

Press release
Thursday, 28 July 2016

WANAKA START-UP STRIKES GOLD AT MELBOURNE DESIGN AWARDS WITH BISTROT CHAIR OF THE 21ST CENTURY

Revology *design #1* - a sustainably designed chair made from a striking combination of flax fibre composites and bio-based resin - last night won a gold award for product design at the 2016 Melbourne Design Awards.

Modelled on the classic bistrot chair often found in Parisian cafés, the new design is the first creation of Revology, a Wanaka based design-tech company. Revology was founded by Monique Kelly and Alexandre Guichard. Alex is one of the inventors behind RocTool, the French company specialising in the plastics and composite moulding process.

The first in a series of sustainable design products, Revology's concept chair showcases the potential applications of a new generation of sustainable composite materials.

Five times stronger than wood, flax composites are renowned for their strength. Revology's *design #1* is lightweight and able to be customised with an interchangeable seat and back rest. The chair is also 100% recyclable. The innovative moulding technology used to craft the chair from this natural fibre uses an energy efficient heat and cool moulding technology to ensure the linen fibres retain their integrity.

"A brilliantly courageous design gracefully executed. The jury were taken by the boldness and elegance of design #1, celebrating the modern plastics era juxtaposed with the richness of the flax fibre."

Mark Bergin - Founder and CEO, Design 100 and Melbourne Design Awards Judge

Each chair weighs less than 3.5kg. The soft touch organic matte finish of the fibres, coupled with the possibility of easily replacing the resin parts of the chair that are most likely to be damaged through normal use, ensure that this chair will last for generations.

Committed to making sustainable products using innovative materials, Revology design director and founder of Melbourne based design studio, D2 design, Philippe Guichard says the chair's design reflects the company's vision to create a range of products that are made with durable sustainable materials and which respect iconic objects from the past.

"As a designer, I'm always excited by new material or new technologies.

The Revology chair has combined both: using Flax as a new natural material in the furniture industry, and capitalizing on newly developed technology to manufacture the product. The chair is the first of its kind in this form to utilize this extraordinary Flax material, creating something incredibly unique yet timeless in design" - Philippe Guichard, Design Director

Revology's chair will be available to purchase mid-year 2017. Buyers can register their interest here: www.revology.com/registration

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Award Information:

Company | Revology : www.revology.com

Team | Philippe Guichard (Designer) and Alexandre Guichard (Co-founder and CEO)

Section | Product Design

About award organiser, design100 | Design100 is a global community of 75,000 design experts engaged in celebrating courage, recognising design excellence and growing demand for design. With a panel of 200+ of the world's leading design minds providing curatorial, judging and design summit direction.

Design100's mission is to celebrate the courage of those who commission design and those who create it. [More about the 2016 line up.](#)

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Media Pack: <http://bit.ly/RevologyMelbourneDesignAward2016>