

Media Release

October 2015



The  
Chairity  
Project  
  
Reinventing  
Design  
Icons

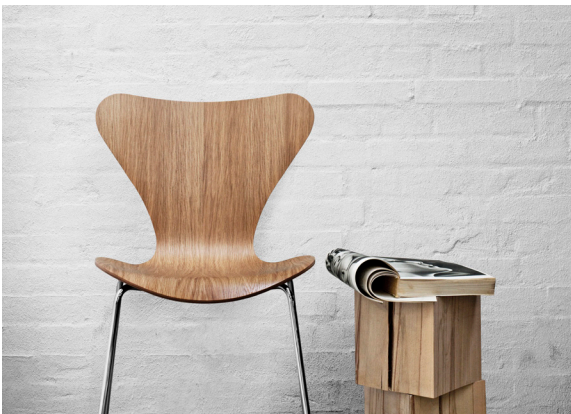
## Chairity Project Returns with 20 Creatives, 20 Charities and 20 Reinterpreted Series 7 Chairs

**The Chairity Project 2015 is the second edition of Cult's esteemed charity event that invites leading Australian and New Zealand creatives to reinvent an iconic chair design. Each creative is given complete freedom to reinvent the chair which is exhibited and auctioned off to a charity of the creative's own choice.**

2015 sees Cult partner with the Republic of Fritz Hansen to reinvent the iconic Series 7 chair and pay homage to renowned Danish designer, Arne Jacobsen. The Chairity Event 2015 ties in with the 60th Anniversary celebrations of the iconic Series 7 chair, which has also been released in two limited anniversary editions and in a new colour scheme.

Building on the success of last year's inaugural Chairity Project 2014, Cult is expanding the concept this year by increasing the line-up of creatives from a cross section of industrial design, architecture and art as well as floral and jewellery design. These include renowned local talents such as Dinasour Designs, Akira Isogawa and David Trubridge. The diversity of creatives taking part in the project result in a wide range of chair reinventions and a captivating exhibition.

This year Chairity Project 2015 is a travelling exhibition that will be displayed nationally throughout Cult showrooms in Sydney (5-7 November), Melbourne (12-14 November) and Brisbane (19-21 November).



Chairity Project 2015 sees 20 Australian and New Zealand creatives reinvent the iconic Series 7 chair, designed by Arne Jacobsen in 1955.

## Charities and Fundraising

We will shortly announce the 20 charities that our creatives have selected to partner with. All bids on the reinvented chairs through our auction will be donated to the respective charities.

## Recommended Hashtags:

#ChairityProject2015

@cultdesignau

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@fritz\_hansen

#fritz\_hansen

*For more information and high res images please contact [anne@cultdesign.com.au](mailto:anne@cultdesign.com.au)*



George Livissianis



Tracey Deep



TOKO



Megan Morton



Arent+Pyke



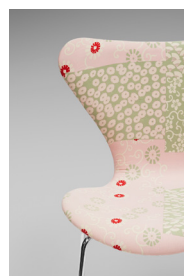
Dinosaur Designs



Ryan Storer



Fiona Lynch



Akira Isogawa



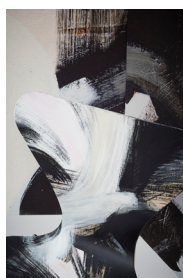
Bassike



Adam Goodrum



Henry Wilson



Shilo Engelbrecht



Kamahi Djordon King



Christopher Boots



Mika Utzon-Popov



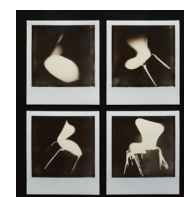
Hecker+Guthrie



David Trubridge



Zambesi



Alice Babidge & Robin Hearfield





George Livissianis



Tracey Deep



TOKO



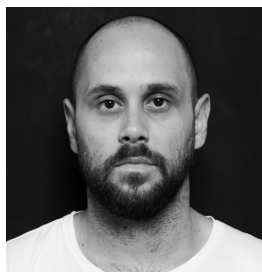
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