

DRAFT Media Release
August 2004.

“Book a design with Laminex”

75 years of Victorian architecture under new scrutiny

Melbourne: The Laminex Group is pleased to be involved with the release of *Judging Architecture* – a book published by the Royal Australian Institute of Architects (RAIA) Victoria that celebrates and acknowledges architecture awards in Victoria over the past seventy-five years.

In line with *Judging Architecture's* fresh, contemporary assessment of excellence in architecture for the period, the book's designers Gollings+Pidgeon, called on inspiration from Laminex®, using fifty of its most popular coloured laminates to cover the books.

Amanda Saunders, Marketing Communications Manager of The Laminex Group said:
“The objective of the book's design was to communicate contemporary creativity.

“Binding the book in a collection of dynamic Laminex surfaces was extremely appropriate – not only because of the company's strong commitment to innovative design, but given our own development in Australia over a similar period.”

Eli Giannini, President of the RAIA Victoria, said that *Judging Architecture* explores the changing attitudes towards the built environment, with the book's most important contribution a re-judging of the period.

“Conceptualised by photographer John Golling and designer David Pidgeon, we agreed that the most intriguing way of examining the past 75 was to re-judge it, then look at further additions destined to ignite the latest in design directions,” said Eli.

To bring this to life, a group of 20 leading architectural thinkers and practitioners were invited to select what they considered to be the thirty best Victorian architectural projects since 1929. The final thirty-six best buildings were then rephotographed by John Golling.

“We are delighted to be involved with the most revealing cross section of design excellence in Victoria,” Amanda added.

The Laminex Group, which this year celebrates 70th birthday, has long been an iconic part of Australian design. The Group has grown exponentially from its humble beginnings in 1934, when Bob Sykes and Arthur Beck formed Laminex Pty Ltd with a handful of employees working in a tin shed in Brighton, Victoria.

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For further information:
Selena O'Hare, Whispr Communications
03 9534 8600 or sohare@whispr.com.au
www.laminex.com.au