2008003749

ADAM GODDRUM

EVE (BOMBAY SAPPHIRE DESIGN DISCOVERY AWARD)

VISUAL OR DESIGN
EXHIBITION OF
CREATIVE WORKS

The Bombay Sapphire Design Discovery Award, Australia's richest and most prestigious design Award, is dedicated to rewarding excellence in design, improving and promoting awareness of design in Australia and improving commercial success of talented Australian designers.

10 finalists present a portfolio to a panel of expert judges, a committee of Industry leaders, including international contribution from experts such as Philippe Stark, Ron Arad and Tom Dixon. Antonio Citterio was involved with the competition in the year I won (2004). The award recognizes designers who push the boundaries of design through innovation and originality.

'Eve' is a high-end sculptural furniture object made from mirror-polished stainless steel, clad in a leather skin. The structure was created through research and exploration of the manipulation sheet material into complex forms. My investigation resulted in a method of creation of sophisticated curvilinear geometry using simple fabrication methods. The sheet material profiles are water-jet cut from a CAD file, rolled into shape by hand and then welded together to create the form. These forms would conventionally only be achieved by laborious expensive tooling techniques.

My fabrication method provides an opportunity to create complex forms in a simple cost effective manner. This technique has been applied to new furniture pieces put more importantly can be applied to any appropriate product design.

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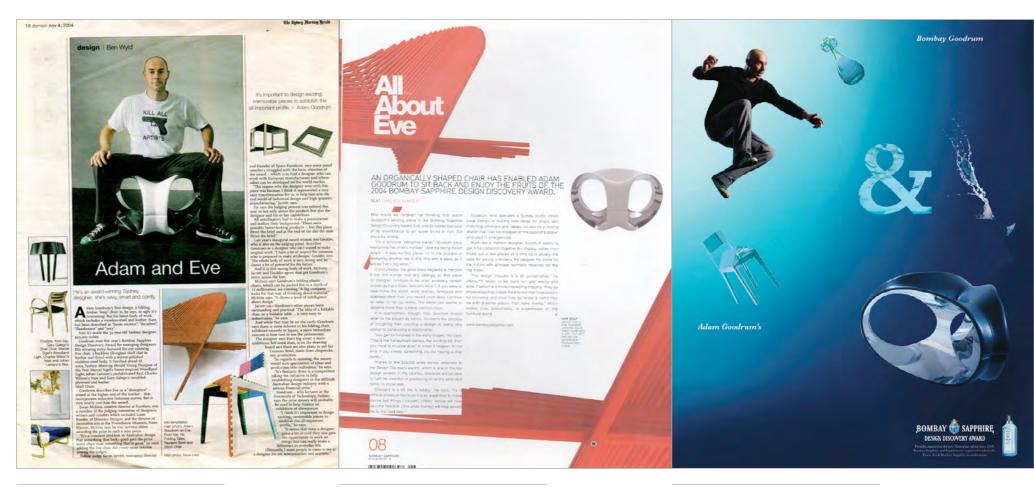VISUAL OR DESIGN EXHIBITION OF
CREATIVE WORKS P. 2

Eve (ottoman), 2004, stainless
steel and white leather, 900
x 900 x 400mm, front view

Eve (ottoman), 2004,
stainless steel and white
leather, 900 x 900 x 400mm,
perspective view

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