



Sydney  
Design

MEDIA RELEASE

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## SYDNEY DESIGN FESTIVAL 2016 MAKE OR BREAK

Sydney Design Festival will celebrate the best of design at venues across Sydney from 2 – 11 September 2016. Presented by the Museum of Applied Arts and Sciences (MAAS), the Festival this year celebrates its 20th anniversary. The Festival theme, **Make or Break**, will examine the role of commercial success for designers and the trend for deconstructed production methods.

MAAS Acting Director, **Dolla Merrillees**, said the festival was unique in its origins and offerings.

“Sydney Design Festival is unusual as one of the only Museum-presented design festivals in the world. Throughout its 20-year history the Festival has championed local and new designers and provided forums to explore the impacts of design on everyday life and culture.”

“Design is a cornerstone of MAAS, The Museum commands a unique place at the intersection of science and technology, design and innovation, aesthetics and industry. We look forward to once again gathering a range of leading creatives under the umbrella of innovative design,” said Ms Merrillees.

Design Institute of Australia NSW President, **Karina Gobbo**, said the festival has a lot to offer designers across numerous fields.

“The Design Institute of Australia members are experts in design thinking, creative problem solving and innovation. Collectively, our professional members represent a broad gamut of disciplines in both established and emerging design fields of design. Aligning and supporting Sydney Design Week 2016 across multiple design disciplines is of considerable value to our members and the design community,” said Ms Gobbo.

Australian Graphic Design Association (AGDA) Strategy Director, **Catriona Burgess**, said the festival had a key role to play in bringing the design community together.

“There has never been a more exciting time for design, especially for Australia. Creativity can solve old problems in new ways, and is being increasingly understood as critical to successful businesses and communities. Sydney Design Festival allows us to highlight the value of design and to celebrate the vibrancy of our industry,” said Ms Burgess.

Expressions of interest are now open for program contributions across formats as varied as lectures, studio tours, exhibitions, events and networking opportunities. Design streams range from architecture, landscape, industrial and interiors to fashion, jewellery and graphic design.

Highlights of last year’s festival included a four-day showcase of research-led architecture innovation; talks by leading Australian designers; jewellery workshops adapting basketry techniques to silver smithing and a collaborative community crochet project throughout the festival.

Past festival speakers have included Japanese architect Shigeru Ban, Droog co-founder Renny Ramakers, industrial designer Ross Lovegrove, French designer Matali Crasset and fashion historian Valerie Steele.

Expressions of interest close on 4 April. A full festival program will be announced on 22 July 2016.

**Sydney Design Festival**

2 – 11 September 2016

Expressions of Interest close 4 April 2016

[www.sydneydesign.com.au](http://www.sydneydesign.com.au)

**FOR FURTHER MEDIA ENQUIRIES:**

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**About the Museum of Applied Arts and Sciences**

The Powerhouse Museum, alongside Sydney Observatory and the Museum Discovery Centre, is part of the Museum of Applied Arts and Sciences (MAAS), Australia's contemporary museum for excellence and innovation in applied arts and sciences. The Museum of Applied Arts and Sciences has a vast and diverse collection of over 500,000 objects.