

FINAL
ISSUE

Venture:

THE INDUSTRY NEW ZEALAND MAGAZINE THAT CELEBRATES INITIATIVE JUNE 2003

CELEBRATING BUSINESS:

*How do we get entrepreneurs
to raise their horizons?*



DESIGN STRATEGY:

*The Design Taskforce publishes
its five-year plan*

PACIFIC ART & BUSINESS:

*A New York exhibition will
forge all sorts of links*

INGENUITY AND FURNITURE



James Whitta with "Logge bench seat", (right top) James and Neal Smith with "Planar table" and (right) award presenter Robert Franich Nigel Marple

METAFORM 03 – a design exhibition at the Auckland Museum – is aimed at highlighting the qualities of Green Seal, a sustainable new solid wood which has been developed in New Zealand.

Green Seal is created by processing radiata timber to give it the physical properties and appearance of a hardwood. The cells in the wood are impregnated with a naturally-based, cellulose material resulting in an environmentally viable product originating from sustainable, managed New Zealand plantation forests.

Professional New Zealand designers and design students were invited to create an article 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.

Nearly 30 student and nine professional pieces made it to the final round and the judges were amazed by the depth and breadth of the works submitted.

The winners were announced on June 5 at the launch of the exhibition. The finalists' entries will be on show at the Auckland Museum until September 7.

In the professional category, Neal Smith won a prize of \$10,000 for "Planar table". The student category winner was James Whitta from the Victoria School of Architecture and Design for "Logge bench seat" – his prize, a trip to the Milan Furniture Fair.

Highly commended entries were Nathan Goldsworthy for "Nordic Rhythms", Stu Barr for "Chimera", Nicholas Len for "Loose ends", Nadia Michaelsen for "Under Construction", and Simon Dearsley for "Urban Grazes"

– all from the Victoria School of Architecture and Design.

The design competition was conceived and organised by Locus Research to promote the intelligent use of sustainable materials in New Zealand. Carter Holt Harvey, which also contributed the prizes, provided Green Seal to the entrants for their work.

Green Seal has been developed by Forest Research (a government-owned Crown Research Institute) and has been licensed to Pacific Hardwood since 2000. Carter Holt Harvey, which purchased a majority position in Pacific Hardwood in 2001, has driven the commercialisation of the process, including establishment of the Green Seal brand.

Contact: for more information about **Green Seal**, go to www.greenseal.co.nz

MAJOR RETAILERS BRING THEIR SHOPPING BAGS TO NZ

SOME OF THE world's most influential retailers will visit New Zealand in September, when the 11th Asian Retailers Convention and Exhibition (ARCE) comes here for the first time. ARCE is a biennial conference held by the Federation of Asian Retailers Associations.

Top managers involved with shopping icons such as Wal-Mart, David Jones and

Japan's Isetan will attend the convention at the Christchurch Convention Centre and Town Hall on September 23-25.

The convention is being hosted by the New Zealand Retailers Association. Up to 2,000 delegates and exhibitors from 14 countries and regions are expected to attend.

The associated exhibition will enable

New Zealand exporters to showcase their goods to a global audience and at a low cost.

The event is being supported by the government, with sponsors such as IBM, Retek and Mastercard.

Contact: details of the **speakers, conference programme and online registration** are available at: www.asianretailers.org.