

The Laminex Group gets Fit

Melbourne: The Laminex Group, Australia's laminates industry leader, will have a major presence at the largest retail fit-out exhibition in Australia, The Shop Fit Display and Design Exhibition.

The Laminex Group stand will showcase the most innovative and exciting decorative surfaces available today. As usual, the stand reflects strong interior trends and this year it's inspired by the decadence in design of the classic chandelier.

The Laminex Group stand will encapsulate the five senses by incorporating movement, sound, texture and shape to create a true design experience.

The flexibility of Laminex product is highlighted using star design tools like the new Timber Veneers range, Innovations range and the just released Freestyle surface range. Also featured are the standout soon-to-be-launched, **Fusion** designs, created for The Laminex Group by RMIT School of Fashion and Textile students.

Amanda Saunders, Communications Manager of the The Laminex Group said: "Strong support of Australian design students is of major importance and this new project with RMIT textile students is no different."

"RMIT was looking for new mediums for RMIT textile students to extend and challenge their skills. This was a perfect fit with the **Fusion** range and its digital design creation of the product." Amanda said. "We also worked with RMIT to include it in their syllabus."

"**Fusion** by Laminex is the future of laminates, where you can custom make your own images and colours or choose one of the options from the *Fusion Design Source*. It's a revolutionary concept in surface design that offers design professionals greater choice and flexibility," she said.

RMIT final-year pattern surface design students presented around 120 different design options. The ultimate selection of fourteen designs was made by The Laminex Group, according to design intent and compatibility with international trends.

Melanie Moon, RMIT School of Fashion and Textile student, said: "This project is an example of how textile and graphic design share common design parameters. Each theme had a general colour, theme, mood and style prediction for us to develop and create something diverse, creative and unique."

“From the three themes of Abstract, Traditional, and Imperfect, we created our own colour palette and interpretation of the theme. My *Imperfect Laminate* range was designed for different interior environments the designs reflected the imperfect nature of plant matter, botanical, paper cutouts, texture, pattern, shadow, negative space and silhouette. I wanted to show how even the most imperfect things can be beautiful,” Melanie said.

The project between The Laminex Group and RMIT has been so successful it will continue, hoping to create an inspirational competition for Australian design students. The fourteen winning designs will be incorporated into the comprehensive Fusion range, with four on display at The Laminex Group stand at The Shop Fit Display and Design Exhibition.

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Images and Interviews available on request