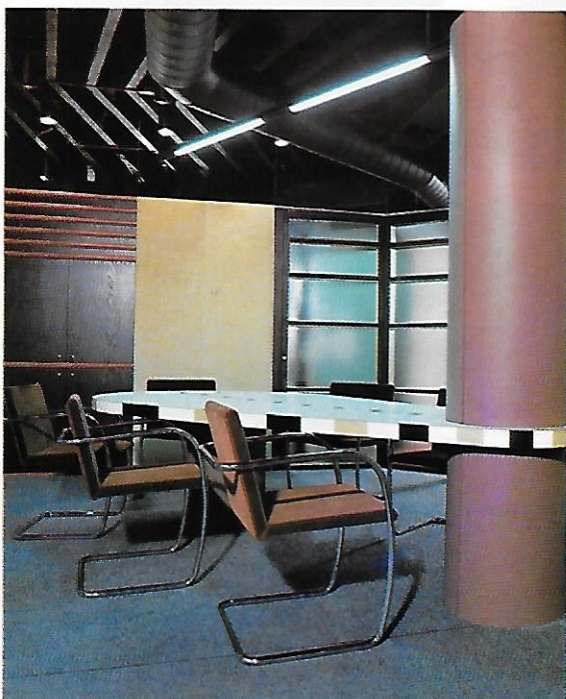




SHOWROOM SOPHISTICATES

No one would argue that marketing has become an art in itself. To arrest and capture the imagination, products must be shown to their very best. The showroom of today is the vehicle that points to tomorrow. Few can surpass two which recently opened. Both are a production in seduction.



PHOTOGRAPHY: LEWIS MORLEY

Order Imports' showroom by Marsh Freedman Associates is a tantalizing area of rich and entertaining surface treatments, matched only by the wares themselves. Exclusive, old and rare fabrics, printing blocks and papers are on display. In some cases, they are an integral part of the overall design plan.

Order Imports, Sydney

In a large brick warehouse in Pyrmont, next to old rail yards, a sprawling cityscape of expressways, neglected buildings and disused wool stores, Christine Spindler's Order Imports seems far removed from the bleakness of the outside world. In fact, on entering, it could easily be *Wizard of Oz* land.

Exceptional wares, a top design team and a client who placed few restrictions on creative expertise are the chemistry which make Order Imports' recently completed showrooms an interesting, almost theatrical departure from convention. No longer, or more to the point, not intended to be, a neutral envelope, the showroom is a kaleidoscopic blast of colours.

Having secured a market in importing unusual, high quality fabrics and soft furnishings, Order Imports also produces its own range of fabrics. The need to create a statement, to tie together the threads of a diverse, yet homogeneous collection inspired Christine to employ Marsh Freedman Associates to redesign a showroom which would seduce, and inspire clients.

Marsh Freedman, who gave post-Modernism its local flavour, have employed many of their familiar leitmotifs — columns to dissect and mould space, rich colour schemes to create a powerful impact and sharp perspective shifts, an emphasis on veneers, laminates and linoleums and marbling effects on certain painted walls. Custom-made furniture, showcases and doors, all highly crafted, reflect a concern for virtuosity that almost points to artifice. The continuing success of Order Imports looks set.



Ffrench's new showroom is a soft environment reminiscent of that slick magazine look of Manhattan apartment living. Sophisticated yet inviting, the design adopted is based on a rigid system of squares, a grid flowing through the entire showroom which is spotlit to create a dramatic stage for the locally made furniture.

