



AUTHENTIC DESIGN ALLIANCE™

Supporting
Original Design

“There’s never been a better time to be an Australian designer.

Ironically, there’s never been a worse time to be a designer in Australia”

Anne-Maree Sargeant
AUTHENTIC DESIGN ALLIANCE, director

It’s official. The world is hot for Australian design. Locally designed furniture, lighting and objects showcasing at design weeks from Paris to Stockholm, Milan to New York, and soon, London!

The value of this incredible creative output is applauded across the globe. So why is it not valued on home turf?

Australia is now considered to be the ‘Wild West’ of fake designer furniture.*

With vastly inadequate Australian Intellectual Property protection for original furniture and lighting designs, our creatives are focusing globally, rather than locally, grow their brands.

Last year, the UK criminalised ‘replica’ and copy designs; enforcing fines of up to £50,000 and 10 years jail for the sale and distribution of counterfeit designer furniture and lighting.

The UK even extended copyright protection to cover the life of the creator plus an additional 70 years (life + 70). This means copyright law now covers many iconic designs, with the British government committed to protecting their own creative industries.

This year the Australian Federal Government upheld the recent Productivity Commission inquiry into Intellectual Property laws, citing that due to a lack of ‘empirical evidence’ local designers, manufacturers and distributors were not losing out financially to design theft – nothing really needed to change.

So with ‘replica’ designs remaining legal in Australia, is it any surprise Australian design is going global?

**HELP STOP DESIGN THEFT.
SUPPORT ORIGINAL DESIGN.
JOIN OUR CAMPAIGN.**

authenticdesignalliance.org
[@authenticdesign_au](https://twitter.com/authenticdesign_au)

*DAVID TRUBRIDGE, ABC Radio National



FOR EVENTS & UPDATES // register

authenticdesignalliance.org

A new Australian brand
by Alexander Lotersztain
for the Millennial lifestyle.

livingedge.com.au



les basic / living edge®



**KATE
STOKES**
COCO
FLIP

“Chasing all the copies of my
award-winning Coco Pendant
would be a full time job.”

MELBOURNE INDESIGN 2016



**ADAM
GOODRUM**

“At school we’re taught that copying
is cheating. So why can my designs
legally be copied in Australia
without penalty?”

VIVID Sydney May 2016



**SARAH
GIBSON**
DesignByThem

“My friends confuse ‘replica’ with
a trend like ‘vintage.’ The word
‘replica’ is misleading - it’s a
fake design not a trend!”

VIVID Sydney, May 2015



**TOMEK
ARCHER**

“As an architect and as a musician
my work is automatically protected
by Australian Copyright law.
So why are my furniture designs
treated differently?”

PRODUCTIVITY COMMISSION,
June 2016



**ROSS
GARDAM**

“The fact one can buy a ‘replica’
Tom Dixon light in Australia
as easily as a Big Mac is so
deeply embarrassing.”

VAULT Magazine



**NICK
RENNIE**

“Why do TV decorating shows
and home magazines promote
knock-off or ‘replica’ furniture
and lighting?”

This not only damages us as
designers, but also our
manufacturers and distributors”

MELBOURNE INDESIGN 2016



**CHRISTOPHER
BOOTS**

“There is no incentive for
lighting designers to pursue
a career in Australia. Copy-
culture and knock-offs are
now out of control.

We’re better off investing
offshore where original design
is valued and protected.”

PRODUCTIVITY COMMISSION,
June 2016



introducing
nau

bilgola
by adam goodrum

nau is represented exclusively
in Australia & New Zealand by
Cult Design.

Inspired by the Australian modernist architecture that
is prevalent on Sydney’s Northern Beaches, Bilgola is a
lightweight collection of furniture for the home or office.

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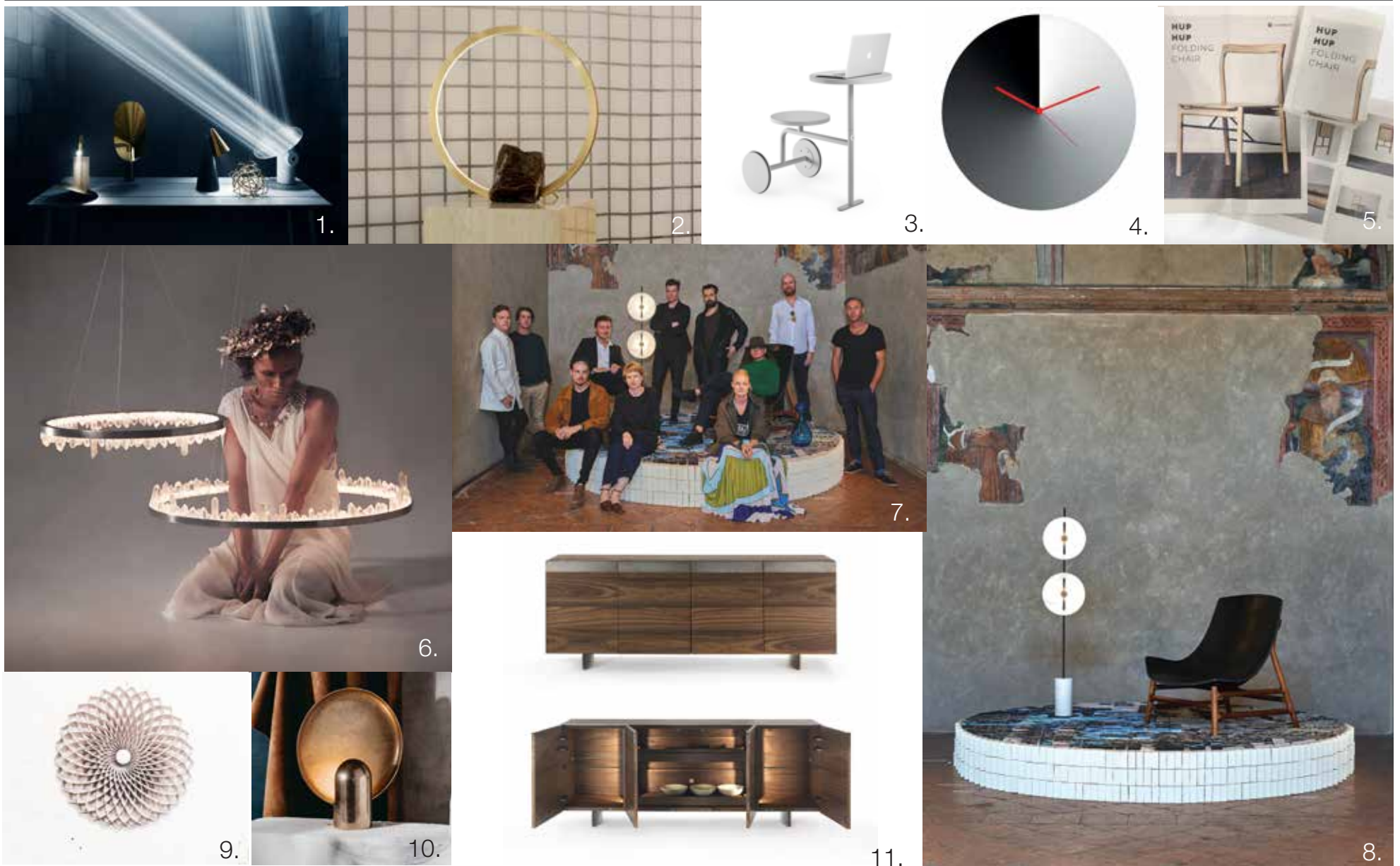
SP01

A NEW DESIGN BRAND FEATURING A
COLLECTION OF BEAUTIFULLY DETAILED,
HAND-FINISHED FURNITURE, CONCEIVED
IN AUSTRALIA AND MADE IN ITALY

AS SEEN AT
STOCKHOLM DESIGN WEEK,
MILAN DESIGN WEEK,
NYCDESIGN & DEN FAIR

SP01DESIGN.COM
AVAILABLE IN AUSTRALIA FROM SPACE FURNITURE

Australian design goes global in 2017



1. POLAR by Ross Gardam featured on the cover of WALLPAPER* Magazine (April 2017), and the 23 carat limited edition ORA light exhibited during Milan Design Week with LOCAL DESIGN.
2. ORACLE by Christopher Boots showcased at Collective Design, NYC in May.
3. Alexander Lotersztain launched LES BASIC at ICFF NYC in May, alongside his brand DERLOT.
4. Adam Cornish celebrated his first design for Alessi during Milan Design Week.
5. HUP HUP by Tom Skeeahan unveiled at ICFF, NYC in May.
6. Christopher Boots created unique lighting designs for the collectors' market with different installations for PAD PARIS in March; LOCAL DESIGN in Milan; and Galerie Armel Soyer Paris in April.
7. LOCAL DESIGN exhibited work by 11 established Australian designers, curated and produced by Emma Elizabeth for Milan Design Week.
8. MITO by Tom Fereday, SETTLERS CHAIR by Jon Goulder, and FARFALLA Rug by Emma Elizabeth showed as part of LOCAL MILAN.
9. SUN by Ed Linacre from Copper ID at Salone Satellite, Milan.
10. CAST IMPRESSIONS by Henry Wilson featured in Aesop Brera, Milan, during Salone del Mobile.
11. LINEAR credenza by David Knott launched for Italian brand RIVA1920.

‘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™

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

Vivienne
Westwood

SPENCE & LYDA spenceandlyda.com.au
[@spenceandlyda](https://twitter.com/spenceandlyda)

GLISSANDO
designed & made by Jon Goulder
limited edition of 12 (4 left in edition)





AUTHENTIC DESIGN ALLIANCE™ 2017

AUTHENTIC DESIGN ALLIANCE is a members-based education platform supporting original furniture, lighting and object design.

Committed to eradicating 'design theft,' we advocate for improved Intellectual Property protection for design practitioners through an extensive event program and media campaign.

MEMBERSHIP FEES HELP FUND OUR ADVOCACY & ONGOING EDUCATION REGISTER ONLINE NOW!

REGISTER authenticdesignalliance.org design-made.org
 FOLLOW US [@authenticdesign_au](https://twitter.com/authenticdesign_au) [@design_made_](https://twitter.com/design_made_)

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| JUNE VIVID Sydney in partnership with FACTORY DESIGN DISTRICT Australian Design Centre + Good Design Australia | JUNE 1 // VIVID Sydney HANDMADE talk Australian Design Centre Karen McCartney + Fiona Lyda Jon Goulder Andrew Simpson Lisa Simpson William Smart | JUNE 8-11 // VIVID Sydney GOOD DESIGN EXCHANGE Design talk + cocktails Overseas Passenger Terminal Anne-Maree Sargeant + Tomek Archer Sarah Gibson Michael Young good-design.org | JUNE 8 - 10 DENFair Curated art & design Melbourne Exhibition Centre Trade only // Thurs - Fri Public day // Saturday denfair.com.au | JUNE 30 Launch Pad Prototype exhibition INDE AWARDS (tickets essential) launch-pad.com.au indeawards.com |
| | JULY 5 DESIGN MADE Media & industry launch, Sydney (invitation only) design-made.org | JULY AUTHENTIC DESIGN ALLIANCE Melbourne launch Hosted by CULT Leading designers presenting new work + cocktail event (invitation only) cultdesign.com.au authenticdesignalliance.org | JULY AUTHENTIC DESIGN ALLIANCE Sydney & Brisbane launch Announcement soon! authenticdesignalliance.org | JULY 20 -23 vivid design competition Emerging design exhibition Melbourne Exhibition Centre Industry // Thurs - Saturday Public day // Sunday 23 decoranddesignshow.com.au |
| | AUGUST 6 - 23 Workshopped Moore Park Supa Centa Design exhibition open to public (free) workshopped.com.au | AUGUST 11 - 12 Sydney Indesign industry event held over two days register to visit indesigntheevent.com | SEPTEMBER 8 - 12 MAISON e OBJET Paris trade exhibition furniture, design, lighting, accessories, trends, workshops maison-objet.com | SEPTEMBER 16 - 24 LONDON DESIGN FESTIVAL City-wide event program open to industry & public londondesignfestival.com |
| | AUGUST SEPTEMBER | | | |

APPLY TO EXHIBIT
hello@design-made.org



DESIGN FOR EVERYONE

A new contemporary design event showcasing furniture, lighting and objects for home and living

Open to creative industries and public
Celebrated over 3 days this October



27 - 29 October 2017

SUNSTUDIOS
Sydney






design-made.org @design_made_





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NEW EVENT
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 AUTHENTIC DESIGN ALLIANCE™
 FACTORY DESIGN DISTRICT



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SUNSTUDIOS

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 GOOD DESIGN AUSTRALIA
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 LAUNCH PAD
 HOPPED WORK


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 THE LOCAL PROJECT  THE SNAP ASSEMBLY


YOUNG HENRYS


LEGAL PARTNERS
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RE-LAUNCHED WITH THANKS
CHRISTOPHER BOOTS  CULT

 designcraft  living edge

ownworld Rakumba

SPENCE & LYDA  stylecraft

ADA DESIGN & DIGITAL
 ROBERT PARNASS DESIGN

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