

Design Tasmania

Press Kit

45th Anniversary

Campaign

Launch

17/12/2020

Media Contact

Clementine Blackman

communications@

designtasmania.com.au

+614 3226 4369

@designtasmania

designtasmania.com.au



Moving into our 45th year, we draw inspiration from our founding mission to inspire the community to embrace design, through programming that encourages diversity and inclusivity as well as championing design professionalism.

Our mission is to continue the advancement of practice through a networked community of designers within Tasmania, developing professional skills and learning, and enabling sales and work opportunities to ensure commercial success.

In 2021, we're telling stories that reflect the changing paradigms of design now and into the future

–Claire Beale, Executive Director

For immediate release
December 2020
45th Anniversary Campaign Launch

Launceston, Tasmania: Design Tasmania announce the launch of the 45th Anniversary Campaign including a brand relaunch.

Design Tasmania invites the public to the 45th Anniversary Campaign Launch on December 17th at 6pm.

The event will feature the organisation's brand relaunch unveiling as well as programme announcements for 2021.

Catering by Hubert & Dan will be served as well as a selection of Tasmania's best in beer, wine, spirits and other beverages.

Membership renewals and registration is encouraged on the evening.

Tickets \$65 each

designtas.info/45launch

"Moving into our 45th year, we draw inspiration from our founding mission to inspire the community to embrace design, through programming that encourages diversity and inclusivity as well as championing design professionalism.

Our mission is to continue the advancement of practice through a networked community of designers within Tasmania, developing professional skills and learning, and enabling sales and work opportunities to ensure commercial success.

In 2021, we're telling stories that reflect the changing paradigms of design now and into the future." –Claire Beale, Executive Director

Design Tasmania celebrates a significant 45th Anniversary in 2021 through a programme of events, exhibitions and activities, that looks back in order to look forward.

Two major survey shows will take audiences through milestones in the movement of craft and design in Australia, from Tasmanian entrepreneur Claudio Alcorso to the Australian Design Centre's touring exhibition Living Treasure: Prue Venables. Executive Director Claire Beale will also be staging exhibitions with a contemporary focus on design responding to experimentation and innovation from bioplastics in fashion through to excellence in wood design.

Jam Factory's Margaret Hancock Davis (Senior Curator) and Brian Parkes (CEO) will tour 'Concrete: Art Design Architecture' to Design Tasmania, the final exhibition in a series exploring materials.

Ruth Longford, Creative Producer at Nayri Niara will explore Tasmanian Aboriginal connection to country, culture and to the sacred in an exhibition outcome partnered with Design Tasmania at LongHouse in Hobart.

The Design Tasmania Awards will be returning in 2021 after a hiatus in 2020, once again showcasing the best of design in Tasmania across a range of disciplines.

Women in Design has evolved into a new program, shifting from the locally-hosted colloquium to an expanded format incorporating an international campaign.

Programme Snapshot

Exhibitions–

PLAY, Group Show (Mona Foma) curated by Claire Beale

Prue Venables, Living Treasures: Masters of Australian Craft curated by Lisa Cahill, a touring exhibition by the Australian Design Centre

Claudio Alcorso - La Dolce Vita curated by Claire Beale in association with MONA and QVMAG

CONCRETE– art, design and architecture curated by Margaret Hancock Davis (Senior Curator) and Brian Parkes (CEO, Jam Factory)

Design Tasmania Wood Collection – the next 45 years curated by Claire Beale

Projects & Programmes–

Nayri Niara @ Longhouse Gallery, Hobart, Tasmania

Pin your Practice, Various Locations, Tasmania

Women in Design, International Campaign

The Soil Project, Various Locations, Tasmania

Design Tasmania Awards, Launceston, Tasmania

For full schedule and more information see full exhibitions listing at the end of this press kit.

Brand Update

In addition to the programme announcements for 2021, Design Tasmania will unveil a new suite of organisation branding by Tasmanian designer Megan Perkins.

Megan is the daughter of celebrated Tasmanian designer Kevin Perkins whose Cape Barren Goose Cabinet is arguably the most iconic piece in the Design Tasmania Wood Collection. A designer in her own right, Megan is the former Lead Designer and Art Director for DarkLab (Dark Mofo), and is now a Branding, Communication Design & Strategy Consultant, recently receiving multiple distinctions for her branding and packaging at the Australian Graphic Design Awards. In addition Megan is also an accomplished jewellery designer and won the Design Tasmania Award in 2016.

The new brand speaks to the organisation's iconic architecture and it's pivotal role as the centre for design in Tasmania. It evokes Tasmania's distinct character– framed by our isolation, our rolling mountains and ocean. The modular system is designed to emphasise Tasmania's design talent through framing it with distinctive marks that spotlight designer-makers and their work.



The new brand speaks to the organisation's iconic architecture and its pivotal role as the centre for design in Tasmania.





Design Tasmania
45th Anniversary
Program

Summer

Play

Alexi Freeman, Dale Hardiman and ACV Studio, Aly Peel (maiike x), Eileen Braybrook, John Brooks, Elise Cakebread (Cakebread), Michelle Boyde (boyde), Edward Linacre + Philipa Abbott with Mycelium Studios x Brendon Morse

for Mona Foma

Autumn

**Living Treasures:
Masters of
Australian Craft**
Prue Venables

**Design Tasmania
Wood Collection**
Celebrating 45 Years

Winter

Claudio Alcorso
La Dolce Vita

**Concrete:
Art Design Architecture**

Spring

The Soil Project

Danielle Wilde
and Jo Cook

Launceston Gastronomy

Women in Design

**Design Tasmania
Wood Collection**
The next 45 years

Summer

**Design Tasmania
Awards**

Additional
Projects

Wood and Weaving Design

Nayri Niara
at Longhouse Gallery

Pin your Practice

Design Labs
Talks series

Kids' Workshops

Design
Tasmania's
vision is to be
the recognized
leader of design
culture and
enterprise
on our island.

