

# MONUMENT

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DESIGN FOR LIVING

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adventures in  
**urban space**

# ALLOY

**ADDING TIMELESS INTEGRITY** to giftware, the ALLOY range, machined in stainless steel and titanium, is diverse and sophisticated. From cufflinks to Japanese sushi dishes, lip balm cannisters and shot glasses, the objects are both fresh and functional.

With no formal design qualifications, young Perth designer Jonathon Worner began the homeware line as an extension of his father's company Pressform Engineering. This nurtured not only a fascination with metals but also, says Worner, an ability to use the resources at hand to expand his creative sensibilities. Carrying the old adage 'form follows function', the inspiration for the utilitarian range of products stems from its industrial roots.

"I developed the range based on practicality and function," says Worner whose study in agriculture and finance enhanced his understanding of the importance of practical and functional objects. "I saw a void in the Australian market

for high quality stainless steel homewares. Why should we import from Denmark or Sweden when we can produce the product here?"

ALLOY is currently developing design collaboratives with some of Australia's leading young industrial designers, fashion designers and architects. Watch this space.

Alloy Homewares, ph 08 9279 8855

