

SPOOL

AN AUSTRALIAN DESIGN BRAND WITH A GLOBAL OUTLOOK





SPØ1

SP01 IS A NEW DESIGN BRAND FEATURING A COLLECTION OF BEAUTIFULLY DETAILED, HAND-FINISHED FURNITURE, CONCEIVED IN AUSTRALIA AND MADE IN ITALY.

VISION AND VALUES

THE VISION FOR SP01 IS VERY CLEAR: TO CREATE A FURNITURE COLLECTION BASED ON RIGOROUS DESIGN AND THE HONEST USE OF MATERIALS.

THE OBJECTIVE WAS TO CREATE A COLLECTION INSPIRED BY THE AUSTRALIAN LIFESTYLE WITH AN INTERNATIONAL APPEAL.. DESIGNS THAT WOULD BE AS RELEVANT IN A NEW YORK STUDIO AS THEY WOULD BE IN A LONDON TERRACE OR BEACHSIDE HOME IN SYDNEY.

OUR TEAM MET WHILE WORKING IN DESIGN RETAIL. HAVING WORKED WITH THE WORLD'S LEADING DESIGN BRANDS, WE SAW HOW THE BEST WAS CREATED, WHAT WAS INVOLVED IN THE DESIGN, THE RIGORS OF MANUFACTURE AND THE QUALITY OF MATERIALS.

THE COLLECTION WAS DESIGNED TO STAND IN HARMONY WITH THE BRANDS THAT HAD SET THE BENCHMARK IN LUXURY DESIGN RETAIL, YET BRING OUR OWN INNATE SENSE OF AUSTRALIAN PARED BACK STYLE.



QUALITY & CRAFTSMANSHIP

CELEBRATING THE
MANUFACTURING PROCESS

A FOUNDING PRINCIPLE OF SPØ1 IS A COMMITMENT TO
QUALITY IN EVERYTHING WE DO.

OUR FOCUS ON INTEGRITY AND QUALITY IS REFLECTED IN OUR APPROACH
TO MATERIALS AND PRODUCTION. TO ENSURE THE COLLECTION IS OF THE
HIGHEST QUALITY, SPØ1 WORKS ONLY WITH ITALY'S LEADING MANUFACTURERS
THIS ENSURES OUR FURNITURE IS MADE BY ITALIAN CRAFTSMEN WHO ARE
EXPERIENCED IN PRODUCING FOR THE WORLD'S LEADING BRANDS.





QUALITY & THE ENVIRONMENT

AUSTRALIANS SPEND MOST OF THEIR TIME OUTDOORS,
SO THE ENVIRONMENT IS PERVASIVE IN EVERY ASPECT OF
OUR LIVES, AND PART OF THE NATIONAL PSYCHE.



AT SPØ1 OUR COMMITMENT TO
THE ENVIRONMENT IS REAL. ALL
SPØ1 WOODS ARE FSC CERTIFIED
TIMBERS, AND OUR PRODUCTS ARE
TESTED FOR DURABILITY BY CATAS
AND CERTIFIED BY GECA FOR
ENVIRONMENTAL STANDARDS.



METRICA

THE LAUNCH COLLECTION FOR SPØ1 WAS DESIGNED BY METRICA, A MILAN-BASED STUDIO THAT DESIGNS ELEGANT CONTEMPORARY FURNITURE FOR COMPANIES AROUND THE WORLD.

DESIGNERS

SPØ1 HAS INTENTIONALLY COLLABORATED WITH DESIGNERS FROM AROUND THE WORLD.

WE ARE AN AUSTRALIAN BRAND WITH A GLOBAL OUTLOOK. AS A YOUNG COUNTRY, WE AREN'T BOUND BY CENTURIES OF TRADITION, INSTEAD WE ARE INSPIRED BY OUR NATURAL ENVIRONMENT, OUR DIVERSE BACKGROUNDS AND OUR INQUISITIVE NATURES. THIS UNEMCUMBERED APPROACH TO DESIGN IS REFLECTED BOTH IN OUR SPIRIT, AND OUR ARCHITECTURE AND DESIGN.

BECAUSE OF THIS, WE LOOK TO WORK WITH TALENTED DESIGNERS WITH DIFFERENT SKILLS AND BACKGROUNDS. DESIGNERS WHO UNDERSTAND OUR VISION AND WILL WORK CLOSELY WITH US TO DEVELOP PRODUCTS OF THE HIGHEST QUALITY WHICH REFLECTS OUR LIFESTYLE.

THE COMMON LINK BETWEEN EACH OF OUR DESIGNERS IS A PASSION FOR USING HIGH QUALITY NATURAL MATERIALS SUCH AS WOODS, LEATHER, MARBLE AND ALLOWING THE DESIGN DETAILING TO TELL THE STORY.



TOM FEREDAY

THE OUTDOOR COLLECTION WAS
DESIGNED BY AUSTRALIAN
DESIGNER TOM FEREDAY.

TOM'S AIM IS TO CREATE
ENDURING DESIGNS WHICH ARE
MEANINGFUL TO PEOPLE AND
THEIR ENVIRONMENT.





LAUNCHING IN NOVEMBER 2017

TIM RUNDLE

NOVEMBER 2017 WILL SEE THE
GLOBAL LAUNCH OF FURNITURE
AND ACCESSORIES BY LONDON
BASED, NEW ZEALAND DESIGNER
TIM RUNDLE.

ADDITIONAL PIECES WILL BE
ADDED TO THE COLLECTION
EVERY 6 MONTHS.





OUR PARTNERS

SPØ1 WANTS TO DO THINGS DIFFERENTLY.

WE WANT TO WORK WITH LONG TERM PARTNERS WHO HAVE A SHARED VISION. WE DON'T BELIEVE YOU CAN BE ALL THINGS TO ALL PEOPLE, SO WE TAILOR OUR RELATIONSHIPS TO MEET THE VARYING BUSINESS NEEDS OF OUR PARTNERS.

WE WORK WITH BUSINESSES INCLUDING LARGE AND SMALL RETAILERS AS WELL AS COMMERCIAL PARTNERS.

OUR PARTNERS INCLUDE

SPACE FURNITURE - SYDNEY, MELBOURNE,
BRISBANE, SINGAPORE & KUALA LUMPUR

DSEGNARE - SAN FRANCISCO

SILVERA - LONDON

A+R DESIGN - LA

DODDS & SHUTE - LONDON

INFORM INTERIORS - VANCOUVER

ARCHIPRODUCTS - MILANO

HOLLACE CLUNY - TORONTO

FLOW INTERIOR - BELGIUM

Y LIVING - USA

STAR IN STRIPES

Marimekko's spring/summer 2016 Home collection is the first under the direction of new creative director Anna Tuomela. Retaining the aesthetic of the 67-year-old brand, it includes prints such as the stylish 'Mint' (above, as a tea towel). Also look out for vases such as 'Ming' (left) to complement the range. *Details, last pages.*

ISM OBJECTS' 'LOFT' wall-mounted lamp (below) is ideal for creating ambient LIGHTING in the home or office — its cantilevered arm easily swivels direct light to where you wish.

FEET FIRST

Dutch company Danskina has worked with leading rug makers in the Netherlands, Germany, India, Nepal and Scotland to produce rugs that don't hold back on colour, pattern and texture. They are now available at H&M, and with 31 current designs in a kaleidoscope of shades — such as 'East' in Colour 962 (pictured) — there is certain to be one that suits your room.

Hot seat

Toshiyuki Kita's classic 1980s 'Wink' chaise longue (right) is just one of Cassina's iconic works being remastered as part of the brand's 90th birthday in 2017. Nine designs from the company's 90-year archive will be updated — it's all part of Cassina's C90 program, the first for new creative director Patricia Urquiola.

SOFTER, ORGANIC SHAPES TAKE OVER AS SOME OF DESIGN'S BIGGEST NAMES REVEAL THEIR LATEST PIECES.

In store

MAKE SOME ROOM

SPACE FURNITURE HAS LAUNCHED SPØ1, ITS OWN-LABEL COLLECTION OF ITALIAN FURNITURE. THE RANGE, BY MILAN STUDIO FATTORINI+RIZZINI+PARTNERS, COMPRISES SCULPTED TABLES AS WELL AS HAND-FINISHED SEATING, SUCH AS THE 'MAX' SOFA AND 'ANITA' ARMCHAIR (BOTH BELOW).

VOGUE LIVING

PRESS

FROM WALLPAPER* TO DEZEEN, DESIGN MILK TO VOGUE LIVING, AUSTRALIAN FINANCIAL REVIEW MAGAZINE TO INTERIOR DESIGN, THE MEDIA HAS TAPPED INTO THE NEW VISION FROM SPØ1.

YELLOWTRACE



DESIGN MILK



INTERIOR DESIGN



Wallpaper*

SPØ1 makes its stylish US debut, with a little help from Ladies & Gentlemen Studio

DESIGN / 8 MAY 2017 / BY PETER RUIZ



Twilight Australian brand SPØ1 has opened a pop-up store in New York designed by Ladies & Gentlemen Studio. Pictured: Long armchairs and round table, by SPØ1, and hanging, Maser lights by L&G Studio. Photography: Brooke Pridemore



"INTRODUCING YOURSELF TO A NEW CROWD TENDS TO BE AWKWARD AT TIMES, BUT THE AUSTRALIAN FURNITURE BRAND SPØ1 MAKES IT LOOK EASY"

- WALLPAPER* MAGAZINE

SPECTRUM SMH

THE EDGE

TATLER HOME

BELLE



The Australian-based designers making a living from their craft think creatively about business as well as aesthetics.

Story • STEPHEN TODD Portraits • JESSE MARLOW

"THE COLLECTION HAS A CONFIDENT ELEGANCE. ITS SOFAS, ARMCHAIRS, CHAIRS AND TABLES DON'T SCREAM THEIR PRESENCE AS MUCH AS QUIETLY INSINUATE THEIR CHIC."

- AUSTRALIAN FINANCIAL REVIEW MAGAZINE

DE TUIN ALS EXTRA KAMER



Lichte, luchtige meubels en tuipen voor op het terras in de snelgroeiende wereld van het tuinmeubilair zijn binnen en buiten dank te krijgen gevonden.

Door Floor van Dijk



Groen en gras zijn de perfecte achtergrond voor een modern, licht en luchtig meubel. Het is de perfecte combinatie van natuur en design. De designers van de collectie denken hierover na. Ze willen een meubel dat niet alleen functioneel is, maar ook een statement maakt. Een meubel dat de tuin omvormt tot een extra kamer. Een meubel dat de tuin een plek maakt waar je wilt zijn.



De collectie bestaat uit:
- Een set van twee stoelen en een tafel.
- Een set van vier stoelen en een tafel.
- Een set van zes stoelen en een tafel.

De designers van de collectie denken hierover na. Ze willen een meubel dat niet alleen functioneel is, maar ook een statement maakt. Een meubel dat de tuin omvormt tot een extra kamer. Een meubel dat de tuin een plek maakt waar je wilt zijn.

Werkende materialen:
- Aluminium.
- RVS.
- Kunststof.

S T A T E O F D E S



PROJECTS

SPØ1 FURNITURE AND ACCESSORIES ARE DESIGNED TO WORK IN BOTH RESIDENTIAL AND COMMERCIAL ENVIRONMENTS. MANUFACTURED WITH THE RIGOURS REQUIRED FOR COMMERCIAL ENVIRONMENTS THE COLLECTION IS ALSO PERFECTLY AT HOME IN A RESIDENTIAL INTERIOR.

OUR EXPERIENCE INCLUDES RESIDENTIAL, HOSPITALITY, CRUISE SHIPS, DEVELOPERS, BREAK OUT AREAS AND RETAIL.

RESIDENTIAL

LAYER HOUSE
ROBSON RAK ARCHITECTS
MELBOURNE, AUSTRALIA





HOSPITALITY



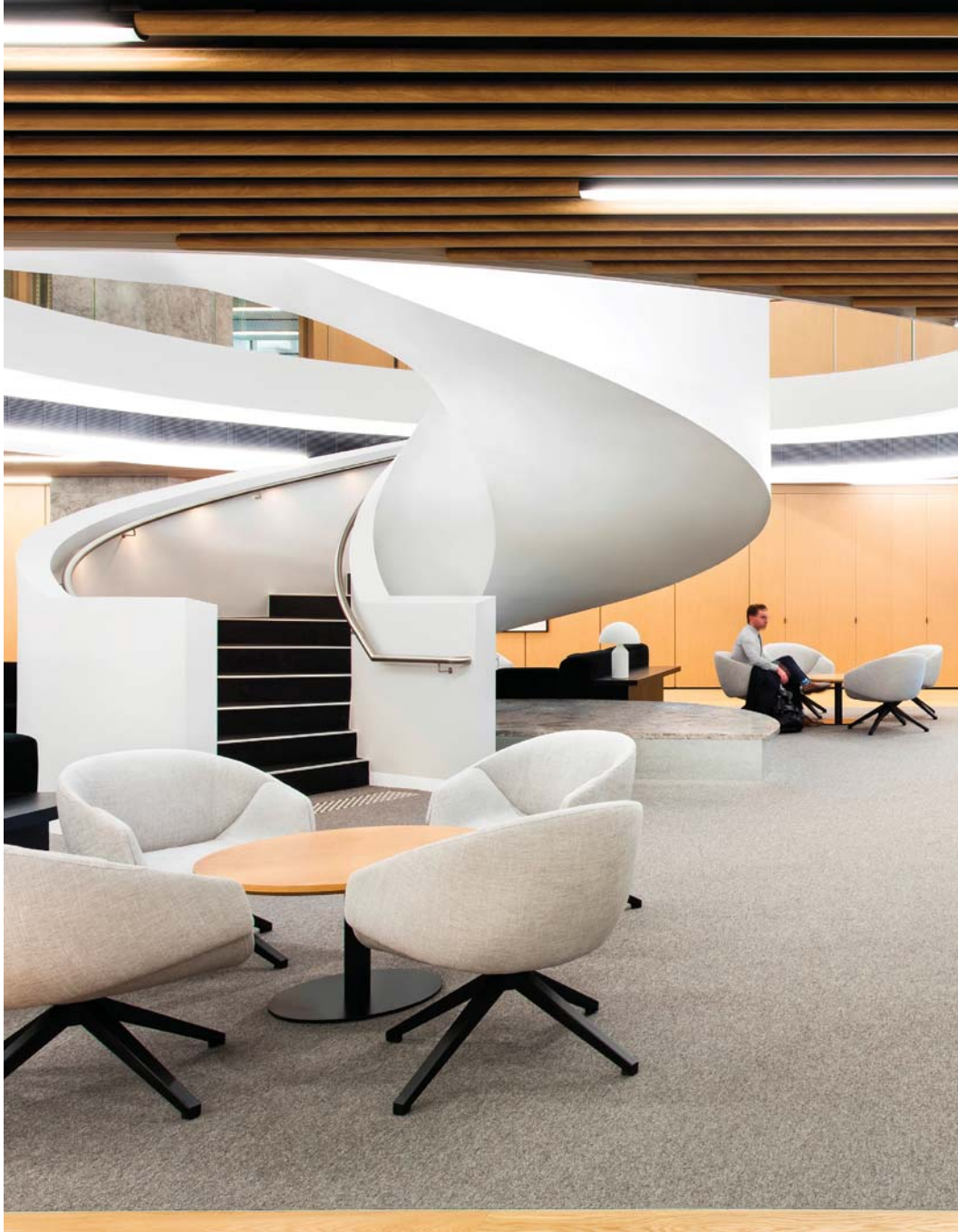
BUENA VISTA HOTEL
SJB WITH TESS REGAN DESIGN
SYDNEY, AUSTRALIA



MULTI-RESIDENTIAL



UNISON APARTMENTS
MIRVAC
BRISBANE, AUSTRALIA



EDUCATION



DEAKIN UNIVERSITY
HASSELL
MELBOURNE, AUSTRALIA



INSTALLATIONS



OVER/UNDER COLLABORATION
WITH LADIES & GENTLEMEN STUDIO
NEW YORK, USA



INDOOR COLLECTION

LAUNCHED IN 2016, THE SPØ1 STORY CONTINUES TO EVOLVE WITH
NEW COLLECTIONS LAUNCHING TWICE YEARLY.

THE COLLECTION

MAX SOFA

LING SOFA

ANITA ARMCHAIR

LING ARMCHAIR

THOMAS CHAIR

CLARKE CHAIR

ETOILE COFEE TABLE

SMITH TABLE

HOLLAND TABLE



SOFAS



LING (ABOVE)
MAX (LEFT)



ARMCHAIRS



LING (ABOVE)
ANITA (LEFT)



CHAIRS



CLARKE (ABOVE)
THOMAS (BELOW)



TABLES



SMITH (ABOVE)
HOLLAND (LEFT)



COFFEE TABLES

"SPØ1'S EMBRACE OF WARM NATURAL MATERIALS AND FINE ITALIAN CRAFTSMANSHIP UNDERSCORE EACH PIECE OF ITS MINIMAL INDOOR AND OUTDOOR COLLECTIONS."

- WALLPAPER* MAY, 2017



ETOILE COFFEE TABLE



OUTDOOR COLLECTION

"PROXIMITY TO THE SEA AND EXPOSURE ALL YEAR ROUND TO THE ELEMENTS PROVIDES CHALLENGES FOR FURNITURE TO SURVIVE, SO HAVING AN AUSTRALIAN DESIGNER WORK ON THE OUTDOOR COLLECTION BRINGS A FEELING OF CONFIDENCE."

- MATT LORRAIN, HEAD OF DESIGN AND PRODUCT DEVELOPMENT

THE COLLECTION

CHEE CHAIR

CHEE CHAIR WITH ARMS

CHEE STOOL

JEANETTE CHAIR

EILEEN TABLE

PARISI TABLE



CHAIRS

(BELOW)
CHEE CHAIR
CHEE WITHOUT ARMS
CHEE BAR STOOL



JEANETTE CHAIR (LEFT)



TABLES

(BELOW)
EILEEN ROUND TABLE
EILEEN TABLE



PARISI TABLE (LEFT)



DURABILITY

WITH 1500 HOURS* OF SALT MIST TESTING, THE OUTDOOR COLLECTION IS OF SUPERIOR QUALITY AND READY TO WITHSTAND THE TOUGHEST OF ENVIRONMENTS - THE AUSTRALIAN OUTDOORS. (*800 HOURS IS THE STANDARD TEST FOR AUTOMOTIVE PANELS OF MANY CAR BRANDS.)

DESPITE THEIR TOUGHENED EXTERIOR, THIS OUTDOOR COLLECTION LOOKS ELEGANT IN ANY SETTING - OUTDOORS OR INDOORS.



SPØ1

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