



MEDIA RELEASE

May 2011

Laminex® Fusion® debuts the “This Life” Collection

By designer Julie Paterson

Leading decorative surfaces brand, Laminex has teamed up with one of Australia’s foremost textile designers, Julie Paterson, in a never-before-seen collaboration to bring 15 exclusive new designs to Laminex® Fusion® surfaces.

Inspired by Paterson's greatest muse, the Australian landscape, the “This Life” collection has been specially created for the Laminex Fusion Design Source range. Paterson’s additions bring the range to more than 200 dynamic designs which can be transformed into a visionary laminate for feature walls, cupboards, partitions, furniture, table tops, and ceilings – the possibilities are endless.

Laminex Marketing Manager, Jared Dinneen, says the collaboration is a first for Laminex, as it continues to drive innovations to expand the design boundaries for interior spaces.

“As more and more Australians say goodbye to plain walls, panels and feature walls are being used in design circles to create drama and interest. Aligning with a renowned designer such as Julie Paterson brings an invigorating edge to the Laminex Fusion range, resulting in a collection that will inspire any interior space,” said Dinneen.

Both inspirational and enduring, the beauty of the new designs is their ability to be both striking in looks and naturally at home in Australian interior spaces. Bold prints and shapes play a starring role in the collection, with a range of colourways such as vibrant oranges and greens effortlessly adding interest to any interior space.

“It is the strength, austerity and scale of the Australian environment that inspires me; the tones, the textures and the patterns are a never-ending source of stimulation,” said Julie Paterson.

Laminex®

Inspire your space#

Urban living and the natural world are explored in bold geometric prints and subtle earthy tones that will weave a creative narrative into any room. Designs such as *Scribblybark* and *Shadowtree* capture reflections of the Australian landscape, while more industrial tones are celebrated in designs like *City Streetscape* and *Urban Canvas*.

Stunning in their simplicity, the “This Life” designs are a seamless addition to the revolutionary Fusion range, which is perfect for just about any internal application to turn an ordinary space into an extraordinary experience.

“It is very exciting to be collaborating with a design-led company like Laminex to take my designs into another dimension, and I hope this collection inspires people as they create their own unique spaces,” Paterson said.

Fusion Surfaces come with an impressive 7-year limited warranty. Visit www.laminex.com.au for more information and inspiration.

“This Life” Collection: Crisscross Juicy, Crisscross Citrus, Everything, Urban Canvas, Scribblybark Sage, Scribblybark Sand, Shadowtree Night, Shadowtree Noon, Coral Sea Red, Coral Sea Olive, Harvest, City Streetscape, Urban Streetscape, Blossom and Bloom.

About Julie Paterson

Julie is a painter, printmaker and textile designer. Born in Somerset, England, she arrived in Sydney 22 years ago on a working holiday and remained there ever since. She started up **cloth** in 1995 with the aim of creating locally made fabrics that were inspired by the Australian landscape. Fifteen years later **cloth** continues to do just that. Employing local craftspeople using natural ingredients with a focus on sustainable methods, cloth continues to produce high quality contemporary fabric for the home and boutique interiors.

“This Life” is her first collection for Laminex.

Laminex®

Inspire your space#

About Laminex Fusion Surfaces

Suitable for an array of applications, Laminex Fusion Surfaces are a revolutionary concept in design. In addition to over 200 pre-created laminate designs available through Design Source, customised surfaces can also be created through Fusion Customart, allowing any image, design or even your favourite photo to be fused into the surface of a laminate.

Inspiration can also be found in Fusion Solids, which offers an array of colours – the largest range of laminate colours available – whilst the Fusion Wall Mural category offers large-scale single images of landscape, nature and abstract images.

Finished laminates can be transformed into tabletops, wall panels, ceilings, cabinetry and more, perfect for any internal surface in the home.

- ENDS -

For further information or to request images, please contact The PR Edge:

Nicki Letts

P: 03 8416 6770

M: 0404 766 643

E: nicola.letts@che.com.au

Kieran Stoltenkamp

P: 03 8416 6821

M: 0450 062 335

E: kieran.stoltenkamp@che.com.au