



WOODMARK  
ARNE CHRISTIANSEN

Exclusively By:

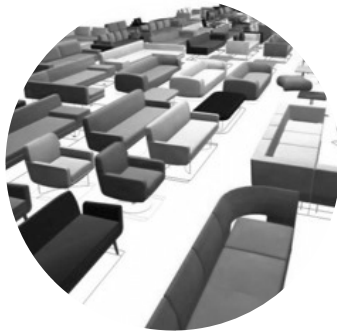
**UTOPIA**  
L I V I N G



Who We Are



Our Products



Our Solution



Our Commitment



Our Projects

# INTRODUCTION



ARNE  
CHRISTIANSEN

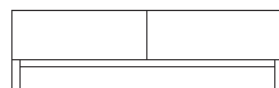
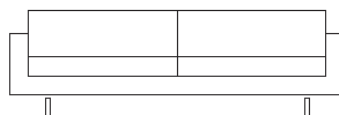
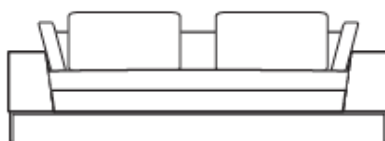
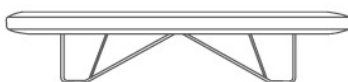
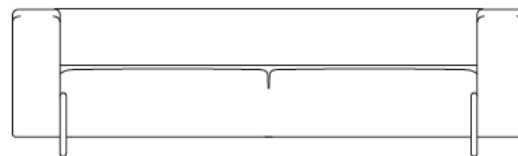
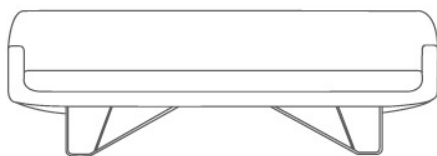
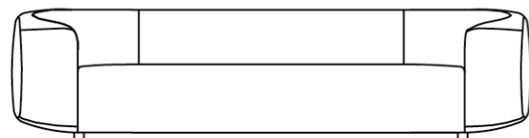
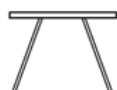
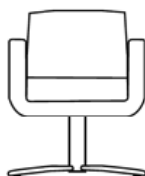
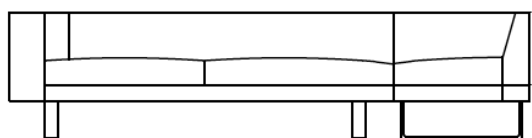
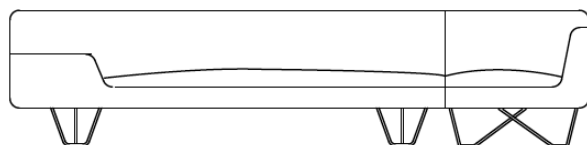
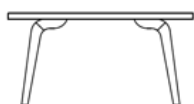
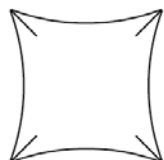
Founded by Arne Christiansen in 1986, Woodmark is the leading manufacturer and supplier of designer loose furniture in Australia and New Zealand offering the most complete loose furniture solution for commercial and hospitality industry. Our hallmark embodies the perfect synergy of Scandinavian sensibility and the Australian way of life.

Good design, environmental preservation and the wellbeing of the community that surrounds us are fundamental to everything we do. We pride ourselves on nurturing some of the best young Australian design talent as well as collaborating with masters of modern Danish design.

Our responsibility as a manufacturer entrusts us to deliver the highest possible quality standard without compromising the environment. Our range is now proudly manufactured in Shanghai China for competitive price point, exceptional quality and reliable lead time. This successful formula has successfully delivered loose furniture solutions for many high profile clients via our trusted distribution partners.



# OUR PRODUCTS







© Woodmark 2015

01



- 01 R50 sofa
- 02 JULEP chair & table
- 03 BOULDER sofa & ottaman
- 04 CP1 2-seater & coffee table
- 05 CP1 chair & side table

02



CHARLES  
WILSON



Charles Wilson is one of the most celebrated Sydney based industrial designers. With a core value in creating products that endure, its unsurprising that most of his works are still in production today. Along the way, Wilson has won numerous awards, including the Bombay Sapphire Design Discovery Award, the Australian Design Award and LaunchPad New Designer of the Year Award. He has also been involved in numerous exhibitions, founded and worked within a successful design cooperative, and has had the CW1 chair immortalized in public collections.

03



04



05





KEITH  
MELBOURNE

Born in Yorkshire England with a background in engineering, Keith Melbourne's path into furniture design is not a typical one. Realizing a insatiable hunger for creativity and freedom, he enrolled at WA Central TAFE to study furniture design. His combination of design, engineering, management and commercial skills is unusual for a designer but has proven to be very useful. Keith developed a series of highly regarded furniture prototypes, and exhibited in eight national design exhibitions including EDGE, VIVID, Workshopped and Launchpad. He has received a number of awards and his work has been widely published.



01



02

04



03



01 NO.5 chair

02 AMELIA & FAMILY

03 CECELIA side table & ROSE coffee table

04 TARA stool



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ANTHONY  
IVERACH



Anthony Iverach worked as a steel trader for twelve years supplying steel for oil and gas projects throughout Australia and Asia. Inspired to study furniture design later in life, he enrolled at TAFE Lidcombe and completed the Diploma of Furniture Design in 2007.



FRAG  
WOODALL



Even before he started his design career, Frag Woodall was already recognized within the Australian design community. With a list of accreditations and a deft touch in furniture craftsmanship, Frag was able to develop designs which evoke people's curiosity and trigger fond memories.



01

02

BABAK  
ARYAIE



Babak Aryaie completed his Masters degree of architecture at Tehran University, Faculty of Fine Arts in 1992. After a few years working in residential and commercial interior design he moved to Australia in 1997.

He's latest work, 'Stool Sixty' has been published in various magazines and exhibitions, winning 'The best concept design 2006' at 'The Edge', as well as 'The most commercially viable product' in 'Launch-pad' 2006.



03

04



AMY  
TANG



Amy Tang is a Sydney-based designer who has experimented with various creative ideas from an early age. With a background degree in Design and Marketing, and work experience in New York in a competitive branding environment, Amy has found great success with combining her talents for creative and strategic solutions.

01 HELLO HARRY sofa

02 POLY table

03 STOOL SIXTY coffee table & stool

04 FLOSIOM stool



© Woodmark 2015





MATTHEW  
SHEARGOLD

Matthew Sheargold graduated from the Canberra Institute of Technology, Australia in 1994 as Valedictorian of Interior Design. Whilst Matthew is a qualified Interior Designer his passion for design, combined with a strong work ethic and international experience have helped shape him into a diverse and confident designer. Having worked primarily in architecture offices, Matthew has attained an in-depth understanding and appreciation of the construction industry. In addition to interior design, Matthew has found success in furniture design with several collections released in Australia.



01



02

03



- 01 ZIP pod, low pod & straight pod
- 02 EENI, MEENI, MYNI, MO chair, 2-seater & coffee table
- 03 PLAY sofa



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SAM  
HAUGHTON

Sam Haughton has been designing furniture for the Australasian market through-out the last ten years. He creates products that meet everyday practicalities whilst retaining necessary links with the Industrial scene. He is known for his highly regarded products, the Ellington lounge and the Armstrong chair.



02



01 ARMSTRONG chair, 2-seater,  
bench & table

02 ELLINGTON 2.5-seater,  
bench & armchair

03 MERI chair & stool

04 LEDA bench

03



JON  
GOULDER



Jon grew up with furniture making in his blood. At the earliest legal age, he left high school to join his father as the fourth generation in the family business Goulders Upholstery and Furniture. Armed with an apprenticeship in furniture making and upholstery, he entered the Canberra School of Art and trained under George Ingham, one of the best master craftsman in Australia.

Unveiled to the design society in year 2003, Jon Boulder's Leda Bench won acclaim, fame and awards overnight. Leda never fails to arrest people's attention as an elegant, interactive sculpture piece. It unerringly made its mark – from the Bombay Sapphire Design Discovery Award 2003 to Object Gallery's 'Sydney Style' exhibition at the Sydney Opera House in 2004.



04

## NIELS GAMMELGAARD



Niels Gammelgaard is a true master of modern Danish design. He began his studies in industrial design under Erik Herløw at the Kongelige Danske Kunstakademi (Royal Danish Academy of Fine Arts) in Copenhagen, graduating in 1970.

With his long list of achievements include eight Ütmärkt Swedish form Awards and two Red Dot Awards while he was Head of design for IKEA.

In 1978, Gammelgaard co-founded with Lars Mathiesen Pelikan Design a Copenhagen-based industrial design practice. Over the past twenty-four years, has designed and produced literally hundreds of products ranging from small pencils, to children's tricycles, to hospital beds.

Pelikan Design is best known however, for designing of contract furniture for many of the most recognized Danish furniture manufacturers such as Fritz Hansen, Bent Krogh, Fredericia and Erik Jørgensen.

Gammelgaard and Mathiesen view furniture as a fundamentally industrial product, and so high-tech plastics tend to feature strongly in their repertoire of materials.

With its abiding mission to establish longlasting relationships between its products and users, Pelikan Design remains at the very forefront of Scandinavian design practice.



01

02



03



01 KURVE modular sofa

02 PELIKAN lounge

03 VIOLA chair & lounge



© Woodmark 2015



NIELS  
GAMMELGAARD

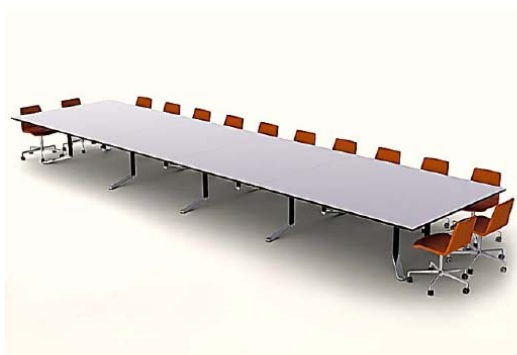


- 04 FORTUNA chair
- 05 POP chair
- 06 JUSTUS sofa
- 07 BOOMERANG table

04



05



07



06





01



02



03

NORMAN  
+  
QUAINE



Interior designer Katherine Norman and industrial designer Caroline Quaine collaborated to form Norman and Quaine in 1989, designing a range of locally produced furniture and lighting for the Australian market.

Developed over the years, this versatile range has a subtle reference to the proportions and function of mid-twentieth century furniture.

Its simple aesthetic can stand alone or be successfully incorporated into diverse interiors.

04



- 01 GRACE armchair
- 02 PABLO chair
- 03 SID stool
- 04 HUSDON armchair & sofa





ARNE  
CHRISTIANSEN

Penned by our founder Arne Christiansen, the JOSE armchair was designed to meet the demands of the market. A simple yet elegant chair, JOSE can fit into any commercial environment without competing with the design of the room. It comes in two versions, high armrest or low armrests and can be extended to two, three or four seater variations.

01

02



SØREN  
HØLST

There is no doubt in Søren Hølst's mind: Visual longevity - the fact that you can stand looking at it ten years on - is the most important feature of furniture design. The fact that he designed his first pieces of furniture for Fredericia Furniture back in 1984 and that they continue to sell well, particularly in Japan, attests to the fact that this is not merely empty hype.

Despite his background as cabinet maker, Søren Hølst has worked with just as much with metal as he has with wood, and as a teacher at the Danish School of Design he primarily focuses on industrial design. He strongly advocates that inspiration comes from every source and at any moment of the day or night.



01 JOSE armchair

02 SLED lounge



© Woodmark 2015



C O M P L E T E  
L O O S E  
F U R N I T U R E  
S O L U T I O N



# COMPLETE LOOSE FURNITURE SOLUTION

Gone are the days when a designer furniture piece in the office was used to show off the boss's appreciation of design and art. A carefully designed office layout with loose furniture is imperative in catering to changing work habits and efficiency while forging a positive corporate image. Open spaces that allow face-to-face contact can facilitate and enhance communication, increase interaction and generate greater spontaneous dialogue and brainstorming opportunities. But no two businesses are alike. We at Woodmark understand this and have in turn developed solutions for the different collaborative space options. No other loose furniture company has a more extensive range that is solution focused, aesthetically designed and budget friendly.



## STRATEGIC SPACE

### Characteristics

- Creative
- Dynamic
- Entrepreneurial
- Problem solving
- Idea sharing
- Spontaneous
- Flexible
- Comfortable
- Unconventional seating

### Application

- Flow in areas
- Productivity islands

### Woodmark Solution

- Modular Sofas: Kurve lounge, Play sofa, Pelikan lounge
- Arm Chairs and recliners: Armstrong chair, Pablo chair, Viola chair, CP1 Chair, Julep chair, Meri chair and No5 chair
- Loose seating for breakout: Eeni, Meeni, Myni Mo range and Amelia chair family
- Stools and coffee tables: Zip pods, Stool Sixty, Flosion Stool, Cecilia and Rose tables, Armstrong table, CP1 table, Poly table and Sid stools



## SOCIAL SPACE

### Characteristics

- Informal
- Friendly
- Sharing
- Spontaneous interactions
- Multi purpose
- Flexible
- Reflect corporate image
- Residential feel

### Application

- Reception areas
- Lounges
- Tea rooms and canteen
- Impromptu seating

### Woodmark Solution

- Signature pieces: CP1 range, Boulder lounge, R50 Lounge and Julep chair
- Lounges and sofas: Hello Harry sofa and Play sofa
- Coffee tables and side tables: Cecilia and Rose tables, Poly table and Sid stools
- Pods and Stools: Tara stool, Zip pods, Stool Sixty and Flosion Stool
- High tables and dining tables: Boomerang table range
- Chairs and high stools: Fortuna and Pop chair range



## PRESENTATION SPACE

### Characteristics

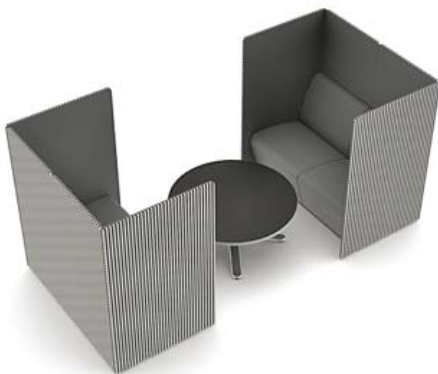
- Formal
- Structured
- Receive visitors
- Display corporate image
- Functional
- Private
- Breakout-ability
- Flexible with numbers
- Additional space for preparation

### Application

- Board rooms
- Conference rooms
- Formal meeting rooms

### Woodmark Solution

- Meeting tables and training tables: Boomerang table range
- Chairs on castors: Fortuna and Pop chair range
- Modular Sofas for breakout: Kurve lounge, Play sofa, Pelikan lounge
- Loose seating for breakout: Eeni, Meeni, Myni Mo range and Amelia chair family
- Stools and coffee tables: Zip pods, Stool Sixty, Flosion stool, Cecilia and Rose tables, Armstrong table, CP1 table, Poly table and Sid stools



## TACTICAL SPACE

### Characteristics

- Objective focused
- Results driven
- Time shared
- Functional
- Competitive
- Private
- Breakout-ability
- Flexible with numbers
- Enclosed meeting room feel

### Application

- Team rooms
- War rooms
- Meeting rooms

### Woodmark Solution

- Meeting tables and training tables: Boomerang table range
- Chairs on castors: Fortuna and Pop chair range
- Sheltered lounge: Kurve lounge with screen
- Loose seating for breakout: Eeni, Meeni, Myni Mo range and Amelia chair family
- Stools and coffee tables: Zip pods, Stool Sixty, Flosion stool, Cecilia and Rose tables, Armstrong table, CP1 table, Poly table and Sid stools





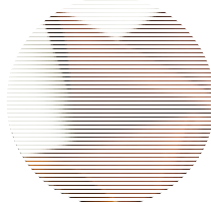


O U R  
C O M M I T M E N T



*"Product longevity from good design and high quality allows our products to be re-purposed when retired from initial use."*

Leather and Textiles – Premium Imported Leather from Italy and the finest designer textiles from around the world

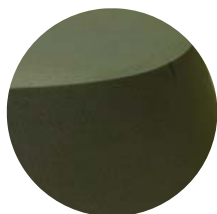


## Our Commitment

Our commitment focuses on the entire life cycle of each product. From conception to end-of-life, we place great importance on making our products serve higher usage efficiency as well as environmental performance.

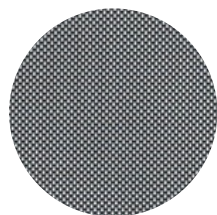
We start with the design. Our simple yet distinct design language stems from our brand's Scandinavian heritage. We strongly believe good design is a balance of simplicity and functionality. This way our designs are timeless and infinitely suitable to different environments.

Our responsibility as a manufacturer entrusts us to deliver the highest possible quality standard in the most environmentally conscious manner, which in turn also contributes to sustainability. Raw materials are scrutinised for their performance and sustainability before being selected.



Foam - Fire retardant PU foam tested Bs5852 and 100% recyclable

Timber –sustainable timbers and veneers such as Oak, Beech and Ash, which are sourced from sustainably managed forests as approved by the FSC. Processed plywood and MDF are tested to have E0 Formaldehyde Emission.



Breezeway webbing for durability with lifetime warranty

Metal – locally sourced 304 Grade Stainless steel and 6061 grade aluminium



Product longevity from good design and high quality allows our products to be re-purposed when retired from initial use. This means our materials, parts and craftsmanship must live up to the demands placed on our designs in whatever environments they are designated. We make sure individual components can be easily replaced and only when our products have been exhausted from use will it ultimately be recycled to avoid landfill. We do all this to ensure our customers not only receive the highest possible quality products from Woodmark but also best value for investment and environmental piece of mind.

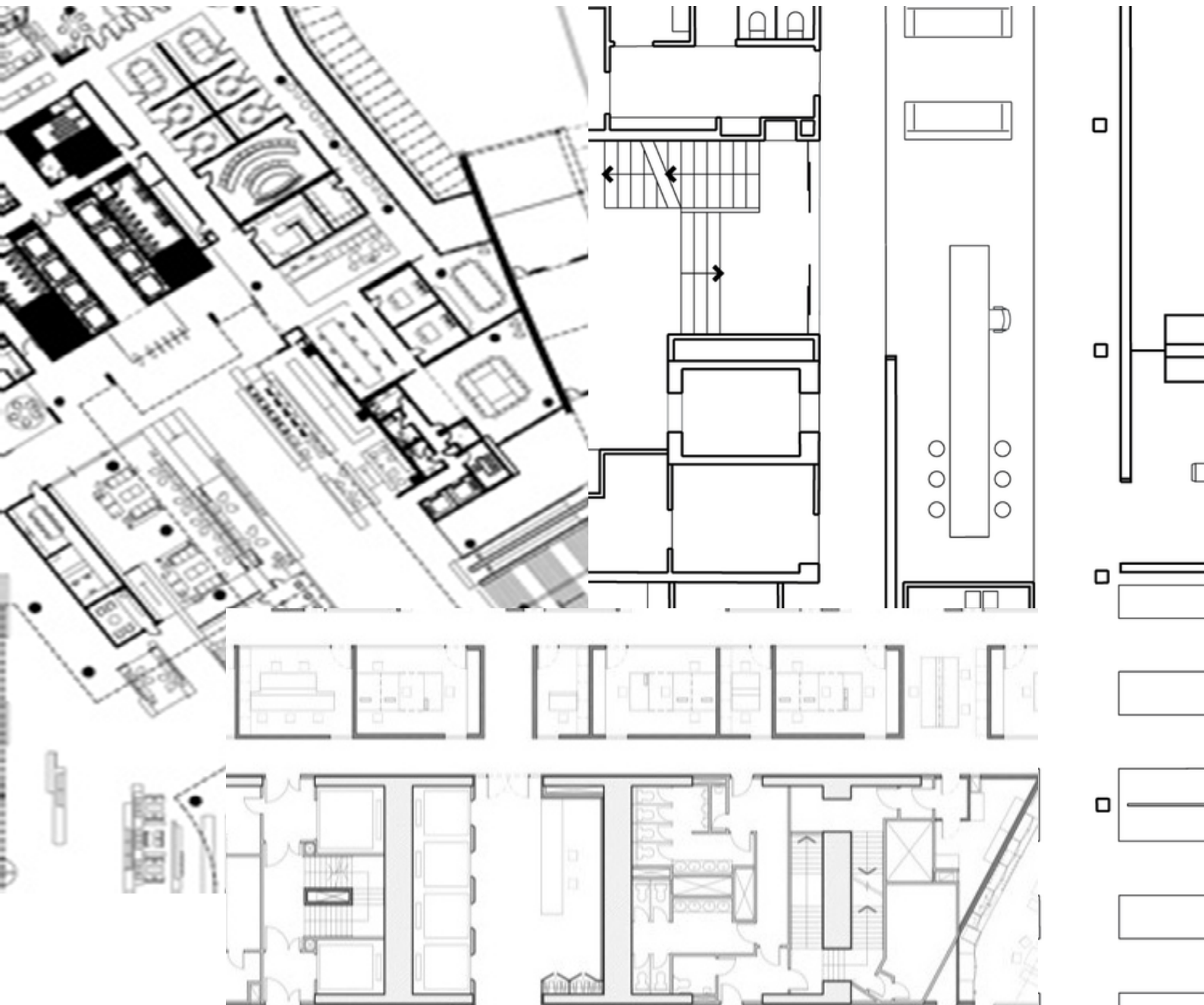
Our continued commitment to sustainability and minimising our impact on the environment has been recognised by a number of certifications. These certifications are awarded as a mark of distinction for the development of an environmentally friendly product. Woodmark products are proudly certified by GECA in Australia and GIGA in China.



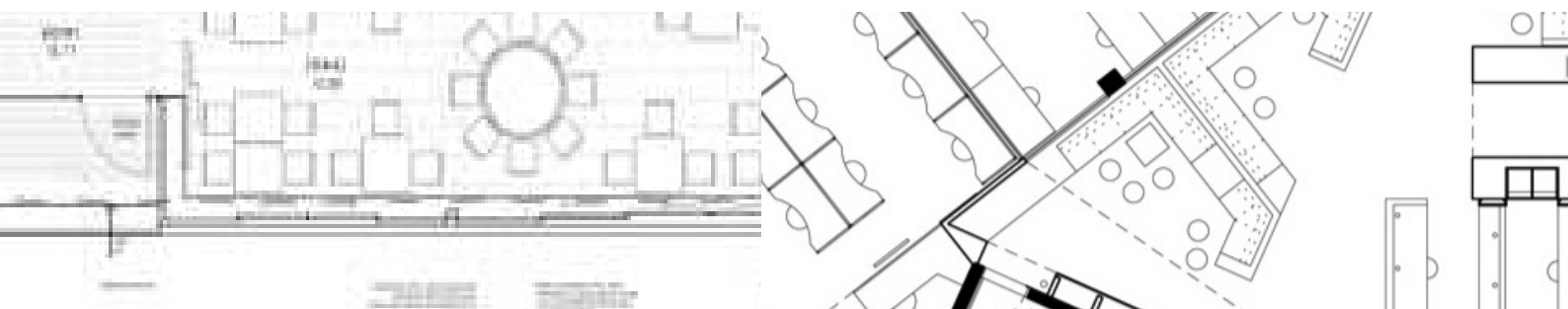
*"Woodmark products are proudly certified by GECA in Australia and GIGA in China."*







# OUR PROJECTS



@ MICROSOFT, Sydney– KURVE sofa,



@ BOSCH, China - STOOL SIXTY & ZIP pod



@ YELLOW EDGE, Australia – ZIP pod & CP1 side table





@ GDH, Australia - ELLA chair & CECELIA side table

@ ATO, Australia - BOOMERANG table



@ Australian National Bank, Shanghai - NO.5 chair & FLOSION stool







@ CEVA, Shanghai – MERI chair,  
ARMSTRONG bench, AMELIA  
chair & STOOL SIXTY



@ ZINIFEX, Australia –  
CP1 chair



@ BAYER, China - ARMSTRONG  
armchair, KURVE sofa & TARA stool

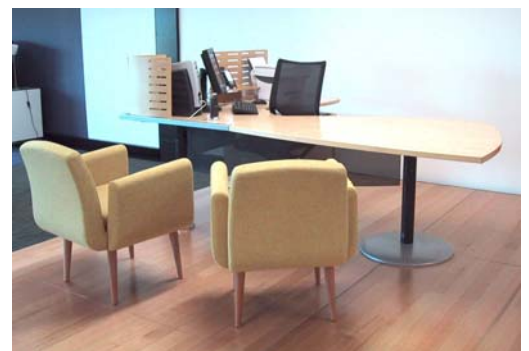




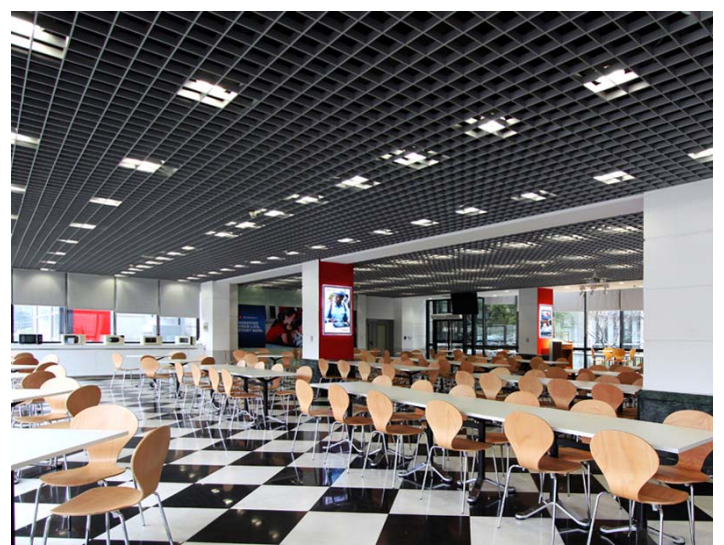


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@ Australia National University, Australia –  
MO chair &  
BOOMERANG table







@ MOTOROLA, China –  
BOOMERANG table



@ APEC 2007, Australia –  
EENI chair





@ YAHOO Beijing – JULEP chair



@ MACQUARIE UNIVERSITY,  
Australia – KURVE sofa



@ NOVO, Australia – KURVE  
sofa



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## Banking

National Australia Bank  
Bankwest, Australia  
Macquarie Bank, Australia  
Westpac Banking, Australia  
AMP Sydney, Canberra  
Commonwealth Bank of Australia  
RBS, India  
Hengsheng Bank, China  
Standard Chartered Bank,  
Singapore, Middle East  
Commercial Bank, China  
Australian National Bank, China  
Bank of America, China  
Suncorp, Australia



## Government

Australian Civil Military  
Australia Post  
Australian Taxation Office  
Attorney Generals Department,  
Australia  
Child Protection Services, Australia  
Medicare, Australia  
New Parliament House, Australia  
State Government, Australia  
NSW Ministerial Offices  
Australian Broadcasting Commission  
The Danish Consulate Sydney  
Reserve Bank Australia  
World Bank, Ethiopia  
Australia Consulate, China  
Australia Embassy, China



## Education

Curtin University  
La Trobe University  
Macquarie University  
Monash University  
Deakin University  
UTS Sydney



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## Public

Royal Melbourne Hospital  
 Alice Springs Airport  
 Commonwealth Law Courts, Australia  
 St Vincents Hospital, Australia  
 Opera House, Sydney  
 2010 EXPO Luxembourg Pavilion, China  
 2010 EXPO Cisco Pavilion, China  
 Changi General Hospital, Singapore

## Corporate

Adobe, Australia  
 Qantas, Australia  
 Roadshow Films, Australia  
 Allianz, Australia  
 Wesfarmers, Australia  
 Boral, Australia  
 Shell Singapore, Australia, China,  
 BHP Billiton, Australia, Singapore  
 Australian Red Cross  
 Electrolux, Australia  
 Optus, Australia  
 Bovis Lend Lease, Australia  
 Rio Tinto, Australia  
 Florey Neuroscience, Australia  
 Jones Lang LaSalle, Australia  
 Glaxo Smith Kline, Australia  
 AGL, Australia  
 Coca Cola, Australia  
 Clayton, Australia  
 Microsoft, Australia, Macau,  
 Singapore, Philippines  
 Chevron, Australia  
 Vodafone, Australia  
 Nokia, Australia  
 P & O, Australia  
 Fairfax, Australia  
 Mercantile Mutual, Australia  
 AAPT Telecommunications, Australia  
 Lion Nathan, Australia  
 Woods Bagot, Australia  
 Channel 7 Sydney  
 Ernst & Young, Australia, India  
 Westfield, Australia  
 John Holland, Australia  
 Mirvac Constructions, Australia  
 Novo Nordisk, Australia, China  
 Woodside Petroleum, Australia  
 Fuji Xerox, Australia  
 Crown Casino, Australia  
 Yahoo, China, Middle East and India  
 Wheelock, China  
 ALJedaie, Middle East  
 Regus, China  
 Ebay, China, Japan  
 Unitech, India  
 Accenture, India  
 Abbott, Singapore, China  
 Amex, Singapore  
 Sony, Middle East  
 SAP, Middle East, China  
 JP Morgan, Middle East  
 MBC, Middle East  
 Caterpillar, Singapore  
 RTKL, China







## Corporate

BOSCH, China  
 McAfee Software, India  
 Apple, Hong Kong, China  
 Deloitte, China  
 Johnson & Johnson, China  
 AECOM, Hong Kong  
 Philips, China  
 Honeywell, China  
 Qualcomm, India, Middle East  
 Swire, China  
 Danone, China  
 Disney, China  
 Morgan Stanley, China  
 PMCA, China  
 MGEC, Middle East  
 Al Saedan, Middle East  
 Compass, Singapore  
 Franklin Templeton, Middle East  
 Shangri-La Hotel Office, China  
 Dawon, Korea  
 Bayer, China, India  
 Daewoo E & C, Malaysia  
 SCB, Thailand  
 Shenyang Hang Lung Properties, China  
 Sant Nirankari, India  
 Target Corporation, India  
 上海城建, China  
 深圳湾一号, China  
 Alipay, China  
 Gargill, China  
 Wahaha, China  
 三湘海尚花园, China  
 AIA, China  
 Motorola, China  
 Milliken Flooring, China  
 Roche, China  
 MS LSH, China  
 Halliburton, China  
 Merck Sharp & Dohme, Middle East  
 CSKY, China  
 UBM, China  
 WSGR, China  
 Autodesk, China  
 Armstrong, China  
 Cigna, China  
 Walter, China  
 ECCO, China  
 CEVA Logistics, China  
 上海现代建筑设计院, China





WOODMARK  
ARNE CHRISTIANSEN

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L I V I N G

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