

Introduction, Explanation and Brief

Meta means to transform, a change or transformation, a highly organised or specialised form of the art.

The **Metaform** design competition and exhibition is derived from this idea of transformation.

Metaform encapsulates the idea of designing with nature's system of transformation and renewal in mind. As designers and craftspeople we need to help the process of environmental renewal through choosing materials that are renewable and sustainable. **Metaform** also endorses the great potential of New Zealand's furniture craftspeople and designers and their ability to transcend traditional boundaries with their art form.

Metaform 03

The **Metaform** design competition and exhibition aims to increase public awareness of sustainability in furniture, and the value of using innovative, environmentally friendly materials. **Metaform** will challenge creative designers to produce works of art that use these materials in an enlightened fashion.

The exhibition will profile New Zealand technology and design working together to create extraordinary concepts and designs. It will provide a forum for New Zealand's designers and furniture makers to interact with the public and a chance to be part of an exhibition with a positive environmental message.

The brief

- To design an item that explores the potential of an innovative new design material
- To design an item which explores the concept of transformation and renewal
- To illustrate how we can design and make objects that reduce the impact we have on the environment
- To design with an emphasis on personal expression and exploration of these issues
- To focus on a material, process, technique, idea or even a design method to achieve the result
- Each piece should include an explanation and reasoning behind the work
- Other materials can be used in combination with Green Seal

The material

Green Seal is an exciting new material that utilises groundbreaking 'Indurite' technology originally developed at Forest Research and further developed by Pacific Hardwood and Carter Holt Harvey. Cellulose hardened pine, Green Seal has the beauty and performance characteristics of a hardwood, yet comes from sustainably managed New Zealand plantation forests.

Metaform 03 participants have the opportunity to be some of the first designers to work with this exciting new material.

Supporters

Carter Holt Harvey is the primary supporter of Metaform 03. They will supply Green Seal material to participating design schools and selected designers to produce prototypes and experiment with the material.

Locus Research has generated the concept and supporting artwork for the event and is managing the implementation and design of the exhibition, convening the selection process and liaising with the schools and design community.

AGM Publishing produces the following high quality publications for the design industry: Interior Details, Furniture NZ, Prodesign and Architecture NZ. They are supporting Metaform 03 through the extensive promotion of the competition and exhibition to the design community.

Metaform 03 – the Competition

The three major New Zealand design schools, Unitec, Massey University and Victoria University have agreed to participate in the competition as part of their curriculum. Green Seal material will be supplied to these courses to allow the students to become familiar with the product properties, experiment with the product, and produce a design.

Metaform 03 is open to entry to anyone resident in New Zealand. There are two categories for entering the exhibition – Open and Student*. Initial design proposals will be judged, with successful proposals receiving the appropriate amount of Green Seal product to bring their design to life.

*Only those from the three participating schools are eligible for entry in the student category. Those students outside these parameters are encouraged to enter the Open category.

Once the designs are realised there will be another selection process with awards in each category.

For more information on the competition itself, please see Metaform 03 Entry Conditions **Metaform 03 – the Exhibition.**

The judges will select the most outstanding designs to be displayed at the Metaform 03 Exhibition. The exhibition will be promoted to the general public as well as the design community. The emphasis of the exhibition will be on work that is of an original nature that has not been previously shown in public and meets the criteria of sustainability.

The judges are Mark Pennington, Pete Bossley, Humphrey Ikin, Tim Miller, Pradeep Sharma.

The Metaform 03 Exhibition will be held at the Auckland Museum, a venue that is accessible and familiar to the general public, rather than at a design or art specific venue. This is to ensure the wider public has an opportunity to see the work, the material in use, and to generate interest in furniture design that challenges traditional boundaries.

For more information on Metaform 02, Greenseal, and event supporters visit:

www.metaform.co.nz
www.chh.co.nz
www.locus.org.nz
www.agm.co.nz
www.greenseal.co.nz