



**AUTHENTIC
DESIGN ALLIANCE™**
Supporting
Original Design

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

David Trubridge (ABC Radio National)

‘Replica’ designs are legal. Fake furniture sellers use the creator’s name, images & product specs to promote knock-offs of original design – Australia seems to think this is OK!

Is buying a fake design OK?

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

How would you feel if someone profited from your concept?

In April the UK enforced penalties of up to £50,000 and 10 years jail for anyone selling counterfeit furniture, which leaves us Australia in the dark ages by comparison when it comes to design protection for furniture and lighting designers.

Last year Italy criminalised replica furniture – will Australia become the dumping ground for fake design?

The real cost of knock-offs is killing the future of our design industry, with designers thwarted by consumers treating cheap copies as disposable decorating items.

So is it time for Australia to step up to the plate?

How is this ‘landfill mentality’ sustainable?

We don’t eat fast food so why buy ‘fast design’?

With so many cheap copies flooding the market – and a prevailing attitude of ‘chuck it out when it breaks, buy another ‘bargain’ – when did we forget to buy things we love, objects that have meaning, and maybe, last more than one lifetime?

AUTHENTIC DESIGN ALLIANCE™ is a members-based education platform that promotes original design.

IT IS TIME TO GET REAL!

GET REAL

BUY REAL

SUPPLY REAL™

@authenticdesign_au

#authenticdesignalliance

#getrealbuyrealsupplyreal

#theystolemydesign

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

Vivienne
Westwood

MEMBERSHIP OPENS IN SEPTEMBER - REGISTER INTEREST ONLINE!

“Originality in design and creativity goes right to the heart of what Good Design Australia stands for.

We believe professional design is a strategic investment that makes a product, service, space or experience as brilliant as it can be.

Design is an important currency and it must be valued which is why we unreservedly support the Authentic Design Alliance.”

Dr. Brandon Gien,
CEO, Good Design Australia



GOOD DESIGN AUSTRALIA manages the GOOD DESIGN AWARDS, one of the longest standing and most prestigious design awards in the world, it's origins dating back to 1958.

Through the award program, GOOD DESIGN AUSTRALIA supports design initiatives, innovation and creativity within Australia and around the world.

AUTHENTIC DESIGN ALLIANCE™ re-launched at VIVID Sydney with the generous support of this globally recognized program during a weekend-long festival at the Overseas Passenger Terminal, Circular Quay – timed with the famous ‘lights on’ the Sydney Opera House sails.

GOOD DESIGN AWARDS hosted the first exhibition of the awards across all categories, attracting more than 5000 public visitors, who also supported the ADA – REAL FAKE installation!

gooddesignaustralia.com
@gooddesignaus



AUSTRALIAN DESIGN ALLIANCE

[AdA] represents 14 peak industry bodies, with a combined membership of 200,000 Australian architects, designers, engineers, landscape architects and creatives – the association advocates for extended Intellectual Property protection for the Australian design industry.

We thank the [AdA] for supporting the AUTHENTIC DESIGN ALLIANCE™ re-launch, and aligning the DIA who co-presented with us at the Productivity Commission Public Hearings and joined our VIVID Sydney panel discussion.

australiandesignalliance.com
design.org.au
@design.org.au



AUTHENTIC DESIGN ALLIANCE™ is a members-based education platform aiming for counterfeit designs to be criminalised in Australia, and better IP protection for our furniture and lighting designers - inline with the EU / UK – where copyright is enforced for the creators' lifetime and an additional 70 years (life + 70).

Program director Anne-Maree Sargeant acknowledges the incredible support from industry associations, organisations, events, designers, brands, retailers, manufacturers, and the media, and the valuable contributions made by our independent advisory board, who generously contribute on a voluntary basis.

A new membership scheme opens in September – we look forward to your support.

SUPPORT THE ADA AND SIGN UP NOW!

REGISTER authenticdesignalliance.com.au
FOLLOW [authenticdesign_australia](https://www.instagram.com/authenticdesign_australia)



WE NEED
YOU!

Win an original designer product!

Can you spot a real from a fake?

REAL FAKE

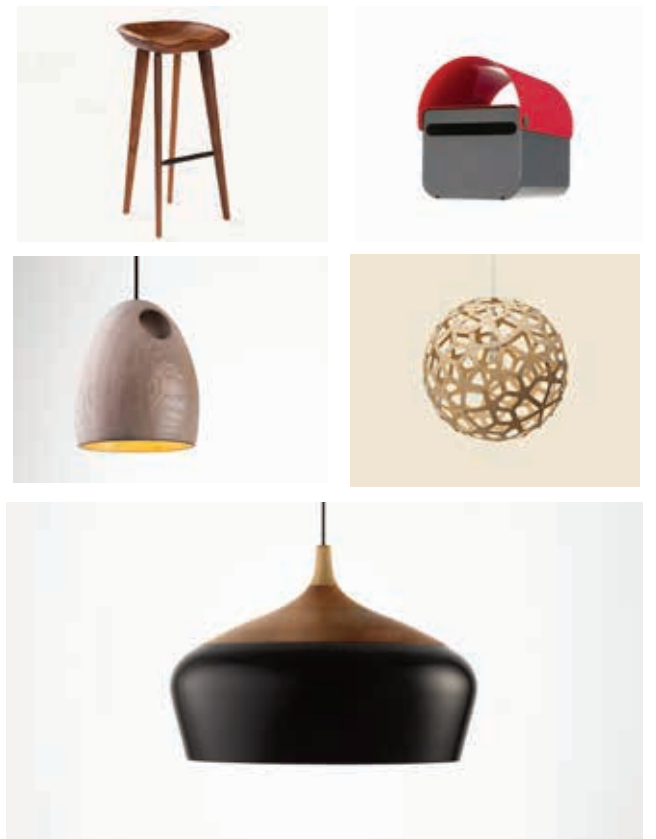
INSTAGRAM COMPETITION*

1. Register interest online
2. Instagram the real design
3. include the designer's handle
4. include ADA handles / tags below

@BASSAMFELLOWS Tractor Stool
@DESIGNBYTHEM Tom Tom Letterbox
@ROSSGARDAM Oak Light
@DAVIDTRUBRIDGE Coral Light
@COCO_FLIP Coco Pendant

@AuthenticDesignAus
#AuthenticDesignAlliance
#ADArealfakeWIN
authenticdesignalliance.com.au

*conditions apply



They Stole My Design™



‘If you have \$200 for a chair find a \$200 chair – not a \$200 copy of a \$1200 chair. Odds-on the copy will be landfill within a year or two.

Get real, don't be fake!’

Anne-Maree Sargeant
director, AUTHENTIC DESIGN ALLIANCE™

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.

Earlier this year Craig Bassam visited a restaurant in a ‘luxury’ precinct in central Sydney and was horrified to discover a venue with rows of copies of the BassamFellows Tractor Stool lined up at the entrance, with dozens more inside!

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

Renowned for timeless craftsmanship, BassamFellows have a stellar client roster that includes Bally, Herman Miller and architecture for private clients. Widely published their work has been featured in Wallpaper* magazine and the New York Times.

BassamFellows.com
LivingEdge.com.au

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

BassamFellows



AUTHENTIC DESIGN ALLIANCE™

2016

AUTHENTIC DESIGN ALLIANCE™ is a members-based education platform campaigning for design knock-offs to be criminalised in Australia, in-line with the UK / EU.

With counterfeit designs now illegal in the UK, and design copyright extended for the creators' lifetime plus 70 years - 'life + 70' akin to EU protection - Australia must take urgent action!

Our new membership program opens in September - [register your support on our website](#)

authenticdesignalliance.com.au
@authenticdesign_au

MAY

GOOD DESIGN FESTIVAL // VIVID Sydney

Overseas Passenger Terminal, Circular Quay

GOOD DESIGN SEMINAR THEY STOLE MY DESIGN™

Moderator
Anne-Maree Sargeant

Panel
Richard Munao, CULT
Terri Winter, Top3byDesign
Charles Wilson
Adam Goodrum
Linden Dunne, IP Australia
Bradley Schott, DIA NSW

FLOOR TALKS

GET REAL
BUY REAL
SUPPLY REAL™

Moderator
Marcus Piper, MEZZANINE

Adam Goodrum
Trent Jansen
Nick Karlovasitis
Kobe Johns
Tom Fereday
Tom Skeehan

INSTALLATION

REAL FAKE

5 originals x 5 fakes -
Spot the fake for a chance to win the original design!

COCKTAIL PARTY

Hosted by
GOOD DESIGN AUSTRALIA,
Front row view of VIVID projections on Sydney Opera House sails

JUNE

FACTORY DESIGN DISTRICT // VIVID Sydney

30 local producers, makers and designers - installations, talks, live demonstrations

ADA SEMINAR THEY STOLE MY DESIGN™

Program director
Anne-Maree Sargeant in conversation with David Trubridge about his recent success defending design theft - now seven Australian retailers no longer sell copies of his lights!

INSTALLATION REAL FAKE

5 originals x 5 fakes -
Spot the fake for a chance to win the original design!

DESIGN PERFORMANCE DESTROY THE FAKES!

Guests joined David Trubridge to celebrate his success fighting fakes in Australia by destroying counterfeits of his award-winning lights.

PRODUCTIVITY COMMISSION (PCIP) FEDERAL GOVT INQUIRY INTO INTELLECTUAL PROPERTY ARRANGEMENTS

Ahead of the August 17 PCIP Report, the ADA coordinated 25 submissions voicing objections to proposed changes to Federal IP laws.

PRODUCTIVITY COMMISSION (PCIP) PUBLIC HEARINGS Sydney, Canberra, Melbourne

AUTHENTIC DESIGN ALLIANCE™
DIA Design Institute Australia
CULT | Space | Top3byDesign
Adam Goodrum, Tom Fereday, Tom Skeehan, David Trubridge, Tomek Archer, Nick Rennie

JULY

DECOR+ DESIGN// Melbourne

DESIGN TALK THEY STOLE MY DESIGN™

Moderator
Anne-Maree Sargeant

David Trubridge
Susan Tait, TAIT
Terri Winter, Top3byDesign
Jon Holland, SPACE

INSTALLATION 'NEW AUSTRALIAN DESIGN'

Anne-Maree Sargeant (curator)

INTERVIEW | Radio National

Anne-Maree Sargeant and David Trubridge on the sorry state of Australian design laws

STREAM INTERVIEW radio.ABC.net.au



WEEKEND COLLOQUIUM DESIGN TASMANIA Women In Design - COLLABORATION

GUEST SPEAKER
Anne-Maree Sargeant presented the ADA re-launch journey - speaking as an independent design professional, on how by approach associations, professional bodies, designers and design brands to connect with a shared aim - that collectively real change can be affected by industry collaboration.



AUGUST

MELBOURNE INDESIGN

Find us at PIONEER 5 Easey Street Collingwood

DESIGN TALK - Friday 3.00pm THEY STOLE MY DESIGN™

hear from the designers

Moderator
Anne-Maree Sargeant

Adam Goodrum (via Skype)
Richard Munao, CULT
Gordon Tait, TAIT
Barbara Hermon, Hermon&Hermon
Tomek Archer, Archer Office

DESIGN TALK - Sat 11.00am THEY STOLE MY DESIGN (FROM THE INTERNET)

Moderator
Anne-Maree Sargeant

Panel
Kate Stokes
Ross Gardam
Tomek Archer
Tom Skeehan

INSTALLATION REAL FAKE

5 originals x 5 fakes -
Spot the fake for a chance to win the original design!

INSTALLATION

'NEW AUSTRALIAN DESIGN'
Anne-Maree Sargeant (curator)

PRODUCTIVITY COMMISSION

Federal Government
PCIP enquiry into Intellectual Property
Final report August 17

SEPTEMBER

FULL EVENT DETAILS
[REGISTER INTEREST](#)
authenticdesignalliance.com.au

ADA NEW MEMBERSHIPS

AUTHENTIC DESIGN ALLIANCE™

NEW MEMBERSHIPS
NEW WEBSITE

EVENT DETAILS
[REGISTER INTEREST](#)

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OCTOBER

AUSTRALIAN DESIGN CENTRE
Sydney
DESIGN TALK
THEY STOLE MY DESIGN™

NOVEMBER

AUTHENTIC DESIGN ALLIANCE™
2016 YEAR END CELEBRATION
EVENT DETAILS
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DECEMBER

AUTHENTIC DESIGN ALLIANCE™
SPECIAL PRESENTATION
EVENT DETAILS
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SUPPORTERS



FOUNDING PARTNERS

