

Laminex fuses with RMIT textile students to lead the way in surface design

Making an IMPRINT at Victoria's State of Design Festival

Melbourne: The Laminex Group is delighted to be a major sponsor of Victoria's new celebration of design, *the State of Design Festival*, which will bring to life a range of insights into all aspects of design over 15 days.

A highlight of the festival in which The Laminex Group is proud to be involved, is the ReadyMadeMarket. This free public event, to be held at Federation Square undercover carpark on Saturday 31 July, will bring together an excellent mix of well-known design-focussed businesses, designers and students.

The Laminex Group will host a stall at this one-off retail experience, showcasing a range of prints from its much sought-after **Fusion** surface design range, including outstanding newly-commissioned designs by RMIT textile students.

Amanda Saunders, Communications Manager of The Laminex Group, said: "**Fusion** by Laminex® is the future of laminates, you can custom-make your own images or choose one of the designs from the *Fusion Design Source*. It's a revolutionary concept in surface design that offers design professionals greater choice, flexibility and ease-of-use than ever before."

"In line with our constant aim to deliver innovative design inspiration, we feel very strongly about supporting Australian students in this area," she said.

"RMIT was looking for innovative mediums for textile students to extend and challenge their skills. This was a perfect fit with **Fusion** and the digital creation of the product."

Fourteen imaginative designs were selected from a collection of 120 creations and will now be incorporated into the existing comprehensive range of **Fusion** designs by Laminex®.

The Laminex Group's range of **Fusion** prints for sale include *Lush Lotus*, *Spray Spots*, as well as four new RMIT designs *Carbon Lace*, *Delic*, *Botanic* and *Trans Univers*. Prints will retail for \$60.00 (595x350 mm).

The State of Design Festival, 28 July – 5 August 2004. For further information, visit www.designfestivalaustralia.com or www.thelaminexgroup.com.au.

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