



**AUTHENTIC  
DESIGN ALLIANCE™**  
Supporting  
Original Design

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# Australia is now the ‘wild west’ of fake designer furniture!

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**In Australia ‘replica’ designs are legal - fake furniture sellers can even use the designer’s name to promote and sell knock-offs of their own designs - Australia seems to think this is OK**

**Is buying a fake design OK?**

**How would you feel if your idea was ripped off?**

**How would you feel if someone profited from your concept?**

The UK recently enforced penalties of up to £50,000 and 10 years jail for anyone selling fake designer furniture, leaving Australia in the dark ages by comparison, and our designers with very limited IP protection. Selling replica furniture in the UK is now a criminal offence - what can we do?

AUTHENTIC DESIGN ALLIANCE is an education platform supporting original design. The real cost of knock-offs, fakes and counterfeit designs are killing the future of our design industry, with independent Australian designers losing out to extremely limited IP laws, and

thwarted by consumers treating cheap copies as disposable decorating items.

With so many cheap copies flooding the market – and a prevailing attitude of *“throw it out when it breaks, buy another ‘bargain’ ”* – where will we find originality?

It is time to get real.

**GET REAL  
BUY REAL  
SUPPLY REAL**

@authenticdesignaus  
#authenticdesignalliance  
#getrealbuyrealsupplyreal

“Buy less,  
choose well,  
make it  
last.”

Vivienne  
Westwood

**MEMBERSHIP IS NOW OPEN - JOIN THE ADA NOW!**



## GOOD DESIGN AUSTRALIA

Good Design Australia manages Australia's annual Good Design Awards program, one of the longest standing and most prestigious design awards in the world with its origins dating back to 1958.

Through the Good Design Awards and other design promotion initiatives, Good Design Australia is passionate about helping to imagine a better Australia and a more sustainable and prosperous world, through design.

FREE ENTRY 1.00 - 8.30pm // May 28 - 29



AUSTRALIAN DESIGN ALLIANCE

## [AdA] AUSTRALIAN DESIGN ALLIANCE

[AdA] represents 14 peak industry bodies, having a combined membership of more than 200,000 Australian designers, architects and engineers, advocating for extended IP protection for the Australian design industry.



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## AUTHENTIC DESIGN ALLIANCE

Founded in 2006, AUTHENTIC DESIGN ALLIANCE re-launches as an education platform supporting original design.

With the support of our industry partners – collectively we strive for better IP protection for designers, and aim to educate a greater awareness about the damage that fake designs and the copying of original designs are doing for the future of our creative industries.

The new ADA online platform and events program is helmed by Anne-Maree Sargeant, supported by a team of independent industry professionals.

Register for updates // [authenticdesignalliance.com.au](http://authenticdesignalliance.com.au)

**M.**

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WE NEED  
YOU

## Win an original designer product!

Can you spot a real from a fake?

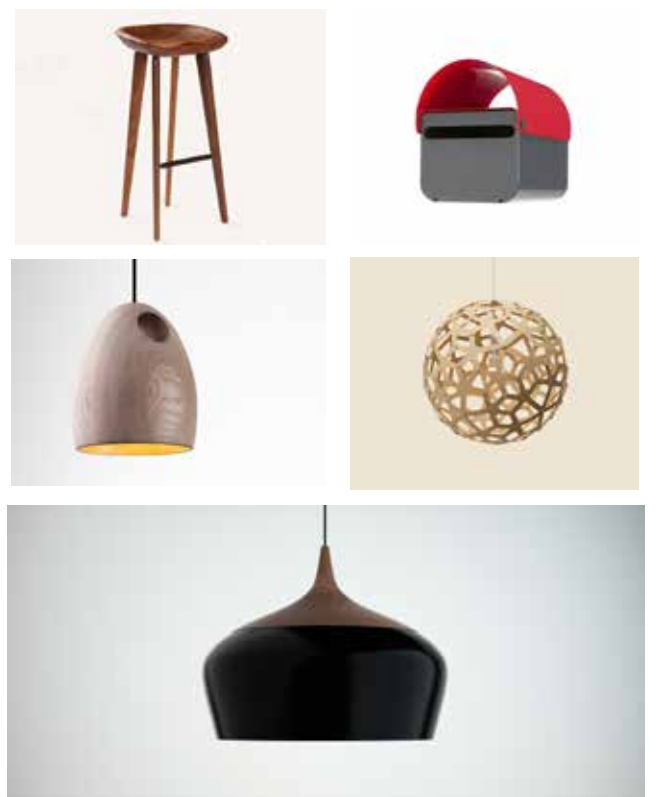
### REAL FAKE

#### INSTAGRAM COMPETITION

Sign up, support the ADA and Instagram the original for a chance to win designs by:

**BASSAM FELLOWS  
DESIGN BY THEM  
ROSS GARDAM  
DAVID TRUBRIDGE  
COCO FLIP**

@AuthenticDesignAus  
#AuthenticDesignAlliance  
#ADArealfakeWIN  
@vivid Sydney @vividideas  
#vivid Sydney #vividideas



# They Stole My Idea



Soon after launching the 'Tractor Stool' collection in 2003, Australian architect Craig Bassam and creative director Scott Fellows from the US-based design brand BassamFellows discovered a plethora of cheap knock-offs of the original design.

BassamFellows are renowned for timeless craftsmanship, and have a stellar client roster that includes Bally, Herman Miller and architecture for private clients; their work widely published, including Wallpaper\* magazine and the New York Times.

Earlier this year Craig Bassam visited a restaurant in a 'luxury' precinct in central Sydney and was horrified to discover a venue furnished with more than 200 copies of the BassamFellows Tractor Stool.

Craig and Scott founded an independent design brand forged on modern craftsmanship. The fallout from knock-off design does incalculable damage to their business.

BassamFellows.com  
LivingEdge.com.au

“We craft heritage pieces to last generations, and are proud that the Tractor Stool is considered a modern icon”

BassamFellows



# AUTHENTIC DESIGN ALLIANCE//events



## GOOD DESIGN FESTIVAL // May 28 - 29

Overseas Passenger Terminal // Circular Quay  
FREE ENTRY 1.00 - 8.30pm

@gooddesignaus #gooddesignawards #gooddesignfestival @vididsydney @vividideas #vididsydney #vividideas @authenticdesignaus

**MAY**  
Saturday 28

**REAL FAKE // Installation**  
INSTAGRAM  
COMPETITION

1.00 – 8.30pm

Support original design for a chance to win an authentic designer light, tractor stool or letterbox

#AuthenticDesignAlliance  
#ADArealfakeWIN

**MEZZANINE Floor talks**  
// meet the designer

1.30pm & 3.30pm

FREE ENTRY

Mezzanine presents by - Editor Marcus Piper with celebrated Australian designers: Adam Goodrum, Charles Wilson and Design by Them - Nick and Sarah

**Moderated talk //**  
**THEY STOLE MY DESIGN**

2.00 – 3.30pm

TICKETS \$35.00

ADA director Anne-Maree Sargeant in discussion with award winning Australian designers and manufacturers – exploring the real cost to industry of design copies

vididsydney.com

**GOOD DESIGN FESTIVAL**  
// Cocktail & networking event

5.30 – 7.30pm

INVITATION ONLY

VIVID Sydney 'lights on' Sydney Opera House sails 6.00pm

**MAY**  
Sunday 29

**REAL FAKE // Installation**  
INSTAGRAM  
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## FACTORY DESIGN DISTRICT // June 3 - 5

COMMUNE makers, 901 Bourke Street, Waterloo SYDNEY // factorydesigndistrict.com  
FREE ENTRY - daily from 11.00am

@factorydesigndistrict #fddsytdney @vididsydney @vividideas #vididsydney #vividideas @authenticdesignaus

**JUNE**  
Friday 3  
Saturday 4  
Sunday 5

**REAL FAKE // Installation**  
INSTAGRAM  
COMPETITION

Daily from 11am

Support original design for a chance to win an authentic designer light, tractor stool or letterbox

#AuthenticDesignAlliance  
#ADArealfakeWIN

**JUNE**  
Sunday 5

**GET REAL**  
**BUY REAL**  
**SUPPLY REAL // TALK**

2.00 - 3.00pm  
TICKETS \$25.00

David Trubridge in conversation with Authentic Design Alliance director Anne-Maree Sargeant reveals how cheap copies of his lighting designs are now illegal in Australia

**CLOSING CELEBRATION**

INVITATION ONLY

Join us for a special Design Performance & demolition party // until 5.00pm

### EVENT PARTNERS



### SUPPORTERS



MEZZANINE

SPECIAL THANK YOU TO ADA  
FOUNDING PARTNERS



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