

ESQUE

the **baresque** magazine

**120 NEW
PRODUCTS
INSIDE**

CLADDING p24

WALLCOVERINGS p62

FABRICS p128

HORIZONTAL SURFACES p168

TRANSLUCENT SURFACES p178

Australian Made volume 2

AUSTRALIAN Made

COLOUR FEATURE / GREEN & GOLD
NATURALS - ORGANICS / DESIGN TYPE
FEATURE
DESIGNER PROFILE / BRAND & SLATER
CASE STUDIES / SOFTEL BRISBANE /
CURTIN UNI
SUPPLIER PROFILE / BOTANIST
RISING STAR / MANDI KING / GREG BURTON
EDUCATIONAL FEATURE / WHAT IS
AUSTRALIAN MADE



BOTANIST DESIGNER SERIES pxx

b
baresque

SUBMIT & WIN SECOND ISSUE COMPETITION p9

The Art of Storytelling with Botanist

Eco-friendly. Durable. Versatile. Chic. Orange22's Botanist series in furniture and home accessories has found the balance between sustainability and the commercial price-point. With a percentage of sales donated to charity, it is smart design with a conscience. But the Botanist series is more than just social responsibility; it's a rich story-telling mechanism.

The Botanist series exploits the simplicity of curvilinear form, employing a host of internationally renowned designers to populate its clean, simple lines. The line-up includes celebrated and emerging talents like Milton Glaser, Yves Behar, Karim Rashid and Kahi Lee, drawn to Botanist's promise to match their royalties with a contribution to their charity of choice.

"Most of the designers chose foundations that were close to home," says Orange22's founder, Dario Antonioni, "so the dialogue between

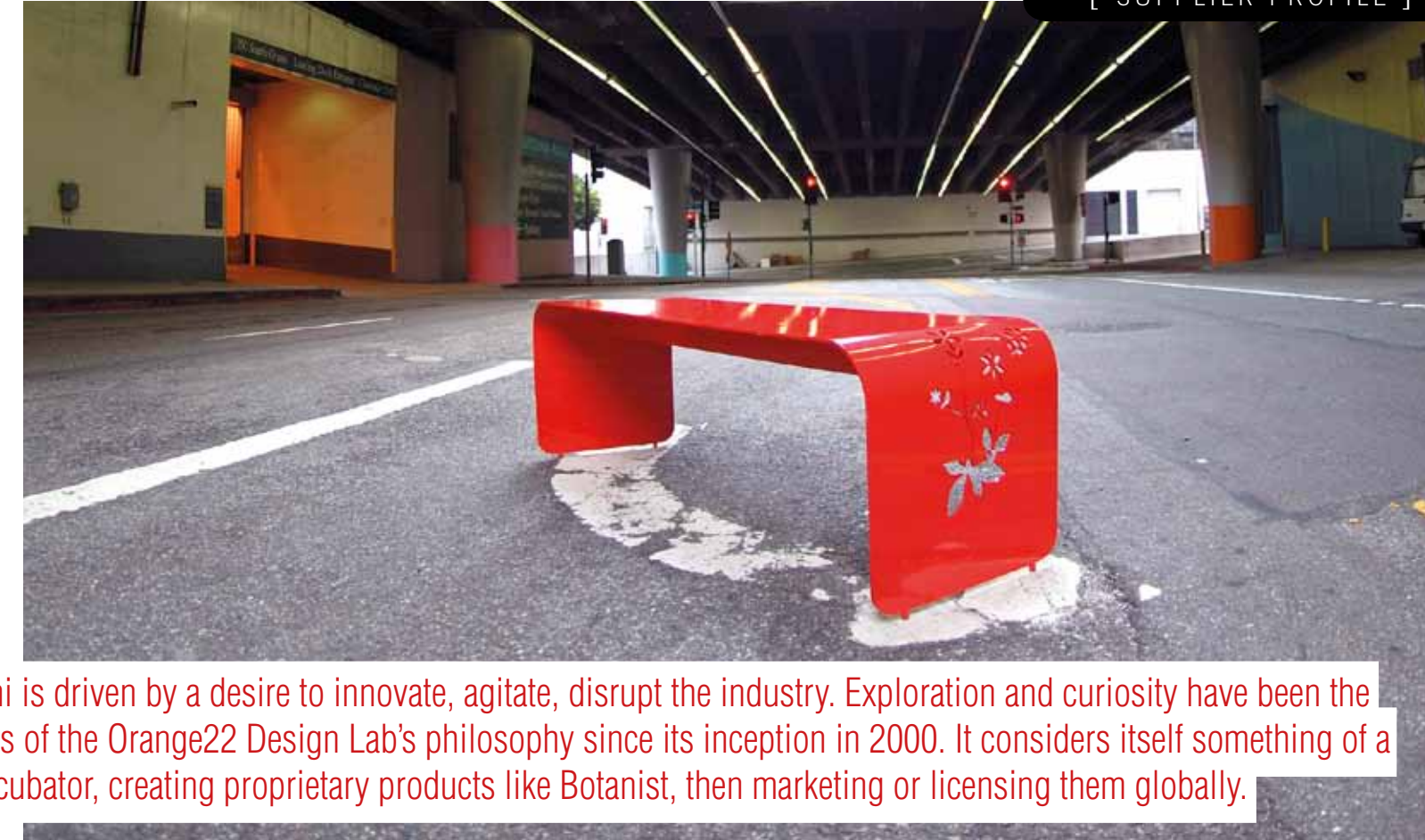
designer and product is personal." Joseph Richio's elegant dew-laden branch evokes earth, water and life, in memory of a close acquaintance who passed away from AIDS. "It's very loaded and emotional," Antonioni explains.

Antonioni is driven by a desire to innovate, agitate, disrupt the industry. Exploration and curiosity have been the keystones of the Orange22 Design Lab's philosophy since its inception in 2000. It considers itself something of a brand incubator, creating proprietary products like Botanist, then marketing or licensing them globally.

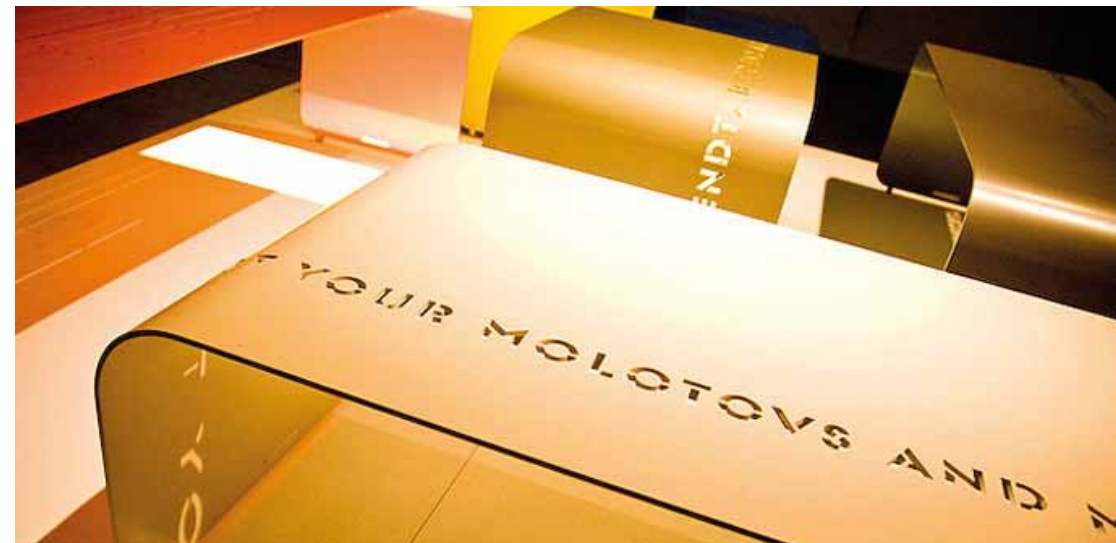
Botanist was born out of the desire to give something back. Inspired by the philanthropic activities of Los Angeles celebrity community, Antonioni was determined design collaborations too could make a difference. With over a decade in the furniture industry, he had travelled extensively to fabrication economies like Surabaya, Shanghai, Jakarta, parts of Mexico,



Dario Antonioni



Antonioni is driven by a desire to innovate, agitate, disrupt the industry. Exploration and curiosity have been the keystones of the Orange22 Design Lab's philosophy since its inception in 2000. It considers itself something of a brand incubator, creating proprietary products like Botanist, then marketing or licensing them globally.





Eco-friendly. Durable. Versatile. Chic.

and experienced first hand the reality of mass consumerism.

“In Indonesia, ten-year-old barefoot kids are building stuff for these major American companies and I thought this is not the way. I wanted to do something.”

The Botanist manufacturing process is extremely lean, reducing its impact on the environment. The use of high-pressurised water to cut the graphics means that water vapour is the only bi-product. Powder-coating is solvent-free. Products are made to order utilising computerised technology at the cutting edge of fabrication processes. In addition to the environmental

advantages this affords, orders are not bound by minimums.

The Botanist series is also contract grade, its longevity uncompromised by exposure to extreme environmental conditions (sun, sea-salt, mist). Made from 70% recycled aluminium alloy, the material is highly corrosion resistant and equally adaptable for indoor and outdoor use, requiring zero maintenance.

Botanist’s bench, side and cocktail tables translate seamlessly from residential to retail to hospitality. The effective anti-theft feet can be secured to the ground without any conceivable hardware. They have



been installed in kindergartens, hospitals, universities, airports, the New York offices of Facebook, the Ross Perot Museum of Nature and Science in Texas and Google headquarters in San José. With its clean, simple design, the Botanist series could potentially live anywhere, a fact recognised by the demand in the market, with Botanist doubling its business every year since 2008.

With a palette of over thirty colours including metallics, and a rich diversity of aesthetic, the end-user has the creative freedom to realise truly unique landscapes. Products mix and match across designers. And the nesting of the side and cocktail tables enables a layered affect. While trays, lanterns and wall clocks are the latest offerings, the introduction of new designers ensures the Botanist brand is constantly reincarnating.

So what is generation next for Botanist? Antonioni is playing his cards close to his chest. But with the series set to launch on Australian shores there is much to celebrate. Baresque will be manufacturing the product locally under licence. Antonioni describes the collaboration as the perfect synergy, ensuring environmental and cost efficiencies. “Without such partnerships between like-minded companies, expansion would be impossible. The entire philosophy behind the brand would collapse.”

It is Antonioni’s fantasy that he will publish a history of Botanist ten years from its launch: 100 designs, 100 products and 100 foundations. The book would capture graphic trends across a decade as well as the rich tapestry of personal stories they represent. Sounds like storytelling at its best...



Features & Versatility



happy indoors and out

The Flow, Flora, and Designer series are ready for outdoor use; they employ an industrial grade powder coating on the aluminum structure, which naturally resists corrosion. The optional bench pad is made from marine grade vinyl and can withstand the sun and rain with ease.



powder-coating

TIGER Drylac® Powder Coatings are solvent-free and comprised of various synthetic resins, pigments and special additives for a high quality surface finish. Economic and ecological powder coatings represent the future of paint technology.



tough powder coat

Our powder coating is tougher than any paint. The process applies plastic resin particles to each piece, which is then baked in an oven, creating a durable layer of plastic on the surface. The colours are UV and weather resistant intended to be used outdoors. It's the toughest stuff that we could find, and we think it looks great too.



modern environment

Need a perfect place for your entertainment system that has modern technology in mind? The bench can be used to hold your Plasma TV and audio/visual equipment without the bulk to accommodate older technology. The structural brace has holes that can be used for cable management to keep pesky wires off the floor.



worried about water & rust?

Don't be. All Botanist pieces are made from aluminum alloy that is highly corrosion resistant and powder-coated for extreme durability. They are happy to live in a damp environment and look great in a garden or around the pool.



sleek and subtle

The sleek forms and intricate details of the botanist series communicate a sophistication of design and space. At home in a modern setting, as well as in the outdoors, the botanist pieces elevate the character of their surroundings.



impossibly thin

The thin profile cleverly conceals the true strength and durability of each Botanist piece.



nesting end tables

Our end tables are made to nest over the cocktail table, combining to create a layered look that highlights the complimentary surfaces and materials. A small storage area is created that can be used to conceal magazines, remotes, and incidentals.



add on security feet

Want to use these pieces in a public space? Our available surface mount security feet securely anchor these to the ground.



want to try your own graphic?

We are happy to apply your designs, including logos, patterns, and type, to our Botanist pieces. We can work with your designers to develop a product that fits your project. (Minimum order and setup fees apply).



want a custom colour?

We use the TIGER Drylac® Series 38 coating system, and can create custom Botanist pieces using any of their available colours. Contact us to receive a color specification chart (Minimum order and setup fees apply).



worried about strength?

Each piece is formed from a quarter-inch aluminum alloy sheet, making it durable, yet lighter than you might expect. In addition, the cocktail table and bench are reinforced further with a structural brace that is welded in place. Even the cocktail table can be used as occasional seating during an outdoor soiree or a loft party.



water-jet

Water is expelled from a small nozzle at a high velocity to create intricate designs in the aluminum. There is no heat involved in the process so the material maintains its integrity.

contract ready

Botanist pieces feature the durability, quality, and style that you expect from contract grade furniture.

FLOW

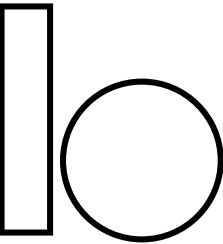
[FINISHED GOODS - BOTANIST]



DARIO ANTONIONI



studio name: orange22
url: www.orange22.com
foundation: special olympics



- composition:** aluminium powder coated
- features:** authentic signature medallion
- indoor/outdoor:** indoor or outdoor
- wet areas:** yes
- finishes available:** powdercoat - 23 colours available
- feet detail:** anti-theft security feet
- customisable:** yes, minimum 10 pieces
- refinishable:** no



1
texture



4
lustre



1
transparency

INSPIRATION

I love my work and that appreciation makes me want to give back. That's simply why we created Botanist. Inspiration for the simple forms came from the notion of a "blank canvas". Maximum surface area while creating a functional, strong, and modular system of nest-able geometrics was the goal. Reducing the objects to minimal needs became a key design driver. This is why there are three elements, a. the canvas, b. the rib, and c. the feet. The rest, is well--up to the designers.

WHY GIVE BACK?

My older brother Pablo has down syndrome. Throughout my life I've dedicated time as a Special Olympics coach, teacher, and friend to the down syndrome community. The experience has changed my life. Pablo is a reminder to me of our own purity, delicacy, simplicity, and what it takes to nurture true unwavering love. He makes us all special. That is why I have chosen the Special Olympics as my charity of choice.



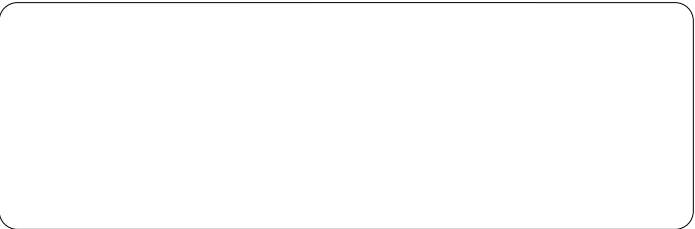
product: end
dimensions: 650L x 500D x 480H mm
colour: quince jelly

flat view



product: cocktail
dimensions: 1250L x 625D x 400H mm
colour: lime

flat view



product: bench
dimensions: 1500L x 450D x 450H mm
colour: birdie

flat view



BIOGRAPHY

By the age of 10, Dario Antonioni was a bona-fide flight junkie, churning out model airplanes like a man obsessed. While other kids were memorizing baseball statistics, Antonioni was devouring every book about the Wright Brothers he could get his hands on. Even then, Antonioni was amazed not so much by the flight itself--but by the fact that two nobody bicycle mechanics had the effrontery to revolutionize a field so far beyond their area of expertise that they had almost no business being there.

"They were the kind of innovators who didn't follow a standard path," says Antonioni. "They cleared a totally new path--even if it meant they didn't know where they'd end up, and they were unwilling to allow any barrier to stop them. To me, that's what innovation is about,"

Today, the founder of the Los Angeles design lab Orange22 still takes his cue from those aviators, refusing to abide by the often fiercely guarded distinctions between discipline in design. He calls himself a "maker of things"--a purposefully open-ended description, as Orange22 designs and fabricates both mass-market and limited-edition objects and furniture, brand-defining retail environments, residential interiors and design concepts licensed for mass production. In every case, Antonioni fuses technology, art and design, with the overarching intent to revolutionize the way we live.



EPIGRAM

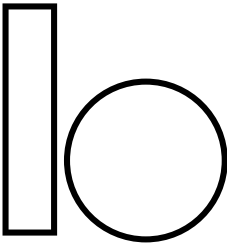
[FINISHED GOODS - BOTANIST]



MILTON GLASER



studio name: milton glaser
url: www.miltonglaser.com
foundation: irc



composition: aluminium powder coated
features: authentic signature medallion
indoor/outdoor: indoor or outdoor
wet areas: yes
finishes available: powdercoat - 23 colours available
feet detail: anti-theft security feet
customisable: yes, minimum 10 pieces
refinishable: no

 1 **texture**
 4 **lustre**
 1 **transparency**

INSPIRATION
Moly

WHY GIVE BACK?
Why not?

BIOGRAPHY
Milton Glaser, an American designer, was born in New York City on June 26, 1929. He attended the High School of Music and Art and the Cooper Union Art School in New York, and later, via a Fulbright Scholarship, the Academy of Fine Arts, Bologna, Italy. In 1954, he founded Pushpin Studios with fellow classmates. For twenty years Glaser, together with Seymour Chwast, directed the organisation, which exerted a powerful influence on the direction of world graphic design, culminating in a memorable exhibition at the Louvre Museum of Decorative Arts. In 1968, Glaser and Clay Felker founded New York Magazine, where he was president and design director until 1977. Later in 1983, Glaser and Walter Bernard formed WBMG, a publication design firm. Since its inception, WBMG redesigned a long list of magazines, consulted on various news publications, and designed a number of books.



product: end
dimensions: 650L x 500D x 480H mm
colour: hot lips

flat view

THE ENDTABLE TO END ALL ENDTABLES

Milton Glaser, Inc. was established in 1974. The work produced at this Manhattan studio encompasses a wide range of design disciplines. In the area of print graphics, the studio produces identity programs including logos, stationery, brochures, signage, and annual reports. In the field of environmental and interior design, the firm has conceptualised and site-supervised the fabrication of numerous products, exhibitions, interiors and exteriors of restaurants, shopping malls, supermarkets, hotels, and other retail and commercial environments. Throughout his illustrious career, Glaser has created over 300 posters and prints. He created the iconic I Heart NY logo in 1976 and designed the World Health Organisation's International AIDS Symbol and poster in 1987. In 1993, he designed the logo for Tony Kushner's Pulitzer Prize winning play, Angels in America. Glaser's designs have been exhibited all over the world, including solo exhibitions in Paris' Centre Georges Pompidou and MOMA in New York. Among many awards over the years, Glaser was the recipient of the Lifetime Achievement Award from the Smithsonian Cooper-Hewitt, National Design Museum. Glaser also received the prestigious National Medal of Arts, the highest award given to individuals or groups who are deserving of special recognition by reason of their outstanding contributions to the excellence, growth, support and availability of the arts in the United States. This award was presented by President Obama in the East Room in The White House.



product: cocktail
dimensions: 1250L x 625D x 400H mm
colour: lickedy lick

flat view

REST YOUR MOLOTOVS AND MARTINIS HERE



product: bench
dimensions: 1500L x 450D x 450H mm
colour: design delight

flat view

SIT RIGHT DOWN AND MAKE YOURSELF COMFORTABLE

FLORA

[FINISHED GOODS - BOTANIST]



BRANDON LYNNE



studio name: teague
url: www.teague.com
foundation: green dot public schools

- composition:** aluminium powder coated
- features:** authentic signature medallion
- indoor/outdoor:** indoor or outdoor
- wet areas:** yes
- finishes available:** powdercoat - 23 colours available
- feet detail:** anti-theft security feet
- customisable:** yes. minimum 10 pieces
- refinishable:** no

 1
texture

 4
lustre

 1
transparency

INSPIRATION
Flora was intended to combine the technical precision of the flow line of furniture with the beauty and irreverence of nature. In fact, this piece was the inspiration for the Botanist name. I have always found the intersection of the technical and natural to be fascinating; it highlights the possibilities of human achievement and alludes to the playfulness and casual beauty of nature. Los Angeles is full of these wonderful juxtapositions, and hopefully this collection embodies the delight they bring me.

WHY GIVE BACK?
As a recipient of a quality public school education, I realize the power and opportunity that schools have to help shape the future of children. During my time in Los Angeles, I was amazed at the differences from neighborhood to neighborhood, and the disparity between the opportunities for children in undeserved communities and their more well-off neighbors. Organizations like Green Dot are making huge strides to change the face of public education in the Los Angeles, and their efforts will transform the city into a brighter and more vibrant one.



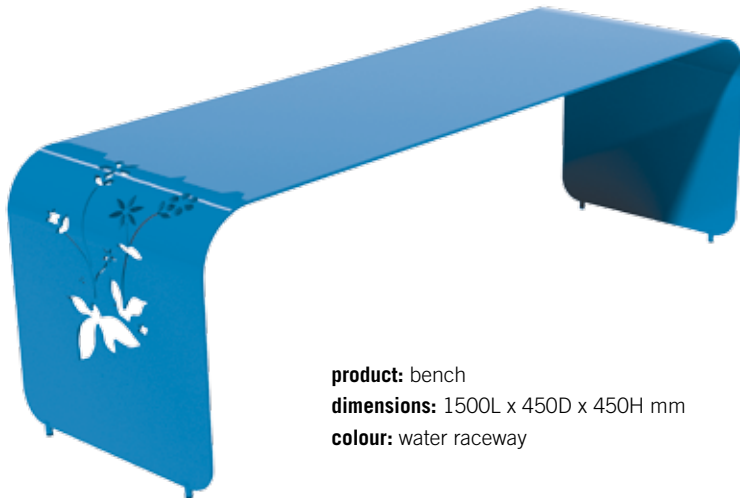
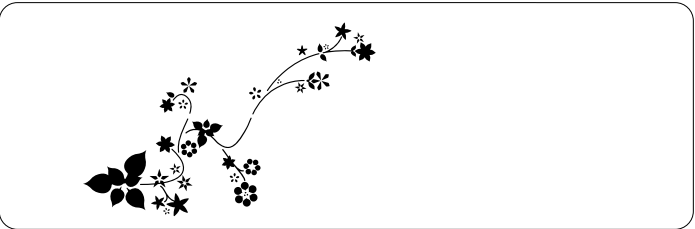
product: end
dimensions: 650L x 500D x 480H mm
colour: moss vale

flat view



product: cocktail
dimensions: 1250L x 625D x 400H mm
colour: summer waters

flat view



product: bench
dimensions: 1500L x 450D x 450H mm
colour: water raceway

flat view

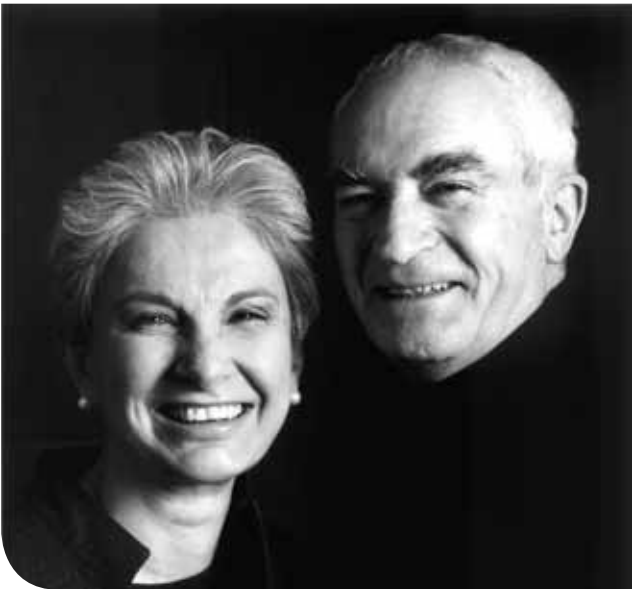


BIOGRAPHY
“I was raised on gardening, PBS, and a pretty heavy video game addiction. As interested in science and technology as art and nature, it seems that I’ve been groomed for design my entire life. Starting my path in engineering, and then veering a hard left into my current design career, I gravitate toward opportunities to learn and contribute.”
Brandon spent two years as a lead designer at LA firm Orange22, working on projects ranging from furniture and product design, to retail design.
He worked on retail concepts for Carpe Diem, L’Oreal/Matrix, and Biolage. He also developed products for established furniture companies, in addition to developing several lines for Orange22’s entrepreneurial effort.
“We were small and self-motivated, and successfully launched a well-received line of furniture and developed several internal products; we really put our expertise to use.”
Currently Brandon is part of the team at Seattle-based Teague, an established firm with an 80 year history that has recently begun to make its mark on future technologies. At Teague, Brandon has helped develop strategic product experiences for clients such as Microsoft, Zune, HP, and Intel.
“To be able to contribute to such a talented team is a rare gift in this field, and one I’m thrilled about every day. I always hope to add a touch of surprise and a human perspective to my projects.”

							
BALSA STONE	BANNERET	BIRDIE	BLACK	BLUE VEIL	BUFF	CHOCOLATE	DESIGN DELIGHT
							
HOT LIPS	LEADMAN	LEMON DELICIOUS	LICKEDDY LICK	LIME	MADAME MAUVE	MISTY MORNING	MOSS VALE
							
NEVERLAND	PORCELLAN	QUINCE JELLY	SIMPSON SURPRISE	SUMMER WATERS	VIVID WHITE	WATER RACEWAY	

LINES

[FINISHED GOODS - BOTANIST]



MASSIMO & LELLA VIGNELLI



studio name: vignelli associates
 url: www.vignelli.com
 foundation: rit

- composition: aluminium powder coated
 features: authentic signature medallion
 indoor/outdoor: indoor or outdoor
 wet areas: yes
 finishes available: powdercoat - 23 colours available
 feet detail: anti-theft security feet
 customisable: yes, minimum 10 pieces
 refinishable: no

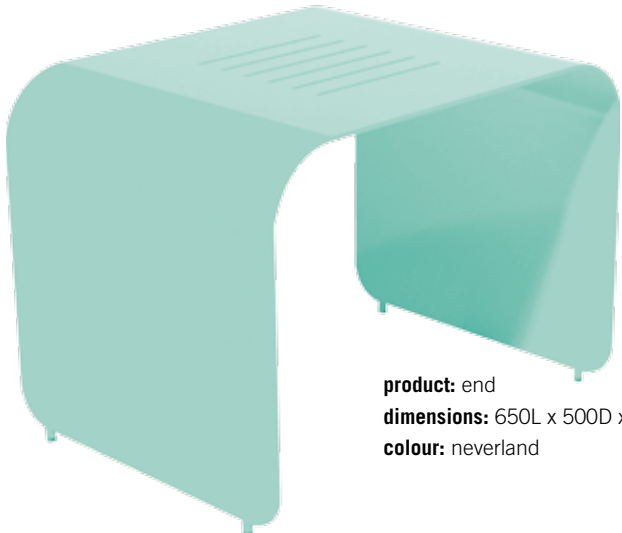
1
 texture

4
 lustre

1
 transparency

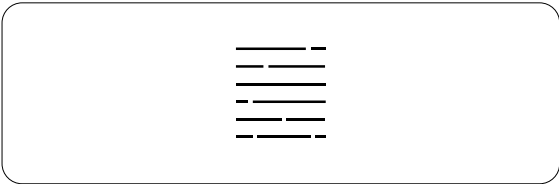
INSPIRATION
 We decided to take the three basic ways of setting type as a reference (for us only), that are: flash left (for the long bench) centred (for the middle one) and justified (for the table) so we played the usual interaction between design fields... We were not interested in flowery patterns, so the lines were natural for us. That was our inspiration...

WHY GIVE BACK?
 For the last 25 years, RIT has been collecting archives of the best modernist graphic designers of the last century and they really use this material for teaching, so the students learn, about History, Theory and Criticism, directly from the archive material. Really a rare opportunity, that no other Institutions share. RIT is expanding their collecting policy to include some product design and our Archive will be the first to cover the whole field of Design. Worldwide, it is quite rare to find an Archive Center for Design Studies that is well organised, always open to the students and scholars. The Vignelli Center for Design Studies at the RIT will be an alive place, to support the education of the designers of the next generations.



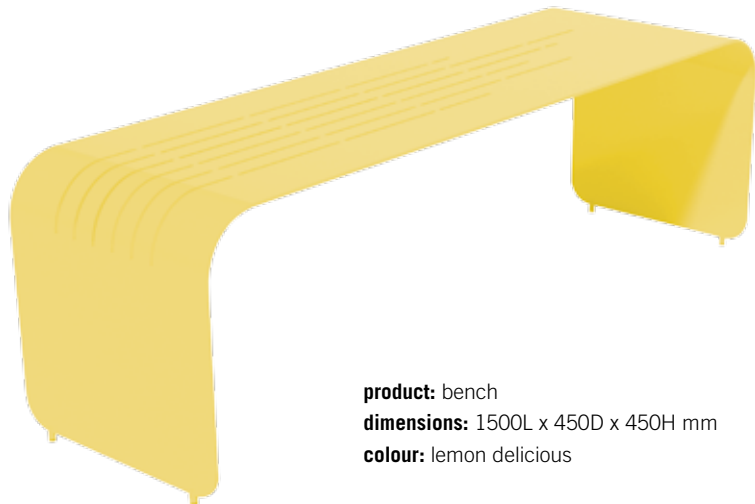
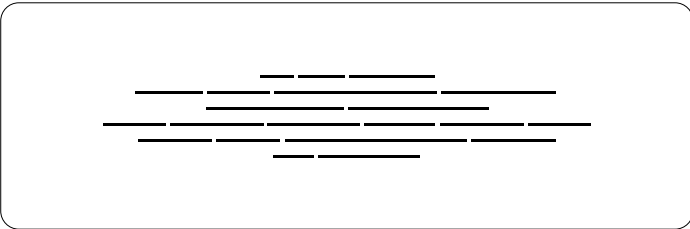
product: end
 dimensions: 650L x 500D x 480H mm
 colour: neverland

flat view



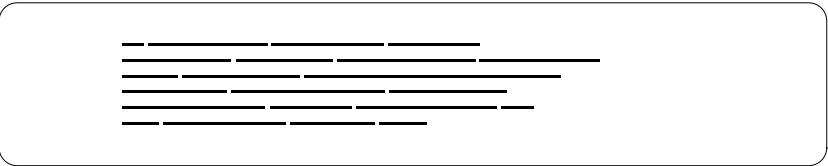
product: cocktail
 dimensions: 1250L x 625D x 400H mm
 colour: porcellan

flat view



product: bench
 dimensions: 1500L x 450D x 450H mm
 colour: lemon delicious

flat view



ORIKAMI

[FINISHED GOODS - BOTANIST]



KARIM RASHID



studio name: karim rashid inc
url: www.karimrashid.com
foundation: diffa

composition: aluminium powder coated
features: authentic signature medallion
indoor/outdoor: indoor or outdoor
wet areas: yes
finishes available: powdercoat - 23 colours available
feet detail: anti-theft security feet
customisable: yes. minimum 10 pieces
refinishable: no

 1
texture

 4
lustre

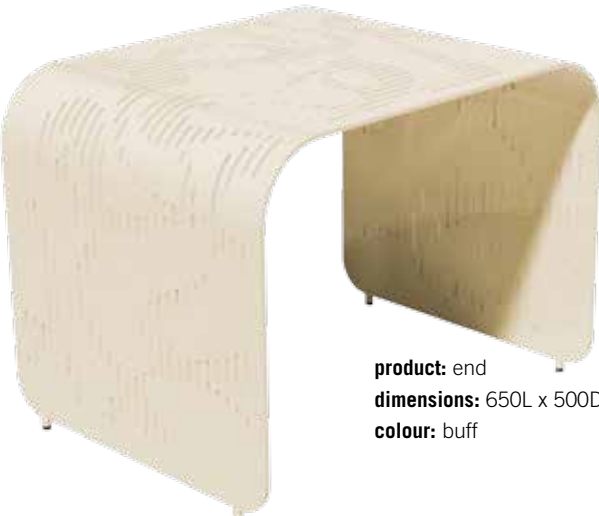
 1
transparency

INSPIRATION

I love meaningful decoration. Historically, decoration was used as a form of language, as well as a means of denoting the possibility of the human hand, the richness of craft, the workmanship of a period. With automation and the industrial revolution decoration was developed to carry on the spirit of the past, and a way of 'humanising' industrial objects. Now in our new digital age we see new digitally inspired decorative language taking place. Once decoration spoke of ritual, religious iconography, or spiritual images - now I am interested in it speaking to us about our new spiritualism – the spirit of the digital and information age.

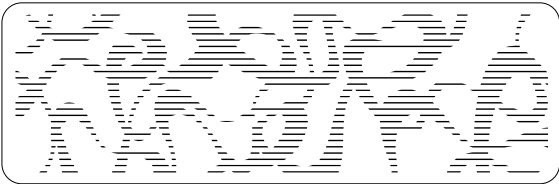
WHY GIVE BACK?

I want to give back to "Design Industries Foundation Fighting AIDS". It is one of the country's most proactive supporters of direct care for people living with HIV/AIDS. Merging care and commerce and design, since supporters of DIFFA come from all fields of fine design and the visual arts, including: architecture, fashion design, interior design, photography and consumer product design, I feel I can continue to make a contribution to a cause that also has made the world of design a more public subject.



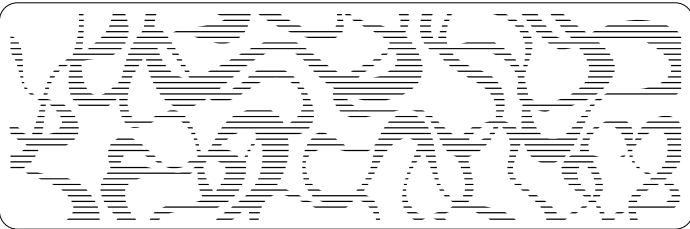
product: end
dimensions: 650L x 500D x 480H mm
colour: buff

flat view



product: cocktail
dimensions: 1250L x 625D x 400H mm
colour: balsa stone

flat view



product: bench
dimensions: 1500L x 450D x 450H mm
colour: chocolate

flat view



PIXEL BURST

[FINISHED GOODS - BOTANIST]



YVES BEHAR



studio name: fuseproject
url: www.fuseproject.com
foundation: surfrider foundation

composition: aluminium powder coated
features: authentic signature medallion
indoor/outdoor: indoor or outdoor
wet areas: yes
finishes available: powdercoat - 23 colours available
feet detail: anti-theft security feet
customisable: yes, minimum 10 pieces
refinishable: no



1
texture



4
lustre



1
transparency

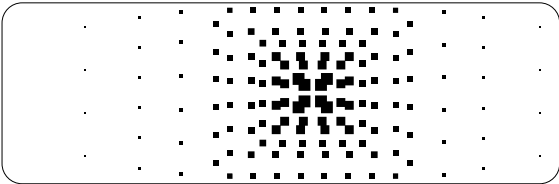
INSPIRATION
Burst of creativity, of self-expression and ideas is what drives us as creatives, so, how does this idea get expressed in a simple visual? We took a literal pattern of an explosion, and reduced it to square pixels...the offsets and size variations creating an abstract, yet recognisable shape of a burst. The resulting drawing is reminiscent of a bright light-spot, a sun...squint your eyes, and the abstract shapes become something bright and optimistic.

WHY GIVE BACK?
I have invested a lot of creative energy and fuseproject studio time in the idea that design can make a difference: beyond the value we create for enterprises and for the users, it is the VALUES we create that have long term impact. This approach has resulted in a few civic projects that we have invested in such as the One Laptop Per Child (100\$ laptop) with Nicholas Negroponte, and the New York City Condom and dispensers we have done for the department of Health of NY. Design has a democratising power, as designers we need to use that power.



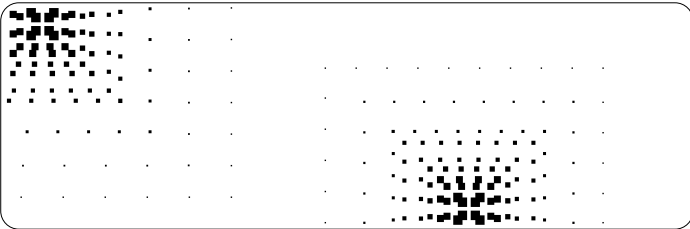
product: end
dimensions: 650L x 500D x 480H mm
colour: madame mauve

flat view

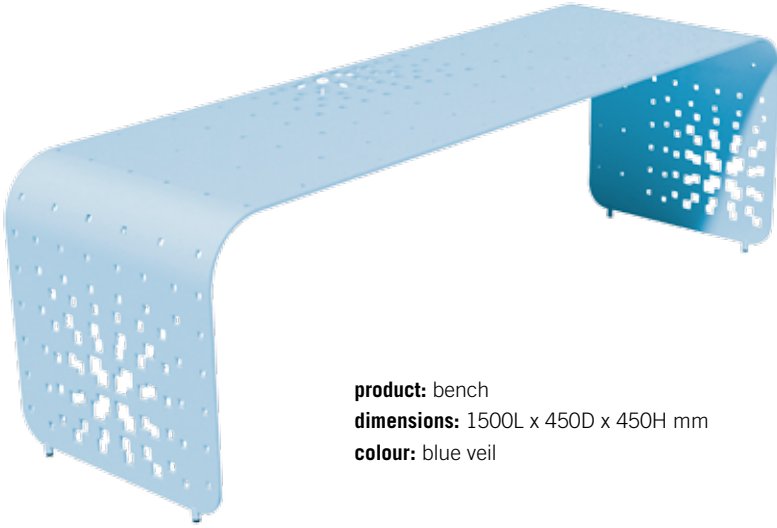


product: cocktail
dimensions: 1250L x 625D x 400H mm
colour: misty morning

flat view

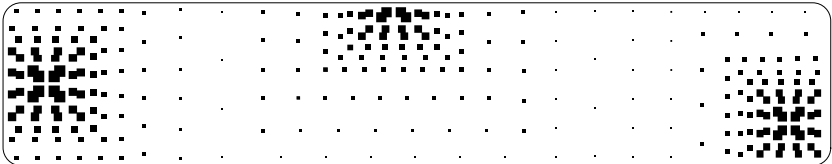


BIOGRAPHY
Yves Behar, founder of the San Francisco design studio, fuseproject, is focused on humanistic design and the “giving” element of his profession. His goal is to create projects that are deeply in-tune with the needs of a sustainable future, connected with human emotions, and enable self-expression.
For Nicholas Negroponte’s One Laptop Per Child (OLPC) organisation, fuseproject designed the world’s first \$100 “XO” laptop aimed at bringing education and technology to the world’s poorest children. Yves’ commercial projects are equally impactful as exemplified by the Herman Miller LEAF Lamp, the Aliph Jawbone and, most recently, Y Water.
Yves’ work has been the subject of two solo exhibitions and resides in the permanent collections of international museums worldwide, including MoMA and the Musee d’Art Moderne/Pompidou Centre.
He is the recipient of numerous awards, including the prestigious National Design Award for Industrial Design celebrating design as a ‘vital humanistic tool shaping the world’—awarded by Cooper-Hewitt, Smithsonian National Design Museum. He also received the INDEX: Design to Improve Life, “Community” award for his role in creating the “XO” laptop.
In addition to his duties at fuseproject, Yves is the Chairperson of the Industrial Design program at California College of the Arts (CCA) in San Francisco and he has taken on creative, business-partner roles at Aliph Jawbone and other client-companies.



product: bench
dimensions: 1500L x 450D x 450H mm
colour: blue veil

flat view



UNLOCK THE CURE

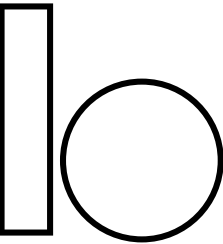
[FINISHED GOODS - BOTANIST]



KHAHI LEE



studio name: kahi lee lifestyle
url: www.khahilee.com
foundation: cancer research institution



- composition:** aluminium powder coated
- features:** authentic signature medallion
- indoor/outdoor:** indoor or outdoor
- wet areas:** yes
- finishes available:** powdercoat - 23 colours available
- feet detail:** anti-theft security feet
- customisable:** yes, minimum 10 pieces
- refinishable:** no



texture



lustre



transparency

INSPIRATION

I call my design “Unlock the Cure”. Cancer has affected far too many people in my life and I’m committed to doing something about it. The cure is out there, we just need to find the key. The light-reflective and luminous quality of the metallic finish symbolises hope and optimism.

WHY GIVE BACK?

I want to give back to the Cancer Research Institute because they are leaders in supporting the development of strategies to treat and prevent cancer. Giving back is important to me because I think we all have a duty to try to leave this world a little bit better than the way we found it.

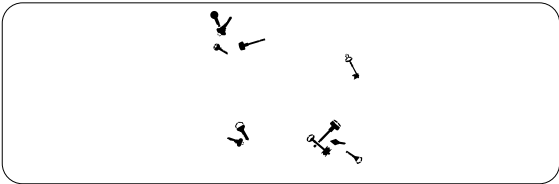
BIOGRAPHY

Kahi Lee has been called a Renaissance Chick and an Interior Design Goddess. She currently hosts Design On A Dime - one of HGTV's most popular programs. Lee has appeared on numerous television series and has also made guest appearances on The Early Show on CBS, The Tyra Banks Show and Life and Style among others. She easily adapts to the tastes and attitudes of her wide-ranging audience and credits her demographic-defying designs, versatility and genuine passion for all things stylish for her television



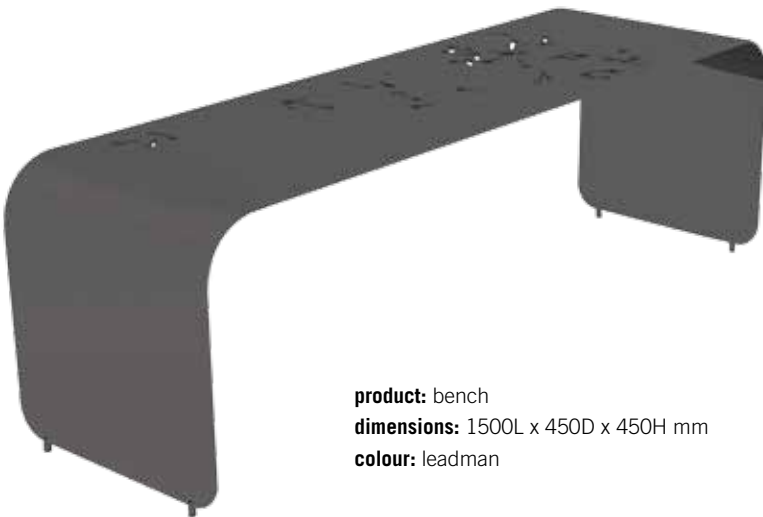
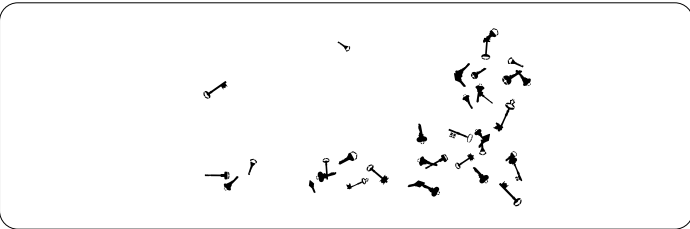
product: end
dimensions: 650L x 500D x 480H mm
colour: vivid white

flat view



product: cocktail
dimensions: 1250L x 625D x 400H mm
colour: simpson surprise

flat view



product: bench
dimensions: 1500L x 450D x 450H mm
colour: leadman

flat view

