



ETERNAL flame

Spurred by our constantly consuming culture, Lana Alsamir-Diamond of Beautiful on the Inside sought the help of eight Australian designers – to make a statement and help new design stand the test of time.

The aptly named “I Do” exhibition called for designers to consider the longevity of their products, to design with “‘til death do us part” in mind, and to create “pieces with soul.” Lana Alsamir-Diamond expressed in the brief, “We want to bring commitment back, we want people to buy a piece and love it more with every day that goes by.”

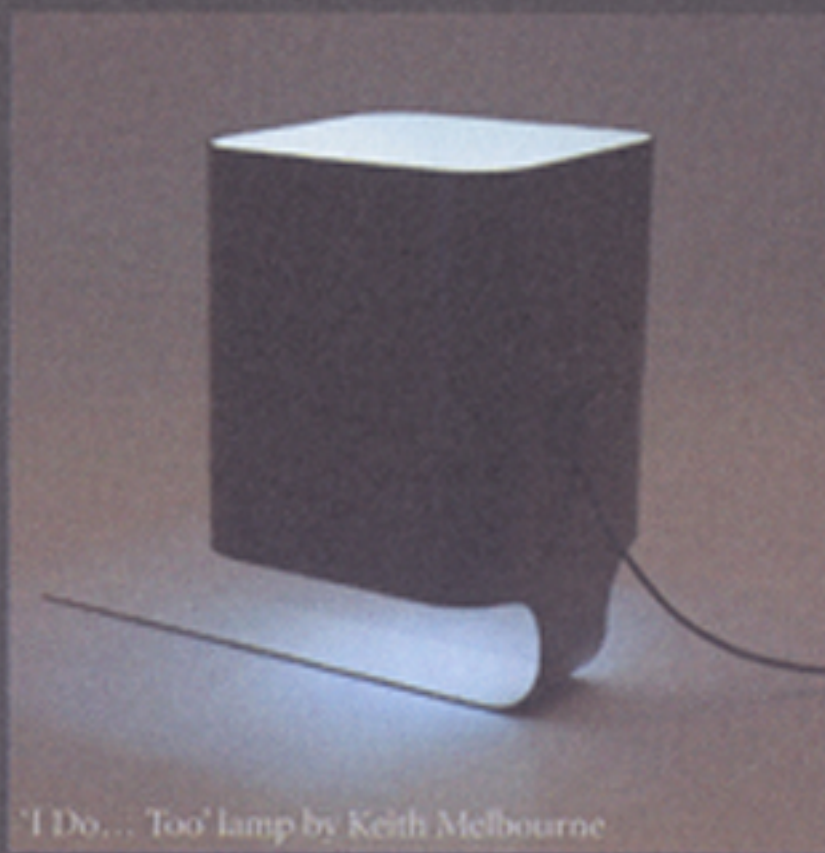
Beautiful on the Inside, a sexy design store in Surry Hills, invited designers Daniel Barbera, Matthew Conway, Gary Galego, Arthur Koutoulas, Keith Melbourne, Huseyin Sami, Eran Thomson and Lana Alsamir-Diamond to respond to the brief. And from this assorted crew came some inspiring and comical concepts.

Each of the pieces conveyed a part of the designer’s psyche, and tackled the notion of “forever” in completely unique ways. They expressed feelings of sentimental attachment, hidden meaning to be treasured for life, and the preservation of special moments in tongue in cheek formations. The solid bronze ‘Tim Tam Paperweights’ are a consumable product transformed into a sculptural form, ‘reflections on self love’ is a two-sided mirror that shows to truly love someone you must also love yourself, while the ‘I Do’ and ‘I Do... Too’ lamps are timeless, pure forms, and the ‘Higher...higher’ swing is a piece that conjures happy moments from one’s childhood and begs you to never leave it behind. All of the works were successful in creating a “‘til death do us part” kind of “I do.”

The opening night drew a crowd of designers and creatives who relished in the creative ideas presented and

mingled in the brimming retail space in Surry Hills. The theme “I Do” ran throughout the course of the evening, and formalities were concluded with a wedding cake – cut communally by the participating designers – and a wedding car parked out front was adorned with ribbons, cans, and the “just married” declaration.

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‘I Do... Too’ lamp by Keith Melbourne



‘The Paperweight’ by Arthur Koutoulas

‘Walk-a-bout’ stool by Gary Galego