



MEDIA RELEASE

Furniture competition highlights environmental awareness

Sustainable development is the message behind an exhibition of innovative furniture design opening at Auckland Museum next month.

Metaform 03, an exhibition of finalists whose brief was to manufacture furniture using 'Green Seal' - a new cellulose-hardened wood product harvested from sustainably managed forests - brings together design and technology to promote a greater awareness of environmental sustainability.

Professional designers and design students were invited to create an item of furniture using Green Seal as the raw material. The brief was to transform Green Seal into a piece of art, taking advantage of its appearance and properties and challenging perceptions of traditional design.

"As designers and craftspeople," says competition organiser Timothy Allan, "we need to help the process of environmental renewal by choosing materials that are environmentally friendly. As this is the first furniture design competition to be held in New Zealand, it is rewarding that the product should be environmentally sustainable."

Developed by CRI, Forest Research, through the pioneering work of researcher Robert Franich, Carter Holt Harvey have commercialised the Green Seal brand. "It's a product which showcases Kiwi ingenuity at its best," says CHH spokesperson, XX.

Finalists' work will be on display in the Decorative Arts galleries from 6 June until 7 September. The winners will be announced by Associate Minister for Arts, Culture and Heritage, the Honourable Judith Tizard, at an exhibition preview on Thursday 5 June.

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