



AUTHENTIC DESIGN ALLIANCE™

Supporting
Original Design

The problem with replica.

In the mid-2000s the replica furniture industry began as a way to legally reproduce iconic designs no longer protected by copyright.

Most replica companies were based in the UK where furniture wasn't protected by the strict IP (intellectual property) laws enforced in most of Europe.

Unauthorized copies of famous 20th century furniture flooded the market – counterfeits of original designs by Arne Jacobsen, Hans Wagner, Charles Eames, Achille Castiglioni, Le Corbusier, Eileen Gray and many more.

The Asian manufacturing boom coincided with the rise of both online retailing and social media. Pretty quickly **knockoffs became cheaper and cheaper**, and very easy to find, compare and buy.

Consumers developed a thirst for the least expensive option, adopting **disposable decorating habits by buying poorly made products that have a very short lifespan.**

By 2015 the replica industry cost tens of thousands of UK jobs, and turned over \$100+ million annually. Not only that, most living designers discovered their work copied, the problem, by then, became endemic.

Acting on the damage to British creative industries, the **UK announced a ban** on replica furniture to be enforced in 2020.

Alarmed at the delay in action – a group of leading European brands led by **Vitra, Artek**

and Flos attacked the UK Government, advocating for **copies of licensed (original) designs to be criminalized immediately.**

In 2016 the UK announced sweeping changes to IP laws that included **finest of up to £50,000 and 10 years jail, making replica furniture illegal!**

UK Copyright law also aligned with EU – and iconic furniture designs are now protected.

Strict border protection prevents counterfeits from entering Europe or Britain. A strategy also employed in the USA where knockoffs are seized and destroyed before entering the market.

So where does Australia sit?

Unlike Europe, UK and New Zealand – Australian furniture and lighting designs are not protected by automatic copyright.

Designs must be registered with IP Australia – protected for only 10 years. This is not long enough for designers and brands to recoup their initial investment or earn income from sales of their products.

The 2016-17 Productivity Commission inquiry into Intellectual Property (PCIP) made no recommendations to extend design protection – citing that due to the 'lack of empirical evidence' that the Australian design industry loses out financially to knockoffs, nothing would change and replica remains legal.

Our government fails to recognize the economic contribution of design. With unprecedented investment in locally created collections by brands and manufacturers, Australian businesses keenly eye global markets, and furniture and lighting exports continue to rise.

We are the global dumping ground for fake designer furniture. Unless we act now - it's a race to the bottom.

Support the creators and makers, retailers and distributors, manufacturers and brands that produce and sell original design.

Join the ADA and help stop design theft.

#getrealbuyrealsupplyreal

#buywellbuyonce

#replicaisfake

@authenticdesign_au



HELP STOP DESIGN THEFT // JOIN THE ADA NOW

authenticdesignalliance.org

“

Having feasted on imports for years, counterfeiters have begun ripping off Australian furniture designs.

And the law lets them do it.

STEPHEN TODD
Australian Financial Review
Design Editor

”



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

ADAM GOODRUM
Productivity Commission 2016

6 Facts About Design Theft.

1.

THE WORD 'REPLICA' CONFUSES CONSUMERS

Consumers think the replica is connected to the original designer or licensed brand.

'Replica' is mistaken for a trend – like 'vintage' or 'industrial.'

It's time to get real – replica is fake. Replica is design theft.

2.

DESIGNERS EARN INCOME FROM ROYALTIES

Industrial designers and furniture designers work in small studios or as designer-makers. Design theft robs them of a rightful income – royalties, a small percentage of net sales. They can't afford to fight knockoffs of their work legally even if the design IP is protected.

3.

DESIGN THEFT HURTS MORE THAN THE CREATOR

Supporting design theft damages the not just designers but also the retailers, distributors, importers and manufacturers of original products. The entire design economy is affected. Replicas and counterfeits affect the future of our industry.

4.

CONSUMERS DON'T KNOW WHAT'S REAL OR FAKE.

Compared to Europe, we lack an imbedded design culture. Most consumers and businesses don't know what is real and what's fake.

Even our government can't see a problem. Education is critical to encourage support for original design.

5.

DISPOSABLE DECORATING FEEDS LANDFILL

The cheapest option equates replacing a product 10 or more times compared to investing in an original product that will last a lifetime.

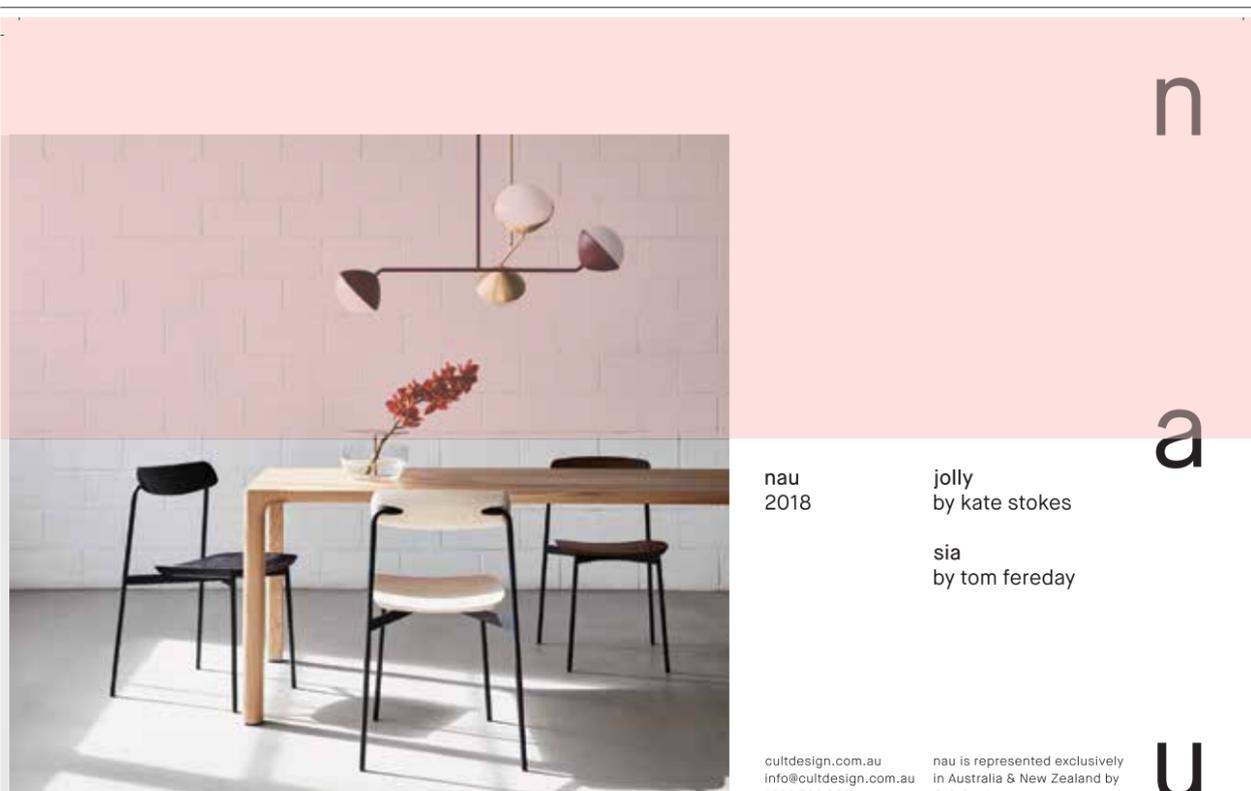
We must choose well, buy once and invest in ethically made products, produced using sustainable practices.

6.

INDUSTRY PROFESSIONALS ARE PART OF THE PROBLEM

Many interior design and building professionals either don't know, or worse – don't care about what is real and what is fake! Design theft hurts the industry as a whole.

Professionals must specify products responsibly to ensure a more sustainable future.



nau
2018

jolly
by kate stokes

sia
by tom fereday

cultdesign.com.au
info@cultdesign.com.au
1300 768 626

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



**AUTHENTIC
DESIGN ALLIANCE™**
Supporting
Original Design

HELP STOP DESIGN THEFT JOIN THE ADA NOW

ADA members directly fund our education, advocacy and campaigns.

Individual Membership	\$180 +gst
Business Membership	from \$900 +gst
Gold Partners (less than 2 coffees a week)	\$3,300 +gst
Platinum Partners	\$5,000 +gst

authenticdesignalliance.org

Australian Design Going Global



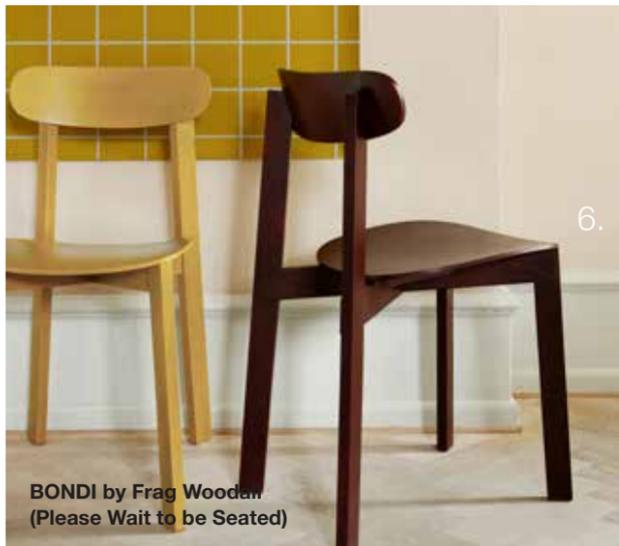
TYPOGRAPHY
Studio Truly Truly (Rakumba)



CLIKCLACK KITCHEN TOOLS
Alquemy (David Knott & Phil Walsh)



SIA Chair, Tom Fereday (Nau)
EVER Mirror, Hava Studio



BONDI by Frag Woodan
(Please Wait to be Seated)



INNATE
Jon Goulder (Spence & Lyda)



THE BLOOM CABINET
Adam Goodrum & Arthur Seigur



SO Lights
Tom Skeeihan, Skeeihan Studio

“
Launching a single product employs a network.
A successful collection creates a sub-economy.
 ”

ANNE-MAREE SARGEANT
 Authentic Design Alliance
 Director

OUR DESIGN INDUSTRY BOOM

The 20th century design boom created instantly recognisable furniture and lighting designs that hold a value that transcends a price tag. Over time these designs become collectible and highly sought after.

Vanguard brands like B&B Italia, Cassina, Herman Miller, Vitra, Flos and Fritz Hansen produce modern masterpieces, iconic designs that are made under license. These brands also commission new work, always pushing design innovation with technology, materials and process. It's invention.

During the past decade a return to craftsmanship, and the rise of designer-makers and self-producers has created demand for carefully made products – products made with a lot of love, made to last a lifetime and to be cherished.

Australian design is at an all time high with unprecedented investment in locally created collections distributed both domestically and offshore. Space Furniture, CULT, Stylecraft and Spence & Lyda are among many retail distributors who carved a niche by importing the best global design brands.

Many of these companies now invest in their own locally created collections, modern classics by Australian designers that are taking the world by storm.

We're witnessing 'Australian Design 2.0', and we must protect our industry by stopping knockoffs and see replica designs become illegal.

Good design is an investment. Good design is made to last.
If you can't afford an icon – invest in a local product instead.



Jon Goulder
INNATE

A collection of furniture with an inherently Australian sensibility – spare, lean and elegant –

SPENCE & LYDA

STAND 1006



AUTHENTIC DESIGN ALLIANCE™

AUTHENTIC DESIGN ALLIANCE exists to support and promote original furniture, lighting and designed objects.

We campaign for radically improved design protection, aiming for the replica industry to be criminalized in line with Europe and the UK.

The ADA is a social enterprise run by a small team supported by an independent group of industry volunteers. We strive to encourage industry best practice and urgently need your support.

MEMBERSHIP FEES DIRECTLY FUND OUR PROGRAM & CAMPAIGNS.

HELP STOP DESIGN THEFT – JOIN THE ADA NOW!

@authenticdesign_au
authenticdesignalliance.org

2018

MARCH SYDNEY DESIGN FESTIVAL MELBOURNE DESIGN WEEK	ADA IP 101 // Intellectual Property workshop at Australian Design Centre Presented with Australian Copyright Council & Banki Haddock Fiora lawyers 08 03 Sydney	ADA // DISCOVERING AUSTRALIAN DESIGN at Catapult Panel: Adam Goodrum Tom Skeeahan Matt Woods Jasmine Ghoniem 09 03 Sydney	ADA // AUSTRALIA'S THIRST FOR COLLECTIBLE DESIGN Panel: Christopher Boots Pascale Gomes-McNabb Dion Horstmans Lou Weis 21 03 Melbourne	APRIL MILAN DESIGN WEEK MAY NEW YORK DESIGN WEEK
JUNE DENFAIR Melbourne 14-16 June	ADA IP 101 // Intellectual Property workshop at DENFAIR Presented with Australian Copyright Council & Banki Haddock Fiora lawyers 15 06 Melbourne	CafeCulture+ Insitu hosts Studio Truly Truly in conversation with ADA// Anne-Maree Sargeant 15 06 Melbourne 20 06 Sydney 21 06 Brisbane	JULY VIVID DESIGN COMPETITION // ADA AWARD OF MERIT DÉCOR+DESIGN 19-22 July	AUGUST DENFAIR Sydney 16-18 August

“

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

PLATINUM PARTNERS



GOLD PARTNERS



LEGAL PARTNER



EVENT PARTNER



AFFILIATES



IS DESIGN × IS MANUFACTURE × IS AUSTRALIAN × IS AUTHENTIC



DASCH | ACOUSTIC PENDANT by JASON BIRD



HELP STOP DESIGN THEFT // JOIN THE ADA NOW authenticdesignalliance.org