

Media Release

Prototyping: Making Ideas

Exhibition runs from 3 September - 23 October 2011

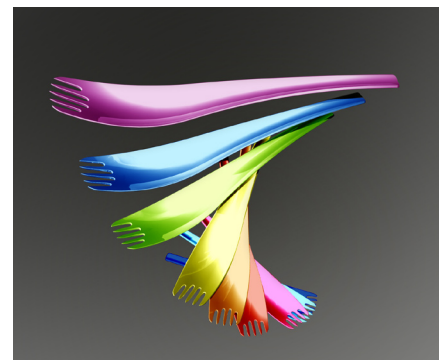
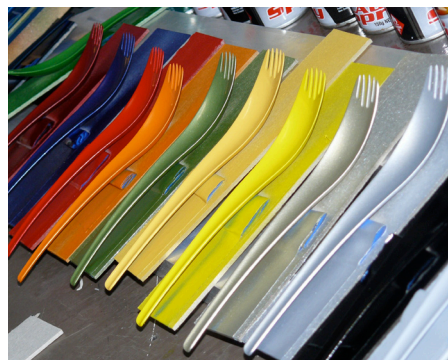
JamFactory presents a landmark exhibition that brings together outstanding local and national product designers alongside some of the country's most exciting emerging talents.

Prototyping: Making Ideas, featuring work by Oliver Smith (NSW), Rohan Nichol (NSW), Trent Jansen (NSW), John Quan (SA), Adam Goodrum (NSW), Elliat Rich (NT), Daniel Emma (Daniel To and Emma Aiston) (SA), Bjorn Rust (Qld), Illumini Glass (Mandi King and Karen Cunningham) (SA) Simone Le Amon (VIC) and Russell Koskela (NSW), provides audiences with a rare opportunity to experience and understand the processes and stories of a product's design and development stages.

This exhibition highlights the exceptional prototyping skills developed by these designers, demonstrating the journey of some of their most successful products from idea, to sketch, to prototype, to final product. Through the development of prototypes, the hands-on skills of designer/makers and the relationships between designers and artisans are highlighted. The exhibition illustrates how important the prototyping process is to testing and refining a successful product.

Curated by Margaret Hancock and accompanied by a 64 page catalogue, featuring contributions from Joanne Cys and Brian Parkes, *Prototyping: Making Ideas* celebrates the skills of these renowned and emerging Australian product designers.

Exhibition Opening: Friday 2 September 2011. at 6pm



Images: Oliver Smith, Universal Utensil

For images or to schedule an interview with artists and/or curator contact Sophie Guiney Marketing Manager
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Prototyping: Making Ideas has been funded by the Australia Council for the Arts.