESIGN TASMANIA OFFERED THE PUBLIC MORE WAYS TO EXPERIENCE AND PARTICIPATE ACROSS 2019, SHOWCASING OUR VENUE AS THE PREMIER DESTINATION FOR DESIGN RETAIL, EXHIBITIONS AND EVENTS.

From concerts and brand collaborations to wine tastings and special discount offers for persons identifying as female on International Women's Day, we provided exciting reasons for the community to keep coming back.

Our Design Lab event series was developed in line with our Designer Member program and included several iterations including Meet the Maker/ Design Talks with artists and designers. Design Lab Clinics included professional workshops on how to enter grants, how to engage your brand online and many more useful tools for practicing designers.

PETE MATTILA DESIGN LAB



Pete Mattila, 2019. Photo by Emily Dimozantos.

LISA BRITZMAN DESIGN LAB



Everyday cup & bowl by Campo de Flori, 2019.

Photo, Styling & Catering: Clementine Blackman

Pete Mattila talked the audience through his research of the material histories, elemental histories and the futures of the large-scale, hand-welded objects on exhibition in *Catalysis*. “Forging metal or stone, you could say is like the speeding up of deep time, geomorphological processes influenced by human hands generating a space of fast-forward.”

This talk took place amongst the steel sculptures that are “the repercussions of the intuitive motions” by the artist.

Lisa Britzman of Campo de Flori in the Huon Valley’s talked about her pottery journey with great mentors the world over including an original Bauhaus ceramicist and the father of Raku ware in the US.

She most recently worked with Australian master potters including Isaac Patmore, Ben Richardson, Malcolm Greenwood and Damon Moon as a part of the Potters Produce year-long workshop. This talk addressed fellow ceramicists and novice pot-lovers alike.

GIBSONKARLO DESIGN LAB

GibsonKarlo designs strike a balance between personality, functionality and timelessness. Often recognised by their simple yet bold forms, innovative uses of manufacturing and use of sustainable materials, GibsonKarlo create a minimal aesthetic without forgoing the products' original intent.

Sarah and Nick's Design Lab covered techniques and processes involved in industrial design as well as their unique collaboration with fashion designer Dion Lee to create DL.



GibsonKarlo Design Lab, 2019 Photo by Emily Dimozantos.

AWARDS & GRANTS DESIGN LAB

This clinic marked the launch of Design Tasmania's professional development workshops aimed at designer-makers.

Three guest speakers including Tasmanian designer-maker Scott van Tuil, Foundry photography lecturer Emily Dimozantos, and Marketing guru Rebecca King, of Kingthing agency gave insight into how to put your best foot forward to 'get in it and win it'. This workshop series is free to our Designer Members.



Design Tasmania Installation View, 2019 Photo by Emily Dimozantos.

MOFO SESSIONS



Mona Foma *Blind Date* curated by Brian Ritchie, 2019.

Photo by Emily Dimozantos.

“A merry musical romp through the shimmering oasis that is Launceston. Local artists and musicians galore, plus musical collaborations of flair and oddity; visiting, sessionable mofos from near and far; spontaneous opportunities to eat and drink, bonhomie / good old-fashioned community spirit in spades.” - MonaFoma

Artists featured: Coda Chroma, Tim Jones & Peter Waddle, Django's Tiger, Ron Nagorcka & Dan Robinson, Denni Sulzberger, EnSo, IO Performance and The Bad Dad Orchestra.

WOMEN OF THE ISLAND TEN DAYS



Rebecca Thomson, Lara van Raay, Ninna Millikin and guest at Design Tasmania screening. Photo (supplied)

Women Of The Island is a multi-award winning series of short documentaries that celebrate the inspiring and untold stories of women who inhabit the island of Tasmania - stories as diverse, complex and interesting as the women themselves.

Independent filmmaking collective Rebecca Thomson, Lara van Raay and Ninna Millikin inaugurated the series and this edition of 10 films was made together with Ten Days on the Island.

INTERNATIONAL WOMEN'S DAY RETAIL EVENT

For International Women's Day Design Tasmania tilted the scales in favour of women, offering 18.9% off all full priced items in store, for persons identifying as female, to highlight the gender pay gap.

"Despite legislation, Australia is one of only two developed countries where the gender pay gap rose over the last two decades, going from a low of 14.9% in 2004 to a high of 18.9% in 2019." (DFaT)



Design Tasmania Retail Store, 2019. Photo by Emily Dimozantos.

SPARKLING TASMANIA RETAIL EVENT

Design Tasmania partnered with Jansz to deliver a tasting experience across the various vintages, matched with Tasmanian salmon, artisanal cheeses, berries and breads.

Wine Room and Events Manager Maxine Harris was on hand to guide over 100 guests through from the 2018 brut to the vintage cuvée 2012. With tremendous insight into the *methode Tasmanoise* as well as key notes on the terroir, guests enjoyed a guided tastebud tour of Tasmania.



Jansz Tasting Event, 2019. Photo by Joffre Street Studio

TAS CRAFT FAIR DESIGN TASMANIA X



Design Tasmania X retail wares Tasmanian Craft Fair, 2019.
Photo by Emily Dimozantos. Styling: Clementine Blackman.

CHRISTMAS AT DT RETAIL EVENT



Platters by Design Tasmania, 2019. Photo by Emily Dimozantos.
Styling: Clementine Blackman.

Design Tasmania X was a pop-up annexe of the Design Tasmania Shop presenting a curated selling exhibition of celebrated Tasmanian designers and designer-makers at the Tasmanian Craft Fair held annually in Deloraine.

Designers exhibited included: Lisa Britzman, Bruce's Boxes, Crest Craft, Samantha Dennis, Anita Dineen, James Dodson, Jye Edwards, Glass Manifesto, Hasa, June Hope, Alan Livermore, Geoffrey Cameron Marshall, Brad Moss, Rynne Tanton, Linda van Niekerk and more.

The festive season is a great excuse to show appreciation for guests, visitors, supporters, VIPs and regular customers at Design Tasmania.

To celebrate we held a VIP shopping brunch followed by an open to the public celebration in the retail store featuring sparkling wines from Clover Hill. Rare vintage Christmas music and complimentary caviar blinis set the scene for festive cheer while guests enjoyed a special silly season discount across selected items in-store.



OPEN HOUSE LAUNCESTON



An ongoing collaboration with the AIA Tasmanian Chapter to present their annual Open House program across Tasmania, delivered in Launceston.

Design Tasmania offered architectural tours of the building and grounds with architect David Travalia who worked in collaboration with Richard Le Plastrier AO and a project team to design and build the Gary Cleveland galleries in 2002.

We also hosted an in-conversation event at Design Tasmania with Dr. Julian Worrall, David Travalia, and designer Michael Travalia who is represented in the DTWC. The scope of discussion for the talk covered the story of the design of the new building, its resonance with aspects of Japanese and Scandinavian architecture.

Worrall and Travalia also reminisced about the University of Tasmania's architecture school and thoughts on the evolution of architecture and design culture in Tasmania.

Open House Launceston, 2019. Photos by (top & middle) Nick Hanson, (bottom) Emily Dimozantos.

TASMANIAN WALKING COMPANY

Throughout the 2019 trekking season, Design Tasmania hosted the Tasmanian Walking Company's (TWC) clients as the ideal final-destination to celebrate their walking experience and reflect on the creative interpretations some of Tasmania's most revered designers and makers across our exhibitions and retail store.

Design Tasmania provided boutique catering packages showcasing excellence in Tasmanian produce including cheese paired with trout, olives, truffles and local wines.

TWC is a multi-award-winning tour organisation with tours spanning the Overland Track in the Cradle Mountain/Lake St Clair National Park, The Bay of Fires Lodge Walk, Wineglass Bay Sail Walk and in late 2018 inaugurated the Three Capes Walk.

Their advanced ecotourism accreditation status in Australia combined with the premium nature of their guided walks makes them unique, delivering bespoke experiences in line with Design Tasmania's own ethos.

Design Tasmania 2019. Photos by Emily Dimozantos. Food Styling: Clementine Blackman



EDUCATION





DESIGN TASMANIA HAS A STRONG VISION FOR SUPPORTING DESIGN AWARENESS AND PROFESSIONAL PATHWAYS TO PRACTICE IN OUR COMMUNITY.

Beginning with discovery programs for school aged audiences through to internships, mentoring and collaborative projects with education providers such as Big Picture School, UTAS and Foundry, Design Tasmania is an institution for advancing design education.

In 2019, our education program engaged with several primary school groups to deliver tours of our DTWC, some delivered in partnership with the Forest Education Foundation. These hands-on workshops for school groups provide an introduction to the museum collection, and also to the concept of design process and learning through making.

DESIGN DISCOVERIES

DESIGN TASMANIA





Design Discoveries is a mentorship program that enables contemporary Tasmanian Aboriginal creatives to learn and adapt design thinking and iterative design processes to develop new modalities of practice. This project aims to continue to build on existing relationships and networks to leverage greater access and opportunity for Tasmanian Aboriginal designers and cultural practitioners to explore their potential and develop sustainable enterprise models and partnerships.

The program continued through 2019 with the support of Regional Arts Fund and Arts Tasmania to provide opportunities for engagement and development of a range of design-led outcomes.

One of the 2018 participants, Brigitte Wolfe, experienced significant health issues at the time of the original mentoring workshops, so commencement of her project was postponed until March 2019.

Her mentoring was undertaken by Claire Beale, Textile Designer and incoming Executive Director at Design Tasmania, and Sophia Holmes, Hobart based Graphic and Textiles Designer.

Working with Think Positive Digital Print in Sydney, Wolfe has been developing a series of textile designs for homewares and accessories soon to be launched in the marketplace with the support of Design Tasmania's retail store.

DTWC INTERNSHIP DESIGN TASMANIA



In 2019 we developed an in-house curatorial internship program, with the generous support of the Ian Potter Foundation.

The program focused on initiating and developing curatorial skills, digital cataloguing and the conservation of the *Design Tasmania Wood Collection*.

Outcomes included a significant update to collection literature, collection repair, maintenance and storage. Three exhibitions were curated by the team of interns selecting works from the collection, these were thematically aligned with the major exhibitions across the year.

"The DTWC internship provided me with an introduction to Tasmanian furniture designers, and conservation & collection management. The insight to collection management has lead me to identify what knowledge and skills to develop to further my career." - Paul Murphy, DTWC Intern

Design Tasmania DTWC Installation views, 2019.
Photos by Emily Dimozantos.



BIG PICTURE SCHOOL INTERNSHIP



Student at Design Tasmania 2019. Photo by Emily Dimozantos.

Big Picture School in Invermay delivers student-centred education through an innovative learning hub environment, that includes the Learning Through Internships (LTI) program.

In 2019, Design Tasmania hosted two students from Big Picture School, for four-week placements with our gallery and retail teams.

CHILDREN'S UNIVERSITY PASSPORT PROJECT



School Tour 2019 Photo by Design Tasmania.

Design Tasmania is a proud learning partner with Children's University Australia (CUA), an internationally recognised program that engages children and young people in learning, in its broadest sense, providing the scaffolding for them to develop self-efficacy, confidence and aspirations.

CUA Tasmania aims particularly to reach children facing educational and socio-economic disadvantage. Visits and workshops at Design Tasmania foster the development of lifelong learners with skills in critical thinking, creativity and design.

UTAS & DESIGN TASMANIA

We celebrated the long-standing partnership between Design Tasmania and UTAS to support architecture and design education in 2019, partnering to deliver the touring exhibition *Japan: Archipelago of the House* as part of UTAS' *Inhabit* program.

Inhabit is a year-long program marking the 70th anniversary of the establishment of the Architecture degree (in 1949), and the 50th anniversary of the elevation of educator Barrie McNeill (in 1969) to lead its radical transformation under the banner of Environmental Design.

Design Tasmania's Executive Director Claire Beale serves on the Course Advisory Committee for UTAS' new Bachelor of Design program, bringing industry insight to assess the currency of courses and their alignment with the direction of the profession.



JAOTH Installation views, 2019.

Photos by Emily Dimozantos.

FOUNDRY PHOTOGRAPHY STUDENTS



Visual communication skills are key for future practitioners in design. Design Tasmania worked with Foundry to deliver workshop opportunities focused on upskilling photography students, by working with them in the gallery spaces.

Students were able to understand the nuances of capturing the essence of the design object whilst also conveying the experience of the work in context.

"Film & Photography walks the line between keeping out of the way and directing people to achieve beautiful results and provides an amazing career for those willing to put in the hard work" - FOUNDRY



LHS *The Form That Follows*, Alan Livermore
Nesting Tables (top), *The Form that Follows*
installation image (middle), Jye Edwards Ted
Stools. (bottom) Photos by Emily Dimozantos
and Foundry Students.



MARKETING AND COMMUNICATIONS





2019 SAW DESIGN TASMANIA EXPAND OUR ENGAGEMENT WITH EXISTING AND NEW AUDIENCES THROUGH TARGETED COMMUNICATIONS ACTIVITY.

We significantly broadened our reach and impact, tapping into a more generalised consumption of design culture spanning age groups and occupations across the globe, and increased local engagement with our artistic program through in person and online interactions.



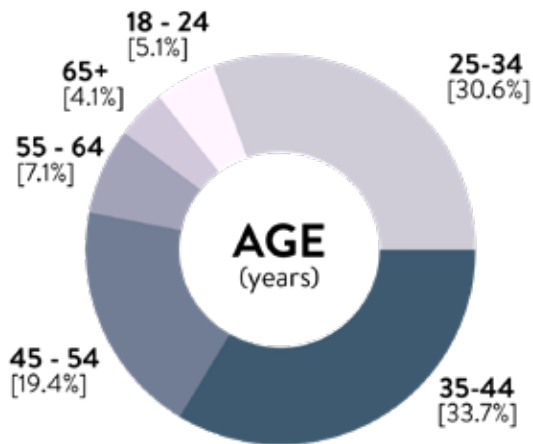
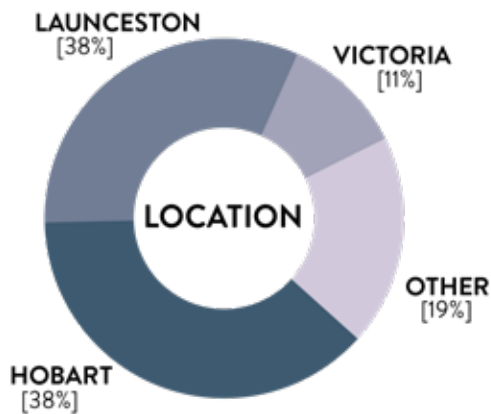
ONLINE ENGAGEMENT

Online engagement is the catalyst that brings audience connection with Design Tasmania to life beyond bricks and mortar visitation. Our online campaigns have proved strategic in inspiring greater uptake of our brand to people aged 25–34 and 35–44.

Customised linking applications such as bit.ly and link.tree and audience analysis services have increased our ability to garner greater understanding of what works for our audiences.

Connecting with our stakeholders and community more effectively online has given our programming for 2019 and beyond increased availability and participation from a broader audience.

DATA SOURCE: DESIGN TASMANIA SOCIAL MEDIA
INSIGHTS 2019.





SOCIAL MEDIA

In 2019 we focused on improving our social media presence, and this renewed offering has generated a wider audience for Design Tasmania.

As well as increasing awareness of our programming in the community, our online activity supports the design ecology through promoting designers, artisans, curators and more, both locally and in the global marketplace.

INSTAGRAM

	Jan 2019	Dec 2019	
Followers	3,201	5,006	+56.3%
*Impressions	4,191	30,199	+618.3%
*Reach	729	3,911	+446%
*Profile Visits	29	191	+558.6%
*Site Clicks	5	38	+660%
^Avg views	381	1822	+378.2%

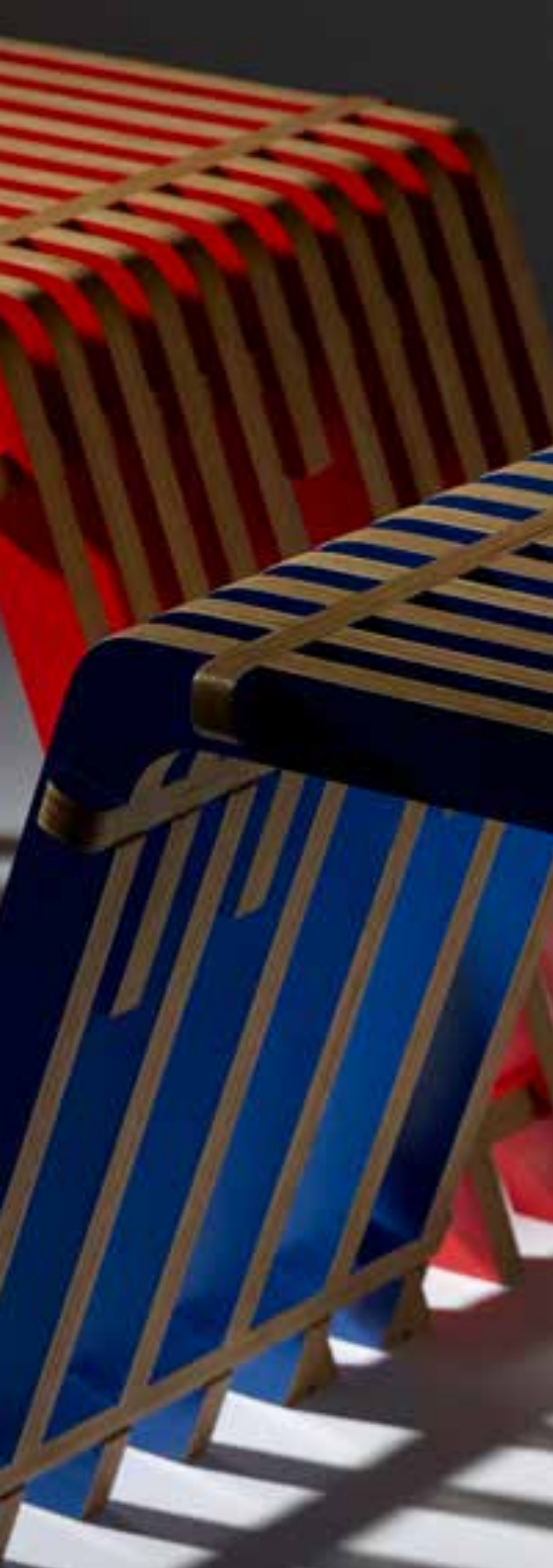
*Weekly ^Per Post

FACEBOOK

	Jan 2019	Dec 2019	
Followers	2,671	4,277	+60%
*Reach	6,101	19,572	+290%
*Engagement	798	3,109	+221%

*Monthly





DATABASE

Our database for mailouts has been honed to target campaigns to specific audiences thereby increasing click rates and interactions. Our CRM database has also increased by 201%, giving more people the opportunity to engage with our programming.

NEWSLETTER SUBSCRIBERS



VIP DATABASE



MEDIA CONTACT LIST

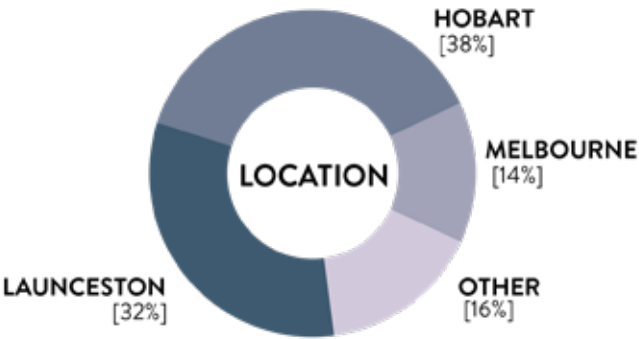


DATA SOURCE: DESIGN TASMANIA CRM & MEDIA DATABASE VIA WORLDS END.

AUDIENCE DEVELOPMENT BY AGE

	Jan 2019	Dec 2019	
18-24	5	205	+4100%
25-34	12	357	+2975%
35-44	91	510	+560%
45-54	338	850	+251%
55-64	360	782	+217%
65+	321	697	+217%

CURRENT AUDIENCE BY LOCATION





PUBLICITY

**DESIGN TASMANIA
ACHIEVED \$1.21
MILLION WORTH OF
EARNED MEDIA IN 2019.**

We built strong awareness around our brand through a concerted effort to rebuild and expand relationships with media outlets, influencers and content producers, elevating our offering to a top tier audience in the design industry.

Design Tasmania was featured prominently across multiple media outlets including:

The Examiner, 'Claire Beale Takes Over...', [Jan 2019]

The Examiner, 'Mofo Sessions Returns to Design Tasmania', [Feb 2019]

ABC Radio National, Claire Beale interview, [Mar 2019]

Country Style Magazine, quarter page profile, [Mar 2019]

The Daily Telegraph, TRAVEL, Best of Tasmania, [Mar 2019]

House & Garden, Home Grown Design Tasmania Shop Launceston, [Mar 2019]

ABC Radio Melbourne, Design for Empathy, Myf Warhurst & Claire Beale, [Jun 2019]

ABC Melbourne Radio, The Empathy Factor, Myf Warhurst and Claire Beale, [Jun 2019]

The Australian, Wish Magazine, Travel Issue, 5-page colour feature, [Aug 2019]

The Examiner, Bank of Us Philanthropy feat. Design Tasmania & Peter Gutwein, [Aug 2019]

The Examiner, Launceston Chamber of Commerce Business Excellence Awards Finalist, [Aug 2019]

ABC Melbourne Radio, Designing Better Cities for People Living Alone, Myf Warhurst and Claire Beale, [Aug 2019]

The Design Files, An International Japanese Design Exhibition Opens in Launceston, [Aug 2019]

ABC Melbourne Radio, The History of Beds, Myf Warhurst and Claire Beale, [Sep 2019]

ABC Melbourne Radio, Why Are Products for Older People Ugly?, Myf Warhurst and Claire Beale, [Sep 2019]

Australian Design Review, Design Tasmania Awards Finalists 2019, [Oct 2019]

Telegraph UK, The Perfect Holiday in Tasmania feat Design Tasmania, [Nov 2019]

The Mercury, Design Tasmania Awards Finalists feat. Megan Perkins, [Nov 2019]

The Examiner, Design Tasmania Awards Finalists "Among the best in the world", [Nov 2019]

Gourmet Traveller, Design Tasmania Listing, Nov 2019

The Advocate, Design Tasmania Awards, [Dec 2019]

Green Magazine, Design Tasmania Awards, 4-page colour feature, [Dec 2019]

Arts Hub, Design Tasmania Awards Winners 2019, [Dec 2019]

DESIGN TASMANIA BY THE NUMBERS





2019 SAW DESIGN TASMANIA'S ANNUAL VISITATION GROW BY 19% ON 2018 FIGURES, WELCOMING 107,377 NEW AND RETURNING VISITORS TO OUR VENUE

This was a year of significant change at Design Tasmania, with a focus on engaging and expanding our audience size, reach and engagement. The online survey platform Culture Counts is used to collect meaningful qualitative information and feedback from our exhibition and public programs audiences, operating in conjunction with other quantitative measures that track visitation numbers.

The implementation of improved audience measuring and feedback tools has enabled us to use this information to inform and hone our offerings, allowing us to make timely and targeted adjustments across the year, and to plan for future artistic and public program activity.



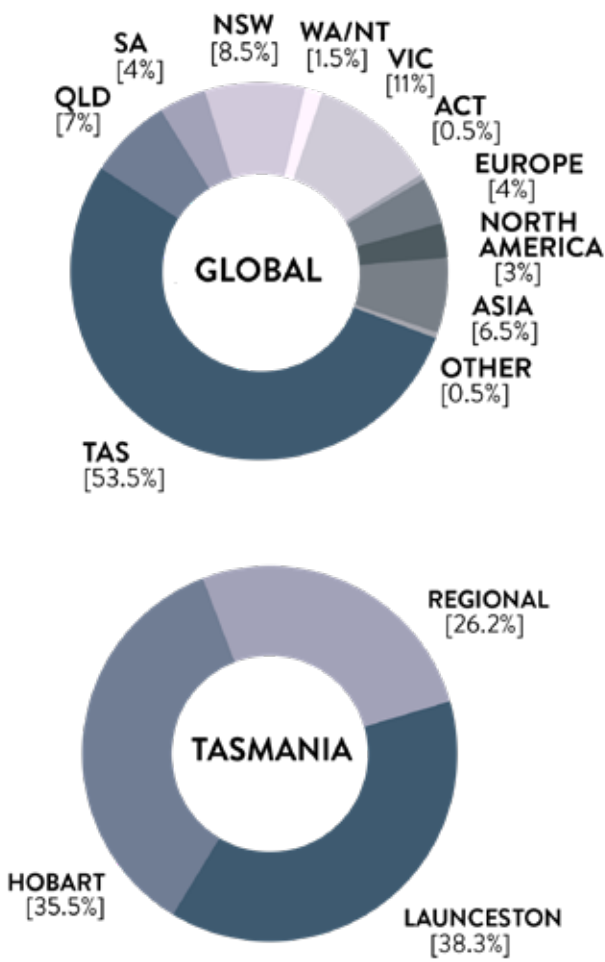
DESIGN TASMANIA VISITATION

Design Tasmania saw a 19% overall increase in our annual visitation figures, with a total of 107,377 visitors through our doors in 2019.

We also experienced an increase in our local audience, with Tasmanians comprising over half of our visitors aligning with positive feedback around the impact and relevance of our programming.

DATA SOURCE: VOLUNTEERS SURVEY, DT
ARTISTIC PROGRAM 2019 CULTURE COUNTS
SURVEYS 2019.

VISITORS BY LOCATION





AUDIENCE DIVERSITY

Key shifts in our artistic programming and social media activations have translated into engagement across a wider demographic spread, with gains in our audience between the ages of 25 - 34, 34 - 44 and 45 - 54, compared to 2018 outcomes.

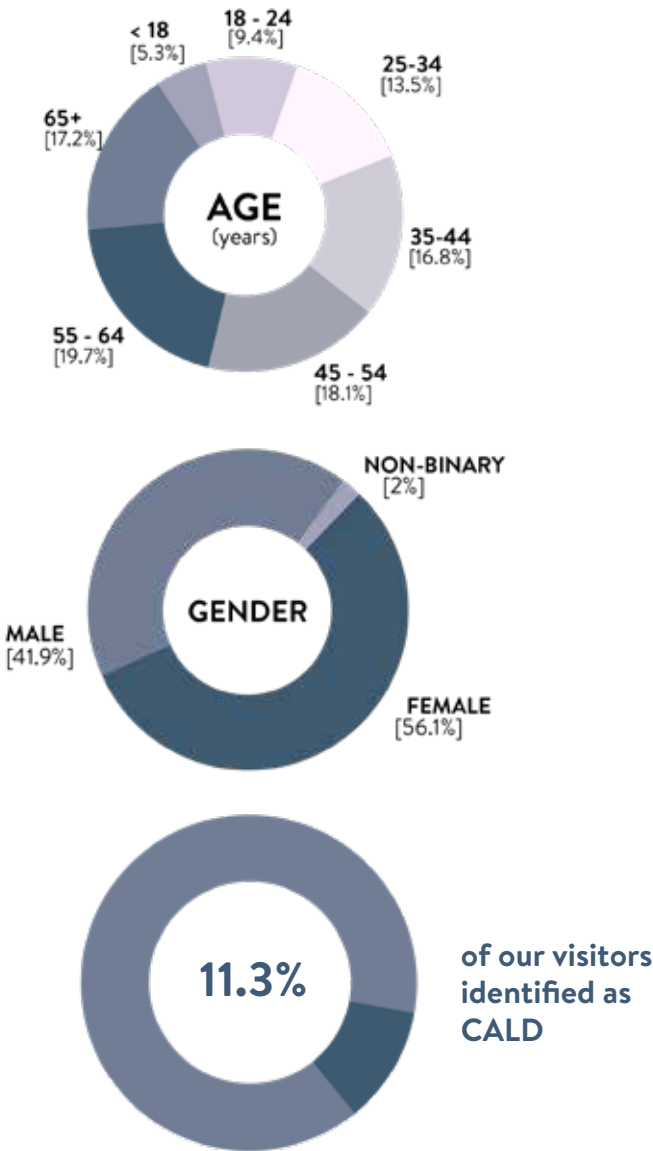
Our audience has also seen some adjustment in terms of gender identity, with a slight majority (56.1%) identifying as female. This is an adjustment on previous years where women made up a greater proportion of our audience. For the first time in 2019 we were able to capture measurable data on the number of visitors identifying as non-binary (2.01%), and we anticipate seeing further shifts in this demographic in future.

Similarly, we have seen the impact of tailoring programs for CALD audiences, with positive growth in this area.

80%

of our programs were designed for CALD inclusivity.

BY THE NUMBERS



DATA SOURCE: CULTURE COUNTS SURVEYS 2019, VOLUNTEERS SURVEY, DT ARTISTIC PROGRAM 2019





PUBLIC PERCEPTION

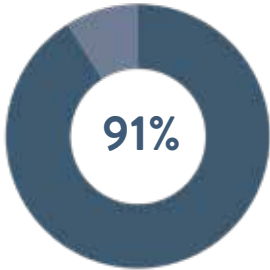
Taking risks and trying new things was recognised and praised by our visitors, with positive responses to changes in program and event delivery.

Our 2019 artistic program was intended to provide moments of surprise and delight, connecting our audiences with familiar works from the DTWC presented in a new light. Our seasonal exhibitions used collaboration and innovation as the connecting thread between different themes outcomes in contemporary design practice.

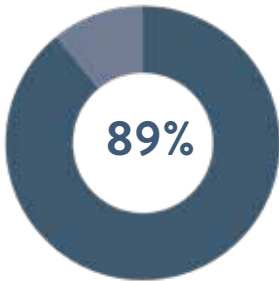
503

Designers were directly supported by Design Tasmania.

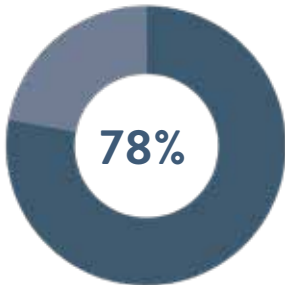
BY THE NUMBERS



of audiences think Design Tasmania is **RELEVANT**, and that they experienced exhibitions that had something to say about today's world.



of visitors observed **RISK** in the work that they experienced, and felt that the designers Design Tasmania presented were not afraid to try new things.



of people felt that what they experienced had **LOCAL IMPACT**, and that it was important that it was happening in Tasmania.

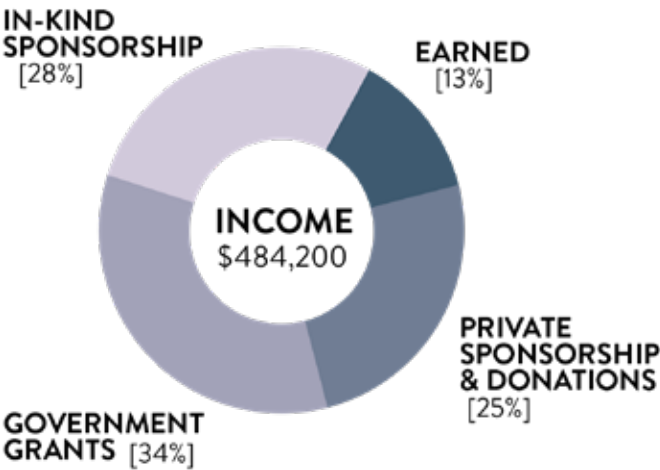


SUPPORT





DESIGN TASMANIA
WOULD LIKE TO
EXPRESS OUR
IMMENSE GRATITUDE
AND THANKS TO
ALL WHO HAVE
CONTRIBUTED TO
OUR SUCCESS IN 2019.





FUNDING PARTNERS

Design Tasmania is assisted through Arts Tasmania by the Minister for the Arts, and by the Australian Government through the Australia Council, its arts funding and advisory body.

Design Tasmania is supported by the Ian Potter Foundation, one of Australia's major philanthropic foundations.

We also acknowledge the support and assistance offered to us by The City of Launceston.

PROGRAM PARTNERS

Mona Foma, University of Tasmania, Australian Institute of Architects Tasmanian Chapter, 10 Days on the Island, Junction Arts Festival, Women of the Island, Jam Factory, Joffre St Productions, Emily Dimozantos, Peter Whyte Photography, Pete Mattila Studio, Design Centre Trust, Tasmanian Craft Fair, Tasmanian Walking Company, Malcolm Greenwood, Damon Moon, Ben Richardson, Serena Rosevear, Australian Ceramics Triennale, Tourism Tasmania, Business Events Tasmania, Brand Tasmania, Tasmanian Symphony Orchestra



DT AWARDS 2019 SPONSORS

Acquisition Prize - Design Tasmania Fellows.

Retail Award - Design Centre Trust.

Emerging Designer Award - Designed Objects Tasmania (d.o.t.)

Beverage Partners - Turner Stillhouse, Moorilla, Moo Brew.

Catering Partners - Hubert + Dan, Stillwater Cafe & Restaurant.

Accommodation Partner - Peppers Silo Hotel.

Staging and Event Equipment - VJAM, Weeding Hire.

Print and Publication Partners - ThinkBig, Foot and Playsted.

Media Partners - Joffe St Productions, Emily Dimozantos Photography.

Designers - Tasmanian Glass Blowers (James Dodson) and Brad Moss.

IN-KIND SUPPORTERS

Design Tasmania Ltd receives generous in-kind support for the artistic program and operation of the organisation.

This year we would like to thank:

>Our volunteers for contributions \$182,582 worth of their time.

>Our directors for \$27,300 worth of their time.

We also received support from a variety of other external sources valued at \$26,365, including:

Bread + Butter, Clover Hill, Jansz, Moorilla, Moo Brew, Australian Ceramics Triennale, Business Events Tasmania, Launceston Chamber of Commerce, Junction Arts Festival, Peppers Silos Hotels, Stillwater Seven, Stillwater, Think Big, Foot & Playsted, Deloitte, Rae & Partners.

MEMBERS



**DESIGN TASMANIA'S
MATES, FELLOWS AND
DESIGNER MEMBERS
ARE AN IMPORTANT
PART OF OUR FAMILY.
WE THANK THEM FOR
THEIR LOYAL AND
PASSIONATE SUPPORT
OF OUR ORGANISATION
IN 2019.**

2019 FELLOWS

Ms Mary Atkins
Mrs Franki Birrell
Mr & Mrs Caswell
Mr John Cauchi
Miss Dorothy Dehais
Mrs Val Ford
Mrs Tamara Foster
Mrs Caryl McQuestin
Mrs Anne Moulden
Mrs Harley Russell
Mrs Janet Tomlinson
Miss Annabel Tyson
Mrs Catherine Walker
Dr Rodney Westmore
Mrs Carol Westmore

With Special Thanks to
Mrs Caryl McQuestin.



2019 DESIGNERS

Ray Brien
Lisa Britzman
Christopher Clinton
Janine Combes
Karyn Crosswell
Anita Dineen
Kirsty Mâté
ShaunA Mayben
Wendy Robbins
Serena Rosevear
Jennifer Searles
Elias Stent
Frag Woodall

DT LIFE MATES

Pauline Bindoff, Gary Cleveland, Josh & Wendy Cocker, Robin Courtney, Pippa Dickson, Luke Dineen, Phillip 'Sunny' Drury, Ray & Louise Foley, Christine Gardner, Marcus & Angelica Hall, Gill Ireland, Richard Ireland, Robert Jensen, Campbell & Lorraine McKnight, Liza Snow, Lynne Uptin, Linda Van Niekerk, Misho Vasiljevich, John Webster, Robert and Lorraine Woolley

DT BEST MATES

Yvette Breytenbach, Alanna D'Allura, James Dodson, Andrew Gibson, John Hawkins, Robyn Hawkins, Lesleigh Jenkins, Mary Machen, Karen, Pedley Terrill Riley-Gibson, Terry Stokes, Paul Wakelam, Naomi Walsh, Andrea Wardlaw and Mike Zhang

CREDITS

Pg: 2-3 Design Tasmania Exterior, photo Emily Dimozantos Photography (EDP)

Pg 4-5: 'Be Seated' DTWC, photo EDP and Foundry

Pg 56: Design Tasmania Guest, photo EDP

Pg 8: 'From the Collection' DTWC, photo EDP

Pg 10: Design Tasmania Awards 2019 'Welcome to Country', Janice Ross, photo EDP

Pg 12: 'Precious' DTWC, photo EDP

Pg 14: Pete Mattila and young guest, photo EDP

Pg 15: DTWC, photo EDP

Pg 16: Chair Mel Kerrison, photo EDP

Pg 18: Executive Director Claire Beale, photo EDP

Pg 20: Ceramic Artificial Spawning Habitat (CASH), Jane Bamford & CSIRO, photo Peter Whyte Photography (PWP)

Pg 21: The Form That Follows, installation view, photo EDP and Foundry

Pg 22: Chanelle Lum and Guests, Contemporary High Tea at Design Tasmania photo Bruce Moyle, Joffre St Productions (JSP)

Pg 24: Councillor Andrea Dawkins and Bianca Welsh at the Design Tasmania Awards 2019, photo EDP

Pg 25-27: Design Tasmania Board member portraits, images supplied

Pg 28: Directors and Staff - Geoffrey Cameron-Marshall, Miriam Carter, Bianca Welsh, Pippa Dickson, Miwa Worrall, Mel Kerrison, photo EDP

Pg 30: Design Tasmania Volunteer, Tracey Kirby, photo EDP

Pg 31: Volunteer demonstration at Potters Produce exhibition, photo JSP

Pg 32: Japan Architecture of the House, photo EDP

Pg 34: Pete Mattila 'Catalysis' Design Lab artist talk, photo EDP

Pg 40: Design Tasmania Awards 2019 installation view, photo EDP

Pg 45: For The People x West Coast Council, West Coast Campaign, image supplied

Pg 49: CASH, Jane Bamford and CSIRO, photo PWP

Pg 50: Guest at Design Tasmania Awards 2019 Gala, photo EDP

Pg 51: Fellows Contemporary High Tea, photo JSP

Pg 52: MOFO Sessions Bad Dad Orchestra, photo EDP

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