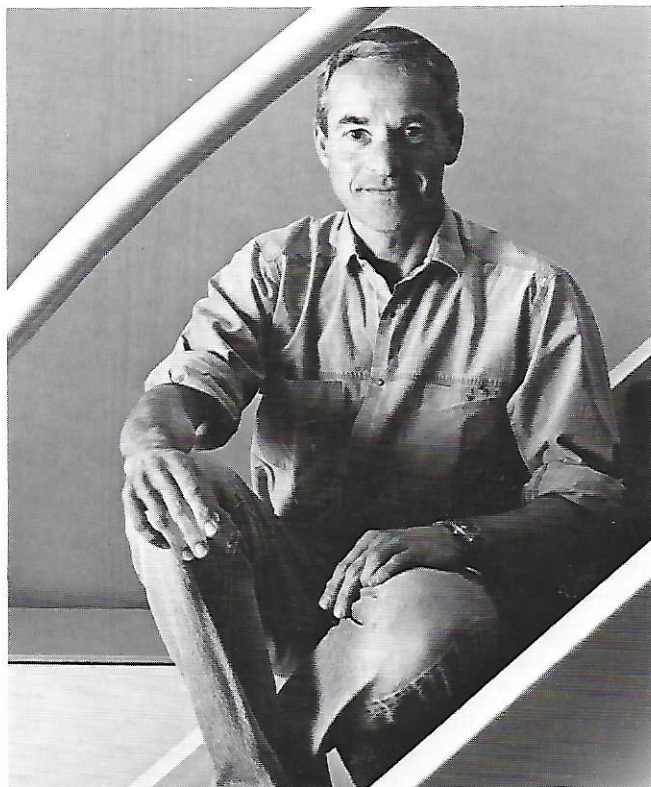


# THE DESIGN



## GEORGE FREEDMAN

**G**raeme Murphy has long admired George Freedman's unique and harmonious sense of colour and proportion, sensing that an exciting new theatre designer might be discovered if Freedman were commissioned to make his theatrical debut. Born in New York, architect and interior designer George Freedman attended the Syracuse University School of Architecture from 1953 to 1958. Following his years at University, Freedman worked with Kahn & Jacobs Architects in New York until 1960. During this time he created, among other things, interiors for the American Airlines passenger terminal at Idlewild Airport.

He travelled to Europe and spent the following five years painting and living in both Spain and the Netherlands. He exhibited in Amsterdam in 1963 and in Brussels in 1964, before resuming his career as an interior designer for the London firm of Tandy, Halford and Mills. In 1968 he returned to New York and spent two years with Knoll International Limited for whom he designed interiors for the U.S. Pavilion at the Osaka World Fair in 1969, the Bank of New South Wales offices in Sydney and the interiors of the Price Waterhouse offices in Buffalo, New York.

He came to Australia for the first time in 1969 on a commission to design offices for the Bank of New South Wales. George Freedman became a partner in Neville Marsh Interiors from 1970 and is at present a Principal in Marsh Freedman Associates. His most celebrated designs of recent years include the executive offices of the State Bank of New South Wales in Sydney's Martin Place, 'colours and finishes' for Lionel Glendenning for the

Powerhouse Museum in Ultimo, and the building which houses the Macquarie Galleries in conjunction with Allen Jack & Cottier.

Marsh Freedman Associates have also designed the Artes Studios showrooms in Melbourne, Perth, Adelaide, Sydney and Brisbane, Five Way Fusion Boutique in Double Bay, Leighton House at St. Leonards, Hoyts Theatres in Adelaide and Perth, Her Majesty's Theatre in Sydney and Kinselas Brasserie, in association with Glen Murcutt and Michael Davies.

More recently, Marsh Freedman Associates have created designs for Taylor's Restaurant in Potts Point, Claude's Restaurant in Paddington and Bilson's a la carte Restaurant at the Overseas Passenger Terminal at Circular Quay. In addition, Marsh Freedman has designed 'colours and finishes' for the Apple Computers building on Sydney's North Shore in conjunction with Allen Jack & Cottier and created 'external colours' for the Australian Pavilion at Expo '88 in Brisbane for Ancher Mortlock & Woolley.

George Freedman was elected as a Member of the Design Institute of Australia in 1984. He is currently working on several projects, including designs for the new Clinic Building at St. Vincent's Private Hospital in Darlinghurst. Freedman is a member of the committee for the Loudon Sainthill Scholarship Fund for NIDA and a judge for the Dulux Colour Awards.

*Kraanerg* is George Freedman's first design for the theatre.

