

It was an exciting Designex this year with Axolotl launching both AxolotlGlass and AxolotlSmartfix. The response we received to the glass, doors and our new floral panelling has been every bit as positive as we hoped.

The stand featured our new floral debossed 'wallpaper' coated in a Bronze Graphite. The floral design was replicated in our new 'Arabesque' bronze glass. All the walls were constructed utilising the new AxolotlSmartfix facade system. The photos at right give a feel for the stand design.

Doors designed by Burley Katon Halliday and Virginia Kerridge were also featured at the show.

Contact Axolotl for the complete range of designs of our new wallpaper panelling, which are as diverse as geometric through to floral patterns. In fact almost any design can be reproduced, so feel free to come up with a pattern of your own.

For a third time running, Axolotl was both a major sponsor of Designex and involved in the design and manufacture of the awards. We were also involved in the judging process and congratulate all the winners in the 'Best New Products' and 'Best Stand' categories.

During the tradeshow Axolotl launched its new Melbourne showroom situated in East Hawthorn. The office is operated by Pam Zelcer. For all work in Victoria please contact Pam on 03 9882 6399, vic@axolotlmetal.com or pay her a visit at 7 Montrose Street.

Never a company to stand still, our website has been upgraded once again and features a large amount of information on the new AxolotlSmartfix facade system. Please visit www.axolotlsmartfix.com or call us for a copy of the new AxolotlSmartfix brochure.

A new AxolotlMetal brochure is also available and features our latest work. If you are interested in receiving one please supply your postal details to brochure@axolotlmetal.com

Axolotl's international network has expanded once again with the addition of Axolotl New Caledonia. The factory situated on this idyllic island will also service Fiji and Vanuatu.

Our London colleagues continue to excite with the recently completed fitout for a large hotel in Ireland and are currently working on Robert De Niro's new restaurant, Nobu, set in Old Park Lane. Images of this work will be published in future issues of Alchemy.

On to the contents of this issue.

Inside we showcase our metals applied to two Ron Arad designed masterpieces, a new rust facade, signage for the Lindt concept store in Martin Place and a glimpse of the Dale Jones-Evans Signature door.

Nick Tobias from Tobias Partners joins us at Insight.

We hope you enjoy this issue and look forward to your enquiries.





Chocolate Box

Chocolate coloured bronze was a most appetising choice of metal for the signage of this Martin Place concept cafe.

The world's most sumptuous chocolate deserves an equally sumptuous store, and the Lindt concept store is itself like a chocolate box.

Signage continues to be a big part of Axolotl's portfolio. Nothing can beat the flexibility our process allows to create logos and iconography in a metal medium.

Monumental Metal

On a chilly London evening last December, a huge crowd gathered in Trafalgar Square to see a new monument to world peace unveiled at the base of Nelson's Column.

The sculptures, signed by Bob Geldof, Desmond Tutu, Terry Waite and Hans Blix must be one of the most impressive renderings of Axolotl metal in our ten year history.

Over six foot tall, they create a glowing bronze reminder of peace for miles.

It is very exciting for an Australian product to be represented on the international stage in such a profound display.



Enter a New Dimension

Our latest Signature door designed by Dale Jones-Evans is more an art piece than a humble door. Constructed as three dimensions it takes on a different appearance from every angle. It appears almost as if it made from molten lava, constantly moving and flowing.

This sneak preview should definitely whet the appetite for a closer look. The Signature series will be completed this year and can be viewed at a location to be advised.

Designbuild

The stand at Designbuild featured all the workings of the AxolotlSmartfix facade system.

With the ability to cast any pattern in to the panel, such as the floral design on page 1 and the Axolotl logo in rust to the right, the panelling is proving to be a hit with those with a taste for something more creative than the usual.





In the Nick-el of Time

The lift realised in this makeover definitely justified the efforts, fast forwarding this foyer from the 80's into a more sophisticated design.

The ceiling panelling in this building is the result of smooth nickel bonded to panels and then a cast texture created. The metals reflect off the ceiling panels making a most inviting entrance.

This texture is another new look created by Axolotl. This year alone we have introduced numerous new textures, metal combinations and applications.

As Rusty as New

Far from being a sign of neglect, Axolotl has harnessed the inherent beauty of rust as a durable and sophisticated designer finish.

With six rusts in the palette, Axolotl can apply black, brown, orange, marine, shot and majestic, or combinations of these, on to any size, shape or surface.

Both AxolotlGlass and AxolotlSmartfix can incorporate rusts in their designer applications.



Mecanno Wall

Mecanno never looked as good as it does in our new 'Mecanno' wall in this picture bonded with Axolotl Zinc.

Although only one metal has been applied, the shadows play on the varying thicknesses of the base material to create dimension and depth.

As always, any of Axolotl metals can be applied to the wall to create individuality to any home or office. Installation is simple and can be used both internally or externally to any size. The wall can also be incorporated as a water feature.

Pots of Beauty

Enhancing the beauty of an internationally renowned designer Ron Arad masterpiece is almost impossible, but we hope you'll agree that the Axolotl Bronze applied to these planters does justice to their exquisite design.

These beautiful planters were constructed from polypropylene and bonded with Bronze. The planters were then aged in an Axolotl Florentine.

The planters are 1200mm in height and can be purchased from style emporium, 'Space' – 84 O'Riordan Street Alexandria.



Each quarter Alchemy puts a series of questions to an industry luminary to an insight into both their talent and their feel for the future. This issue we introduce Nick Tobias from Tobias Partners. Nick's design philosophies and development strategies are evident in all their work. With an emphasis on enjoyment throughout both the process and in the end product, simple, elegant designs pay tribute to the design 'idiom' of expressing "function through form".

What keeps you inspired?

Regular travel to places I've never seen before – at the moment it's been amazing landscapes, especially deserts - AND - an inbuilt and constant urge to resolve design challenges – it's like a disease.

What project do you consider to be your greatest achievement so far?

I suppose the greatest is the creation of a true studio based architecture and design office where design quality is always paramount. It's what I set out to do and have achieved. When I look around the office at the people who have come together, and the projects we have on our books today, I'm very proud.

Have you ever refused to comply with a client request or design? If so, why?

That's a grey area. My clients and I are always challenging each other. If I don't agree with a request, my clients listen and we end up negotiating a win/win scenario. Clients often have interesting ideas however must understand that the reason we are the professionals is that we have the ability to visualise and understand a project in its entirety and therefore be able to make the right decisions at the end of the day.

Are there any architects whose work encapsulates your own ideals?

Most of my ideals come from architects who are now retired or dead – for instance Louis Kahn. However I would

like think that some of my ideals are shared with likes of David Chipperfield, Eduardo Souta de Moura, Claudio Silvestrin, and locally Alex Tzannes. The late Neville Gruzman was also a great influence and I had the great pleasure of spending a lot of time with him in recent years.



Did/do you have a mentor?

Too many to list – they are very important in life.

Which Australian building excites you the most?

Drove past the new Norman Foster building in Hunter Street – the inside of the new podium space looked incredible.

What do you see as key trends over the next couple of years in domestic or commercial design?

I'm not that into trends and I don't believe architecture should be "trendy" so – no. I think architecture and design should be a true expression of so many things but not of trends.

Which trend in architecture or design are you totally over?

Stacked slate and the "do-it-yourself-renovator's" look – it's just a complete rip off of anything good which is done

Do you see a lot of development in Sydney over the next year or so? Property development?

Residential – no, commercial – yes. Design development – not sure, but I hope it just settles down and gets back to basics a little.



Floral feature 'wallpaper' coated in Bronze Graphite Pearl as featured at Designex

