

## CAMD Case Studies – Creativity and Design

### ***Creativity in Design***

Powerhouse Museum

2011



#### *Cutting-edge Design*

Sydney's Powerhouse Museum becomes the hub for Sydney's creatives during the annual Sydney Design festival. Produced by the Powerhouse Museum in association with more than 60 cultural institutions, organisations and individuals, it showcases over 100 events including exhibitions, workshops, master classes, talks, public creations, installations and

tours – unpacking design, connecting people and creating dialogue around design issues. Now in its 15<sup>th</sup> year it is Australia's longest-running design festival. Last year's festival saw over 20,000 visitors enjoy a range of design events and activities across the city and over 1,000 downloads of the Sydney Design iPhone app.

This year, events include the Australian International Design Awards which features the latest in Australian design and innovation. A joeycan for recycling shower water, a light-weight, compact FlipBike, cutting-edge pressurised technology to treat obstructive sleep apnoae and a new tethered tool assistant allowing workers to safely use tools at heights, are amongst this year's top designs selected by the Powerhouse Museum to go on show in the 2011 Australian International Design Awards exhibition. The annual AIDA program recognises excellence in product design and innovation. This year, a panel of design experts assessed 232 new products and selected 127 finalists. The Museum has selected nine of these leading designs to be displayed.

The festival also focuses on the *Love Lace* exhibition at the Powerhouse which features 130 works by 134 artists from 20 different countries. The exhibition was drawn from finalists of the Powerhouse Museum's third International Lace Award that ran in 2010 and attracted an outstanding field of 700 entries globally. A disused farm truck revived by its impressive metal lace body, a sculpture of a female uterus made from delicately knitted human hair, a replica Ford motor engine created from thin crocheted steel. These are just some of the extraordinary works featured in the ground-breaking *Love Lace* exhibition.

The Festival saw Janet Echelman's giant woven construction, *Tsunami 1.26*, hung outside the Town Hall. The installation was constructed over several nights in the city; a time-lapse video documents its installation:

<http://www.powerhousemuseum.com/imageservices/index.php/2011/10/time-lapse-of-the-installation-of-tsunami-1-26/>

Amongst the 100 events, the festival also included workshops and panel discussions involving a wide range of arts, crafts and creative industries. A seminar provided by the NSW Innovation Advisory Service explored how intellectual property (IP), marketing, consumer behaviour and product design borrow from the past to develop future products, graduates exhibit and talk about their sustainable designs and creative visionaries looked at the future of the design industry.

See: <http://www.sydneydesign.com.au/2011/>