

## LIGHTING



DESIGNS FOR LIVING LIGHT X LOZ ABBERTON

**WHODIDTHAT.COM.AU**

**HELLO ...**

THANKS FOR LETTING US LIGHT UP YOUR NIGHT WITH  
AWARD-WINNING LIGHTING CRAFTED FROM  
LIGHTLY EDITED MATERIALS IN TASMANIA, AUSTRALIA.  
OUR MAKING IS ENVIRONMENTALLY APPROPRIATE,  
FUTURE-FRIENDLY AND SOCIALLY BENEFICIAL.

**THANKYOU** FOR SAYING HELLO TO WDT.

# 100% LOCAL

Designed and made in Tasmania, Australia  
using sustainable and certified local materials.

**Grandeliers®**  
FOR LIVING LIGHT

**PODLUXE**

**REGGIE™**  
DESIGNS FOR LIVING LIGHT  
X LOZ ABBERTON



## Awarded 'Prix des Découvertes' at Maison et Objet, Paris.

WhoDidThat works on uniting design and function. Focussed on developing flat-packed lighting; examining the use of digital technology in production; and utilising sustainable and certified materials to create works of endurance.

In a climate of future-friendly making we design luminaries that flat-pack for efficient transporting and are easy to assemble tool-free. Prompted by the Tasmanian domain and the gap that is Bass Strait, we design, make, and source certified materials locally. Despite this provincial approach our products (launched mid 2010 as Grandeliers, green chandeliers) distribute nationally and internationally, rub pixels and print globally - lately, Interior Design New York, Portland Monthly Magazine USA, The Big Issue Taiwan, Vogue Living, Inside Out Australia - and fly high in Air France, Royal Brunei and Virgin Australia inflight magazines.

The certified 'Chain of Custody' and FSC timbers used in production are grown in sustainably managed forests in Tasmania and Victoria, Australia. The valuable 'Chain of Custody' program is an initiative of Fine Timber Tasmania (Australia) that - like the FSC certification - oversees annual auditing of all licensees to ensure timbers are used to specific guidelines - from management through to transportation; offering an assurance to our products end-users that these programs are socially beneficial and environmentally appropriate.

**WWW.WHODIDTHAT.COM.AU**

Grandeliers is a registered trademark. Chain of Custody, Fine Timber Tasmania Licensee FTT11025



# DESIGNED & MADE IN TASMANIA



DESIGNS FOR LIVING LIGHT X LOZ ABBERTON  
INTERNATIONAL AWARD WINNING **GRANDELIERS™**  
FLAT-PACK, TOOL-FREE, 'CHAIN OF CUSTODY' + FSC CERTIFIED LOCAL TIMBERS.  
NEW **POLLY & REGGIE** CERTIFIED CARBON-NEUTRAL ECOLOGIA®,  
DYED FSC OR 'CHAIN OF CUSTODY' + FSC TIMBERS, FLAT-PACK, TOOL-FREE.  
**POD LUXE + POD NOIR** BARK DYED AND NATURAL LEATHERS SAY HELLO  
TO ANCIENT CRAFT AND MODERN TECHNOLOGY.  
100% AUSTRALIAN PRODUCTS. FUTURE-FRIENDLY MATERIALS.  
FULL RANGE ONLINE.

Lights not shown to scale. Please see Grandeliers, Pod Luxe and Reggie dimensions on following pages.



Chain of Custody Certified Tasmanian Blackwood



BAROQUE SIZES IN MM  
LARGE : 520 H x 520 W  
MEDIUM : 410 H x 430 W  
SMALL : 310 H x 360 W

# 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.  
Selected for Fringe Furniture Exhibition, Substation Melbourne 2010  
Proud Supplier Channel 7's reality show 'Beauty and The Geek' 2012  
Proud Supplier for Channel 10's new political drama 'Party Tricks' 2014



Dyed FSC Eucalyptus in Liquid Amber (Black)

# 1803 SERIES

## HOOP + LACE



### DESIGN INTENT

Named for the year of Tasmanian settlement, 1803 Series includes the Hoop and Lace pendant lights...both available in 600mm and 450mm diameter.

**HOOP :** 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.

**LACE :** Home is where the heart is, where the hearth is – throughout time illumination has fascinated and drawn people together; created and defined spaces; evoked memories and emotions. Like the emergence of handicrafts – from necessary weaving to decorative embroidery - which also still enriches lives. LACE's filigree design alludes to Tasmania's discovery and subsequent arrival of colonial handicrafts.

Selected with LACE Grandelier for group exhibition 'Furnished' during Tasmanian cultural event Ten Days On The Island, 2011

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



1803 SERIES SIZES IN MM  
600 diameter  
450 diameter



Chain of Custody Certified Tasmanian Oak



# 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 SIZES IN MM  
LARGE : 400 H x 600 W  
SMALL : 340 H x 400 W  
LANTERN : 500 H x 350 W



Chain of Custody Certified Tasmanian Light Blackwood



# GENIES 1+2 BUMP

## DESIGN INTENT

Genies feature smooth organic curves and draw on modernist styling. But their design story goes deeper, drawing on the designer's rural heritage and elements affecting arable land and fresh water. Of considerable concern is dry land salinity and its management in particular. Adding some magic to this reality the Genies sultry curves call on those great water storage trees, the Australian Boabs.

GENIE SIZES IN MM  
GENIE 1 BUMP : 530 H x 220 W  
GENIE 2 BUMP : 530 H x 260 W



Chain of Custody Certified Tasmanian Oak

SEED 595

COTTON



# SEED SERIES

## PENDANT OR LAMP

### DESIGN INTENT

This series introduces new shapes to the Grandeliers range of flat-pack pendant lights and lamps.

SEED595 is influenced by the importance of Australia's seed saving banks and food sovereignty, plus an ethical regard genetically modified crops introduced here in 1996. The grid pattern reflects an aerial view of farming furrows ready for planting and the overall form borrows from pendulous shapes of our produce and seeds - some sown as GM, like corn, rice, and soybean.

COTTON, second in the SEED Series, is prompted by the various shapes of cotton bolls during ripening; and also nods to one of Australia's oldest introduced crops...cottonseeds arrived with the First Fleet in 1788. COTTON features a horizontal grain intended to evoke the flat landscape of Australia's cotton growing areas - a landscape that finally relented after a decade of drought to produce a record yield in 2011. A versatile design; both pendant light and lamp can be used either way.

Proud Supplier Channel 10's new political drama 'Party Tricks' 2014.

Proud Supplier Channel 7's reality renovation series 'House Rules' 2014.

### SEED SIZES IN MM

SEED 595 : 600 H x 380 W

COTTON LARGE : 500 H x 510 W

COTTON SMALL : 320 H x 360 W



Chain of Custody Certified Tasmanian Oak - small Cottons as pendant and lamp





# FINISHES FOR GRANDELIERS

Awarded 'Prix des Découvertes' at Maison et Objet, Paris.

## + REGGIE

The certified 'Chain of Custody' and FSC timbers used in production are grown in sustainably managed forests in Tasmania and Victoria, Australia. Currently we offer CoC Tasmanian Oak, CoC Tasmanian Blackwood varying slightly in colour although it can be specified as dark or mid tones; and Dyed FSC Eucalyptus in Liquid Amber (black).

**WANT MORE?** Other finishes can be specified for orders of 5 upwards.

**BIGGER?** Other sizes can also be specified...let us know.

## SUGGESTED BULBS

Grandeliers and REGGIES add luminous statements to any room using these recommended bulbs.

13 - 25 Watt LEDs (60-75W in old style incandescent) are available in a variety of shapes and dimensions. Plus their makers often guarantee them for 36,000 hours of illumination.

- Small Cotton and Genies suit 40mm diameter bulbs
- Large Bloom and REGGIE suits 90 - 125mm diameter bulbs
- Other styles suit standard 55-60mm diameter bulbs.
- REGGIE suits brighter bulbs so 25-30W LED makes the pattern stand out.



# POD LUXE + POD NOIR

"Created to be cherished as a modern heritage, the pendant light can be applied to different spaces, evoking special warmth that makes it unique and incomparable to similar alternatives. The classic form is reinterpreted in a new, unexpected material, with an original and ecological design that gives it a strong personality, providing elegance to every home it lights up . . ."

FRESHOME.COM



POD NOIR Curved and Point Weaves shown in Vintage Black and Satin Black K-Leather

Pod Luxe and Noir are the outcome of casting around for earlier and earthier processes where natural and human-made processes produce unexpected outputs. Not absolutely abandoning the vector just a little crafting outside the pixel resulted in a blend of ancient craft, modern technology and lightly edited materials.

Expressed in simple geometric systems these unique lights in kangaroo leather are handcrafted in Tasmania, Australia.

Using a traditional wattle-bark medium for tanning as it has since 1865 the fifth generation Australian company supplying the leather embraces mechanisation and new technologies yet continues a very hands-on approach to production, ensuring a quality product.

An integrity familiar in the creation of each Pod Luxe.

Selected as 1 of 52 National Designs for 'Workshopped 13' during Sydney Design Week, 2013  
Selected as part of Flat.Stack.Fold Series and Exhibition, Tasmania and Western Australia, 2013-14  
Selected as 1 of 16 local designers for Furnished Exhibition. 2014

**SIZES** 220mmW x 300mm H  
various sizes shown. other sizes can be specified.  
**COLOURS** Natural, Vintage Black, Satin Black, Brandy or Off-White



POD LUXE Narrow and Wide Weaves shown in Natural K-Leather



REGGIE 5  
410mm H



REGGIE 4  
330mm H

Once the preserve of the building industry this lusty local hardwood's status as a valuable timber is elevated by skilful craftsman and designers into multi-generational furniture and lighting. Here, Reggie's cross-veneer highlights the strength and true long grains that Tassie Oak's always been prized for.

## REGGIE

Reggie is dedicated to Tasmania's tallest growing tree, Eucalyptus Regnans, or good old Tassie Oak. Using this Chain of Custody certified timber as sheer yet strong veneers allows illuminated Reggie to show-off its geometric construction with chevrons of light. Expressed in simple interlocking systems Reggie is the sum of its repeated parts and the smartest FLAT-PACK LIGHT in our award-winning range. Economical to ship yet simple to assemble tool-free. All thumbs? Not a problem, we also ship Reggie fully assembled and ready to add a luminous statement to any room. At WhoDidThat we embrace mechanisation and new technologies yet continues a very hands-on approach to production, ensuring a quality product. Environmentally appropriate and socially beneficial the REGGIE SERIES is 100% made in Tasmania, Australia using local certified materials.

*Loz Abberton, Maker*

**Selected** as 1 of 12 local designers for Tas Oak Unlimited Exhibition. 2014

REGGIE IN MM : BIGGER? Just ask.  
250 diameter  
400 diameter  
550 diameter



REGGIE 4 - Dyed FSC Eucalyptus in Liquid Amber (Black)

# WHO DID THAT

Our dedicated roles within the studio merge to evaluate final designs. Helping us achieve a quality standard of design and making that is accessible to the world. This cohesive culture of considering each other's views on design and the environment unites our studio as we endeavour to minimise our environmental impact - making us and our lighting ranges future-friendly.

WE  
DID!

WWW.WHODIDTHAT.COM.AU

GRANDELIERS IS A REGISTERED TRADEMARK. Chain of Custody, Fine Timber Tasmania Licensee FTT11025

## FIND US

### PRESS

Media interviews and product picks recorded at  
[www.whodidthese.blogspot.com.au](http://www.whodidthese.blogspot.com.au)  
or via [www.whodidthat.com.au](http://www.whodidthat.com.au)  
or facebook - whodidthat

**spencer**  
interiors

**spencer interiors**  
vancouver bc canada  
telephone: 604.736.1378  
[www.spencerinteriors.ca](http://www.spencerinteriors.ca)