

## First major Australian design exhibition to be showcased in Milan

***Freestyle: new Australian design for living* will be displayed at the Triennale di Milano from May 2008, making it the first comprehensive Australian design exhibition to be exhibited in Italy.**

A co-production between Museum Victoria and Object: Australian Centre for Craft and Design, the exhibition features 40 of Australia's leading home and body designers, including Akira Isogawa, Easton Pearson, Zimmermann, Jon Goulder, Charles Wilson, crumpler, Cerini and Dinosaur Designs.

"The prestigious Triennale di Milano will be a wonderful venue. The Triennale is a world renowned centre for design, and Milan is the world's design capital, so this is a great opportunity to demonstrate the important role Australian design is playing internationally. I'm pleased that through exhibitions such as *Freestyle*, Museum Victoria is playing its full part in stimulating awareness and application of innovative design, essential to Australia's future," said Dr J Patrick Greene, Chief Executive Officer, Museum Victoria.

A curated survey of contemporary Australian design, *Freestyle* features innovative products from a range of design fields including furniture, lighting, textiles, glass, ceramics, metal, jewellery and personal accessories - from one-off pieces and limited edition objects to industrially manufactured items and prototypes.

*Freestyle* also reveals the stories behind the designs, disclosing aspects of the personality, passion and processes of individual designers while placing their work in a broader cultural context. The exhibition was first exhibited at Melbourne Museum, before going on to a national tour which included Object: Australian Centre for Craft and Design, the Art Gallery of South Australia and Queensland University of Technology.

Museum Victoria is Australia's largest museum organisation with over 16 million collection items. It is the state Museum for Victoria and is responsible for the care of Victoria's collections, conducting research and providing cultural and science programs. Museum Victoria operates Melbourne Museum, which launched the *Freestyle* exhibition to Australian audiences, the Immigration Museum, Scienceworks and the World Heritage listed Royal Exhibition Building.

*Freestyle* is presented as part of *designed to inspire*, Museum Victoria's commitment to recognition and exposure of the work of emerging and practising Australian designers, setting their work in an international context.

Object is one of Australia's most innovative arts organisations, committed to raising the profile of contemporary Australian design on a national and international level. Through visionary exhibitions, education programs, publications and retail activities, the organisation aims to heighten awareness of outstanding design and promote an appreciation for the dynamic world of creativity.

**Freestyle is presented by Museum Victoria and Object: Australian Centre for Craft and Design.**

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**For further media information, interviews or images, please contact:**

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