

MONUMENT

26

ARCHITECTURE | DESIGN

SINGAPORE:
THROUGH THE
ARCHITECTURE OF
WILLIAM LIM

LIVING IN THE '90s

DROOG
DESIGN

PLUS:
KERSTIN THOMPSON
FUZE '98
WEST 8
PATERSON + PETTUS
TADASHI KAWAMATA
KEN UNSWORTH



machine (r)age.



The homewares market is flooded with stylised products, each new range a mutation of its predecessor. These lines have collectively bred themselves into a genus we term 'giftware'. To resist this categorisation, products must primarily possess integrity. One such range is ALLOY homewares, machined in stainless steel and titanium, these pieces will literally maintain their integrity for a lifetime.

ALLOY comprises a selection of functional objects such as napkin rings, salt/pepper shakers and magazine rack, many of which are well represented in the marketplace. However, amongst these we find such unexpected pieces as stainless shooter vessels (shot 'glasses'), and a lip balm canister. Rarely is such a coherent vision and scope demonstrated by one range or one designer. ALLOY frontman Jonathon Worner has no formal design qualifications, he has simply acted upon an inherent appreciation of refined homewares, likely encouraged whilst living in London. Worner spent four years in the UK following his graduation from a Bachelor of Business in Agriculture, Marketing and Finance. Returning to Western Australia in 1996, he became involved in his father's business, Pressform Engineering. The group precision machines products for the mining, oil and gas industries,

and most recently the ALLOY range.

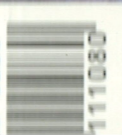
Worner's practical approach involves working closely with the machinists in playing with a chosen homeware item. If it forms and performs ideally as a stainless piece while also presenting as a beautiful product, it is prototyped for consideration. Far more than a novel, cosmetic 'alternative', these distinctive, weighty pieces reflect a true passion for and understanding of the material. Worner proposes to invite other designers to share in his enthusiasm, and collaborate on future ranges. Perth based fashion designer Ray Costarella (Milk) has already jumped at the opportunity.

Recent ALLOY showings in Melbourne and Sydney deservedly attracted great interest. Back in Perth, all involved are working to prototype the entire range by early September. Keep an eye out for the ingenious 'rolodex' type catalogue. Featuring a stainless cylindrical spine, the 'smart paper' (plastic) inserts will introduce and update the product range via the local graphic and photographic talent of Jeffrey Ho and Pierre Toussaint. Two more young designers from a network of ALLOY supporters, at the brink of thriving.

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