

# INTERSTUDIO

TEXT: JOHN MORETON PHOTOGRAPHY: ANDY STEVENS

## → INTERSTUDIO WITH THE FUNKY GALLERY STYLE SHOWCASE IN BOHEMIAN

Darlinghurst ,and its MODERN THINKING slogan has rapidly established a name for itself in the Industry circles in which it travels.

Check out most of the major fitouts in Burgeoning Sydney Law Firms, Financial Institutions and Accountancy practices and you'll be certain to find an item created by an emerging designer and supplied and promoted by Interstudio.

The most notable of these and an Interstudio product provided to 30 The Bond is the Tony Basile designed for Basile and Evans 3000 series Barstools. Interstudio markets these for Tony Basile and the timeless simplistic aesthetic combined with robust practicality has ensured the 3000 series phenomenal success. The 3000 series and many of the Tony Basile designed products are demonstrative of the style that Interstudio is renowned for.

Crisp and clean lines with a point of difference but always commercially viable with an insistence on value is what Interstudio promotes. Interstudio won't ever compromise on these guidelines which are paramount to the company's integrity.

Although in Australia for only 2 years the company shares its philosophy of cutting edge design and support and promotion where possible of emerging designers with Interstudio in Copenhagen.

Michael Gamborg the company's MD is a former Manager of the Danish counterpart and recounts how this strategy came to fruition. Design is everything in many European Countries particularly in Scandinavia. Danes are renowned for the Classics, but, although this gave the Country a taste of things to come there has been another 50 years of wonderful design that simply gets stifled because everyone looks just to the Classics.

We grew up with these items and it still kind of reminds me of a visit to Grandmothers House.

So when Interstudio started in Copenhagen the focus was just on new design from emerging designers and that design ethos has worked famously for the Sydney duo whom have started the first Interstudio outside of Scandinavia. We like the support and promotion of emerging design to that of being a Galleria, says Shane Scully Interstudios Marketing Director and the Australian connection in the enterprise. When a gallery sells a work of art from a relatively unknown Artist there is great excitement you can often get a piece that you really like without the unnecessary pricetag with the added bonus that you may have procured a Masterpiece.

The 3000 series is destined to fall into the masterpiece category as are many of the other products marketed under the Interstudio banner. We hate to disappoint says Gamborg, so we keep developing and promoting new products all of the time. We have an amazing scatter stool system designed by Henrietta Goth Ellis, the Dice from Jorge Campos Bermudez and so many other designs that are fast becoming classics, that we may soon have to change our catch phrase to those designs by former emerging designers.

While browsing at Interstudio, or you may want to visit the outstanding website, as well as their fab furniture ranges you will find Flos and Loius Poulsen Lighting, lighting from emerging designer Maren Kohlwege, Art from Kurun Wurun, Malcolm Flinn and Julie Harris.

Challenge yourself and share some of the Interstudio philosophy——Modern Thinking.

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