

100% grown,
designed and made in
Tasmania, Australia

100% LOCAL

Our design studio, Who Did That, works on defining a vision that blurs the boundaries between decoration, design and function. Focusing on developing flat-packed lighting and furniture (end 2012); examining the use of digital technology in production; and utilising future-friendly materials to create works of endurance.

In a climate of future-friendly making we design luminaries that flat-pack for efficient transporting and easily assemble tool-free. Prompted by the Tasmanian domain and the gap that is Bass Strait, we design, make, and source accredited materials locally. Despite this provincial approach our products (launched in mid 2010 as Grandeliers, green chandeliers) distribute nationally and internationally and rub pixels and print with the likes of Tom Dixon (Eco-Design Magazine, Italy 2011) and the Bouroullec Brothers (Portland Monthly Magazine, USA 2011).

Our accredited 'Chain of Custody' timbers used in production are grown in sustainably managed forests in Tasmania, Australia. This valuable 'Chain of Custody' program is an initiative of Fine Timber Tasmania (Australia) who oversees annual auditing of all licensees to ensure timbers are used to specific guidelines – from management through to transportation. It also offers an assurance to the Grandeliers end-users that we chose this program as a social and environmental choice.

Grandeliers[®]
FOR LIVING LIGHT

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Grandeliers not shown to scale. Please see Grandeliers correct dimensions on following pages.



The GRANDELIERS range of flat-pack lighting is inspired by the Tasmanian domain and a respect for the environment in general. Using only locally sourced 'Chain of Custody' accredited timbers endorses this regard.



BAROQUE

PENDANT OR LAMP

DESIGN INTENT

A response to Tasmania's early discoveries by a succession of Europeans is reflected in our Baroque's curved timber refinement. From the first recorded charting in 1642 by the Dutch, followed over a century later by a French landing expedition in 1772. The leapfrogging by British and French explorers continued until English colonisation in 1803. We found ourselves inspired by the 'what ifs'. What if the Dutch settled Tasmania or what if our native tongue was French? How did our colony's early inhabitants - adrift from news and fineries - embrace the Baroque epoch?

To honour our time of settlement and continental heritage this luminaire unites 21st century accredited Tasmanian timbers with the 17th and 18th centuries ornate style to create a timber chandelier... the Baroque Grandelier.

Featured in the winning colour-challenge room on Channel 10's design series 'The Renovators' 2011. Reviewed in Italy's style magazine 'Eco Style' during Milan's Salone de Mobile 2011.

BAROQUE GRANDELIER

Use as either a pendant light or lamp.

Available in Chain of Custody accredited Tasmanian Oak, and Tasmanian Blackwood.

3 sizes : 520mm H, 410mm H, 310mm H.



HOOP



HOOP GRANDELIER
Available in Chain of Custody accredited
Tasmanian Oak, and Tasmanian Blackwood.
600mm or 450mm.

DESIGN INTENT

Prompted by a regard for the Tasmanian domain, the HOOP's interference pattern of superimposed lines is informed by both the growing and clearing of trees. Annual growth rings are redistributed in this simple design, which reflects the maelstrom of felling with the resolute symmetry of growth. The HOOP engages the use of future-friendly accredited timbers and flat-packs for efficient transporting.

Selected with the LACE Grandelier in group exhibition 'Furnished' during Tasmania's premier cultural event Ten Days On The Island, 2011.

Selected as 1 of 52 National Designs for 'Workshopped 11' during Sydney Design Week, 2011.





BLOOM

PENDANT LANTERN OR LAMP

DESIGN INTENT

Our flower emblem Eucalyptus Globulus commonly called Tasmanian Blue Gum prompted the BLOOM Grandelier's filigree design.

It seemed an appropriate dedication to an Australian state where both the timber industry and green activists are equally represented.

Curiously, this flower emblem is one of two eucalypt species grown in Tasmania's sustainable plantations for use as high quality sawlogs and veneer products.

Featured in 'Objects of Desire' group exhibition at Tasmanian University's New Gallery, 2010.

Nominated '21st Century Eco Icon' by BBC broadcaster, design author and eco advocate Orianna Fielding Banks, 2011

BLOOM GRANDELIERS

Available in 3 functional styles and sizes doing double duty as pendant light or lamp. Bloom Large 600mm H, Bloom Small 340mm H and Bloom Lantern 540mm H.



GENIES



GENIE GRANDELIER
Available in Chain of Custody accredited
Tasmanian Oak, and Tasmanian Blackwood.
520mm H. Genie Lamps available May 2012.

DESIGN INTENT

Genies feature smooth organic curves and draw on modernist styling. But the story behind their design goes a lot deeper... Genie designer Loz Abberton relates this story, "Being on the land in Queensland my dad is also a handy water diviner – which sounds like dark arts, but works for him. We talk a lot about elements affecting fresh water and arable land (plus my shoe collection). Among other topics on our dancecard is dry land salinity and its management in particular. About 2.5 million hectares of Australian agricultural land is affected by salinity and there's industrial-strength landcare needed. The website that gives a good heads-up is saltland genie. So I created the Genies; adding some magic to reality - their sultry curves calling on those great water storage trees, the baobabs."





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Shaping spaces through illumination and transformative shadows is the creative notion for the Grandeliers lighting range.

Designing timeless and functional products flat-packed for ultimate transporting and tool-free assembly is another.

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Illuminating the environment and agriculture continues in our Grandeliers collection **due June 2012**.

Our SEED range, for example, was inspired by the importance of Australia's seed saving banks and food sovereignty, plus social and ethical concerns about genetically modified crops, which were introduced here in 1996.

We interpreted the seed or produce shapes from Australian crops now sown as GM, like corn, rice and soybean.

These naturally organic shapes lend their pendulous and ovoid forms to this new range of luminaries intended as pendants or lamps.

Fabricated from Tasmanian timbers (grown in sustainably managed forests in Tasmania, Australia and accredited through the 'Chain of Custody' initiative of Fine Timber Tasmania, Australia) and ecologia® 100% recycled polypropylene (the World's First Carbon Neutral Plastic Sheet, as certified by The Carbon Reduction Institute). Read about ecologia® here.

http://www.megara.com.au/product/detail/carbon_neutral_ecologia

Who Did That, chose these materials as an ethical and environmental choice.

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meander falls, tasmania