



# AUTHENTIC DESIGN ALLIANCE®

Supporting  
Original Design

## The Problem with Copyright.

**In Australia, original works of art, photography, music, film, literature and even architecture are automatically protected by copyright.**

**But not furniture, lighting and designed objects!**

**If blog posts and marketing images created by designers and brands to promote their work are copyright protected, surely their product collections should be treated equally?**

All creative disciplines should have the same Intellectual Property (IP) protection when it comes to copyright. Our designers operate at a competitive disadvantage because we are so far behind our trading partners in protecting furniture designs.

Australia has some of the most lax IP laws in the world regarding furniture and lighting - making us a dumping ground of the replica industry.

Without copyright protection the furnishing sector can only rely on design registration. This process is relatively expensive, and provides just 10 years protection against knock-offs.

Australia also has no 'grace period' for designs, meaning registration is not possible after the design has been publicly exhibited or published (even in an Instagram post!)

After design registration expires - products are legally open for counterfeiters to reproduce without penalty. How would you feel about businesses profiting from your own original idea?

Adding to our competitive disadvantage - it is legal to use the creators name to sell copies of their original products by inserting the word 'replica.' This allows counterfeiters

to leverage the good reputation of designers to peddle cheap copies of their work. No other industry allows this!

'Replica' as a word is misleading. It confuses customers who think copies are associated with the original. 'Replica' is also mistaken to be a trend, like 'vintage' or 'industrial.'

We need to be real - replica is fake! Replicas are knock-offs, counterfeits, and represent design theft.

By contrast, Europe sits at the other end of the scale. Denmark stringently protects its thriving furniture industry - offering copyright protection, a longer design registration period and unregistered design rights - the former extending for the lifetime of the designer plus an additional 70 years ('life plus 70').

In 2016 the UK made radical changes to its copyright and design laws after bowing to pressure from leading European design brands Artek, Vitra, Flos, and others, who

successfully lobbied the UK government to align the British design sector with the EU.

The UK extended automatic copyright protection for furniture designs from 'life plus 25' years to 'life plus 70', levelling fines of up to £ 50,000 - and 10-years jail to protect their creative industries in the fight against the replica furniture market!

**HELP STOP DESIGN THEFT - JOIN THE ADA.**

**OUR MEMBERS DIRECTLY FUND OUR ADVOCACY.**

The Authentic Design Alliance advocates for radical IP reform to support both our growing local manufacture sector and also the imported brands that are presently savaged by knock-offs.

Our ongoing education program promotes the value of investing in original products.

**Choose well, Buy Once, Make it last.**

#replicaisfake  
#stopdesigntheft  
#getrealbuyrealsupplyreal  
@authenticdesign\_australia



HELP STOP DESIGN THEFT // JOIN THE ADA NOW

[authenticdesignalliance.org](http://authenticdesignalliance.org)

“

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**

Good Design Australia, CEO  
World Design Organisation, Senator  
good-design.org



“

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

”

**TOMEK ARCHER**

Archer Office, Principal Architect  
Archer Objects, Furniture Designer  
Van She, Drums, Sequencer, Songwriter (2005-2012)

**LETS GET REAL**

# 6 Facts About Design Theft.

**1.**

**THE WORD 'REPLICA' CONFUSING CONSUMERS.**

Replicas are NOT connected to the original designer or brand licensed to make the work.

Replica is mistaken to be a trend like 'Vintage' or 'Industrial' vs designs stolen from authorised brands.

We need to get real!  
Replica is fake.  
Replica is design theft.

**2.**

**DESIGNERS EARN THEIR INCOME FROM ROYALTIES**

Industrial and furniture designers work solo in small studios or as designer-makers. Design theft robs them of a rightful income, royalties - a small percentage of net sales.

Independent designers can't afford expensive legal battles, even if their work is design registered.

**3.**

**DESIGN THEFT DAMAGES THE ENTIRE DESIGN ECONOMY**

Buying copies and replicas hurts more than the designer - the entire design economy is affected - the brands, retailers, manufacturers, makers and importers invested in authentic design.

Counterfeit design threatens the future growth of Australia's furnishing industry.

**4.**

**AUSTRALIAN CONSUMERS DON'T KNOW WHAT IS REAL OR FAKE**

Compared to Europe, Australia lacks an embedded design culture. Most consumers don't know what's real and what's fake and our government can't see a problem.

Education is critical to understand the value of original design, so we can make informed buying decisions.

**5.**

**"DISPOSABLE DECORATING" FEEDS LANDFILL, IT'S UNSUSTAINABLE!**

Buying 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. Buy objects we value, care for, and keep.

**6.**

**INDUSTRY PROFESSIONALS ARE A HUGE PART OF THE PROBLEM**

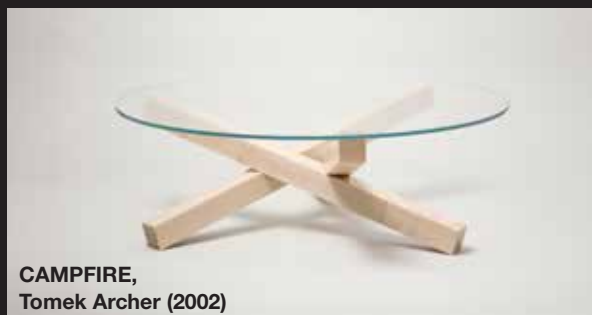
Many interior design and building professionals don't know, or worse, don't care about what's real and what's fake!

Australian businesses profit by knocking off local designs.

Design theft by professionals hurts the entire industry and devalues their projects!



**AUTHENTIC DESIGN ALLIANCE®**  
Supporting Original Design



CAMPFIRE,  
Tomek Archer (2002)

**CASESTUDY**

CAMPFIRE by Tomek Archer is listed in Australian Financial Review top 20 Australian designs of all time – alongside the Holden Monaro and Marc Newson Lockheed Lounge.

Tomek registered the design as a student. Soon after the 10-year registration expired a leading Replica Retailer announced on Social Media 'how do you like our cool new table?'

Before 30 years of age, Tomek had no valid IP protection. Surely Australian design talent has the right to profit from their own original concepts ongoing?

Successful products contribute to growing manufacturing and fabrication sectors, and boost the broader design economy. Imported replicas and counterfeit design robs the growth potential of the Australian furnishing industry.

**ABOUT THE AUTHENTIC DESIGN ALLIANCE**

The ADA is an independent member-funded association that exists to promote the value of investing in original furniture, lighting and interior products in the fight against design theft.

As an education platform, we support designers, manufacturers, distributors, importers and retailers of authentic products by advocating for radically improved Intellectual Property (IP) protection.

ADA members directly fund our campaigns for change to support the growth of the Australian furnishing industry.

**CURRENT ADA CAMPAIGNS**

- IP Australia have invited ADA consultation for the review on Australian Design Systems (registrations).
- Supported by our Affiliate partners Australian Copyright Council, we're actively advocating for a review into design Copyright.

**HELP STOP DESIGN THEFT JOIN THE ADA**

ADA members directly fund our education, advocacy and campaigns.

Supporter	\$180 +gst
Bronze Partner	\$900 +gst
Silver Partner	\$2,000 +gst
Gold Partner	\$3,300 +gst
Platinum Partner	\$5,000 +gst

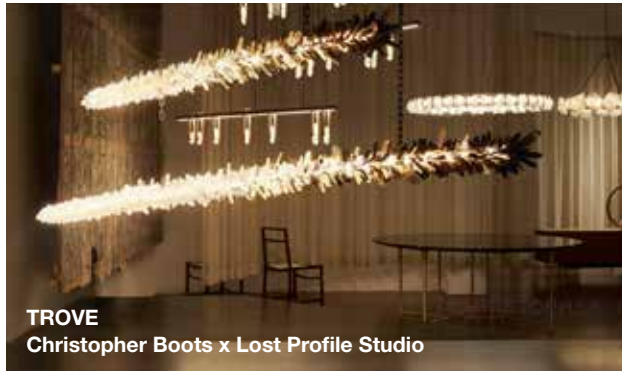
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# Australian Design Rules Milan



**CURIOSITY CABINET**  
Christopher Boots



**TROVE**  
Christopher Boots x Lost Profile Studio



**LOCAL MILAN No.4**  
Skeehan x Skellan (chair), Emma Elizabeth (rug), Dylan



**LOCAL MILAN No.4**  
New Volumes



**DesignByThem**  
DION LEE

DesignByThem x Dion Lee



**ACOUSTIC LIGHTING**  
Jason Bird (LUXXBOX) for Panzeri at Euroluce



**JEANETTE & LOUIE**  
Tom Fereday for SP01

“  
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

Milan Design Week 2019 saw the most significant presence of Australian release during the world's largest and most important design event.

Every April Milan's population swells by 1 million as the design community descend for that 7-day maelstrom of creative hyperflux for Salone del Mobile.

Australian design is now big business, and firmly in the global spotlight, this year marking our strongest presence to date, with a record number of independent exhibitions across Milan.

**Rho Fiera** Trade Fair complex spans 200,000m sq and attracts 400,000 visitors over 6 days. The **Euroluce lighting** exhibition featured **ARTICOLO**, **Rakumba**, **Luxxbox** and **Duncan Meering**; and at the emerging designer pavilion **Salone Satellite - Melbourne Movement** again showed incredible strength, with **Kristen Wang** landing a prestigious **SatelliteAward**.

In the city centre **Emma Elizabeth** delivered **LOCAL MILAN No4**, presenting the largest ever exhibition of Australian design in Milan with work by 44 creatives. Nearby were gallery installations by **Christopher Boots** with **Lost Profile Studio**, and **Volker Haug**.

**Christopher Boots** with a one-off work destined for the collector market, joined **Alexander Lotersztain** at **Rossana Orlandi** – Alex exhibiting in Rossana's ocean plastic awareness campaign.

**SP01** and **Mud Australia** showed in Tortona, and the **DesignByThem** collaboration with fashion designer **Dion Lee** shone in a large studio in the Isola area.

With so many Australian design brands dominating the international market place, it is crucial that these brands are protected on home turf to enable the ongoing growth of our thriving industry!

EASEL PROJECT COLLECTION ONE  
Launching at DENFAIR.  
Featuring an internationally celebrated  
line-up of artists and designers.

ADAM CORNISH / ADAM GOODRUM / BELYNDA HENRY  
HAM DARROCH / JAIME HAYON / LOUISE OLSEN  
MARCUS PIPER / RACHEL DERUM

PRESENTING PARTNER

PRODUCTION PARTNERS

IN SUPPORT OF



EASELPROJECT.COM

@\_EASELPROJECT

# ADA Members at DENFAIR

As Australia's leading contemporary design destination for industry professionals unveils a fifth edition – we look at new releases from Authentic Design Alliance members at DENFAIR.



DENFAIR™

[denfair.com.au](http://denfair.com.au) // [@denfair](https://twitter.com/denfair)



STAND 602 / 1208

## NAU (Cult)

PLATINUM MEMBER

**CHAMELEON Table System**  
by Adam Goodrum

Able to cleverly adapt to its environment, Chameleon embodies refined engineering, functional design and versatile forms that are ultimately configurable. A conceptual installation invites visitors to explore the structural uniqueness of the table system.

[naudesign.com.au](http://naudesign.com.au)  
[@nau\\_design](https://twitter.com/nau_design)



STAND 916

## STEELCASE

PLATINUM MEMBER

**UMAMI Lounge System**

by Steelcase Global Design Team  
Steelcase is the world's leading manufacturer of office environments, creating great experiences for leading organizations across industries, globally for 105 years.

[steelcase.com](http://steelcase.com)  
[@steelcase](https://twitter.com/steelcase)



STAND 1110

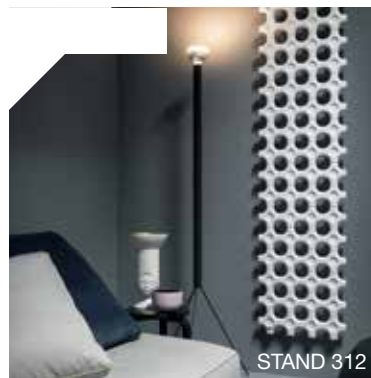
## LUXXBOX

GOLD MEMBER

**WAFFLE Acoustic Baffle**  
by Jason Bird

Following launches in Milan and Orgatec, Luxxbox present new acoustic solutions for the workplace, an area pioneered by principal designer and director Jason Bird. Luxxbox are based in Brisbane and distribute globally

[luxxbox.com](http://luxxbox.com)  
[@luxxbox\\_design\\_studio](https://twitter.com/luxxbox_design_studio)



STAND 312

## OBLICA

GOLD MEMBER

**ADD-ON**  
by Satyendra Pakhalé for TUBES Radiators

Introducing TUBES – the most beautiful modular heating panels, radiators and heated towel rails in the world – joining the Oblica suite of thermally efficient fireplaces, to deliver next level designer warmth.

[oblica.com.au](http://oblica.com.au)  
[@oblica\\_fireplaces](https://twitter.com/oblica_fireplaces)



STAND 1211

## SEEHOSU

GOLD MEMBER

**ROUNDISH Chairs**  
by Naoto Fukasawa

Naoto Fukasawa's new seating for MARUNI expands the Roundish collection, and reflects the superb craftsmanship of the 90 year old Japanese wood furniture manufacturer.

[seehosu.com.au](http://seehosu.com.au)  
[@seehosu](https://twitter.com/seehosu)



STAND 612

## TAIT

GOLD MEMBER

**SCAPE Seating System**  
by Adam Goodrum

With around 70% of global population residing in cities by 2030 – SCAPE, a clever adaptable seating system for multi-use public spaces, is designed to enhance urban living; inspired by nature and made from engineered concrete.

[madebytait.com.au](http://madebytait.com.au)  
[@madebytait](https://twitter.com/madebytait)



STAND 814

## ANACA STUDIO

BRONZE MEMBER

**SEDIS Seating**  
by Anne-Claire Petre

Strong, minimalist lines informed by Art Deco architecture inspired the SEDIS seating collection by ANACA STUDIO Principal and Designer Anne-Claire Petre. All products are designed and made in Melbourne.

[anacastudio.com.au](http://anacastudio.com.au)  
[@anacastudio](https://twitter.com/anacastudio)



STAND 308

## DIDIER

BRONZE MEMBER

**CREVASSE & CALDERA Tables**  
by Ross Didier

With paired-back simplicity meeting signature detailing that makes each piece perfectly resolved, DIDIER unveil new table collections, along with bold updates to existing classic seating and lighting.

[didier.com.au](http://didier.com.au)  
[@rossdidier](https://twitter.com/rossdidier)



STAND 414

## IN-TERIA

BRONZE MEMBER

**HOOK\_UPS Customisable Wall Hooks**

IN-TERIA fuse architectural practice with interior and object design, and showcase HOOK-UPS, a new series of made-to order wall hooks, with new architectural door hardware in collaboration with Tasmanian ceramicist Lindsey Wherrett.

[interia.com.au](http://interia.com.au)  
[@interia\\_studio](https://twitter.com/interia_studio)



The definitive locator for sourcing authentic products, materials and services - coming soon!

The Design Directory- the easiest way to find original design online.

Discover genuine products, services, materials and resources from local and imported brands, or explore handcrafted furnishings and accessories from bespoke makers via this easy to use and free to access platform.



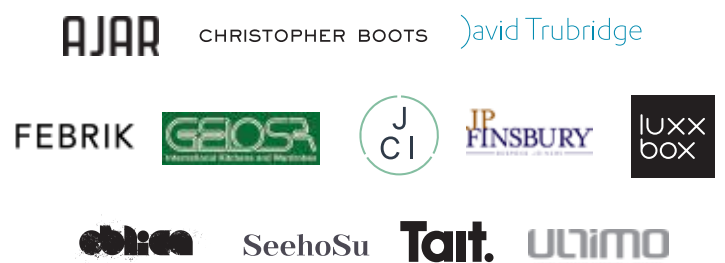
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### GOLD PARTNERS



### AFFILIATES



### ADA LEGAL PARTNER

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