

Over the next few months Axolotl will be updating its logo and marketing material to reflect the company's new name, 'AXOLOTL METAL'. The development reflects the significant growth of the company since 1995, in both size and product range.

For a while now we have moved well beyond the 'metal surfaces' business to become leaders in 'metal concepts'. We seek to consolidate this position by continuing to drive new product development, not just to meet needs, but to define them. The new name reflects both our origins and our vision for the future.



Internationally awarded multimedia design agency, Amnesia, has revamped our website to reflect this new era. Keeping the 3D and interactive elements, it is now simpler to navigate and has a more modern appeal. Our site can be found at a new address - [www.axolotlmetal.com](http://www.axolotlmetal.com)

We also introduce Axolotl London. Established by the Abells, this dynamic father and son team has a formidable pedigree forged in big business.

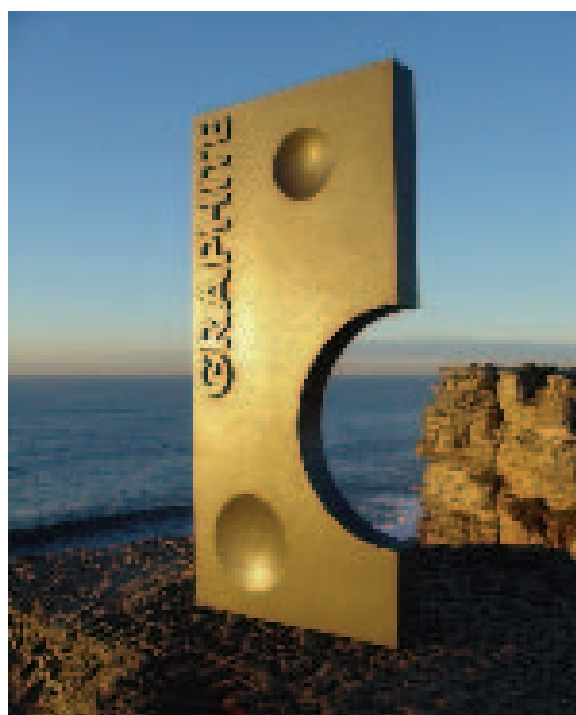
Maurice Abell, formerly chairman of Cap Gemini Ernst & Young, will head the company. His twin sons, Ian and Richard, will take responsibility for marketing and production respectively. Axolotl London will be in full production from September and is already taking orders from artists and designers who want to be first to work with Axolotl metals.

To kick-start the operation, Axolotl London will be exhibiting at 100% Design, September 23-26, which is recognised as one of the world's most influential design events. The show combines young designer-makers with world-renowned manufacturers, creating an innovative and vibrant showcase for the best and latest contemporary interiors products.

Ian Abell says of Axolotl Metal, "When people think of metal they tend to think of something that has been hammered into shape by brute strength or violent heat. To work with metal, man has had to battle with it. It conjures images of heavy industry. This new technology allows metal to be celebrated and represented organically, with the focus on its beauty rather than its structural strength."

He continues, "I don't think the full potential of this product has been explored yet. I am looking forward to putting it into the hands and the heads of London's creative community who I expect to work us very hard pushing the boundaries, creating things that would not have existed before the Axolotl technology. It is this chance to add something new to the landscape, by giving designers greater freedom than before, that excites me the most."

Axolotl has a great opportunity to take this product to Europe. In the early stages the team is aiming to work with architects, interior designers, product designers and artists. Because it attracts a "too good to be true" reaction from many who hear about it, it often gives rise to scepticism as to whether the product is really what we say it is. Fortunately, with nine years of trading in the Southern hemisphere behind us, working with many



of Australia's top architects, we can be confident of a great response.

If you are based in London and would like to see samples or a demonstration please send enquires to [ian@axolotlmetal.co.uk](mailto:ian@axolotlmetal.co.uk) or call Ian Abell on +44 7973 795 231.

On to the contents of this issue.

Inside you will find the latest design partnership with RMIT and B&O, information on trade shows that Axolotl will be participating in, and photos of the the Axolotl/Smartfix facade for Allen, Jack and Cottier's new masterpiece, Bullecourt.

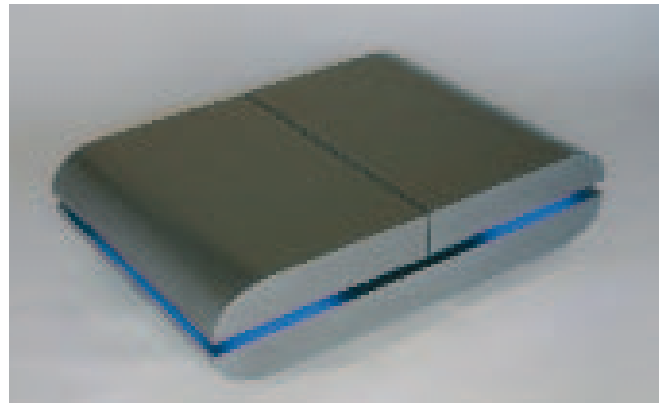
We introduce a new section in Alchemy called 'Review', where we will provide you with the latest book run-downs, new products, and stories from Australia's leading design and architecture magazines. Now, you can be kept up to date with the latest of everything design.

## Bang On

Designed for Furnitex in Melbourne, Axolotl partnered with RMIT University and Bang and Olufsen to create this stunning, contemporary coffee table.

Hand carved from polystyrene, the concept furniture piece was sent to Axolotl in Sydney for coating in polished Aluminium.

The coffee table itself was inspired by a B&O CD player which opens with a movement sensor to reveal all the functions. The prototype coffee table top also opens to reveal extra room. The blue lighting is something to suit the user, with the option of changeable lighting to suit any mood.



The Axolotl Stand at Malbex - Malaysia

## The Next Bronze Age

Shown below are the final touches being made by Axolotl artisans to two hand carved doors coated in an Axolotl antique bronze. It goes to show that a complex design can easily be sculpted and coated at Axolotl to fulfil the wildest designer dreams.



Carving the doors

Any pattern at all can be made, for any application, from doors to feature walls and external facades, with the finished effect reflecting the integrity and durability of solid metal.

With the opportunity of applying over 200 different metals and effects, the only limitation on design is your imagination.

To individualise your next creation, please contact Axolotl on +612 9666 1207.



## Showing Off

Reflecting Axolotl's win at Designex, Axolotl's Malaysian office took top honours at Malbex, the pre-eminent local trade show. Russia has appeared in two trade shows already in 2004 - 'Batimal Mosbuilt' and 'Architecture and Interior Design'.

The global calendar for shows in which Axolotl will be participating over the next 12 months are as follows:

Interior Decor and Design September 6-9 Moscow, Russia  
Sydney in Bloom, September 22-26 Sydney, Australia  
(Habitation stand)

100% Design, September 23-26, London, UK

Interbuild, 23 September, New Delhi, India

Designex April 21-23, 2005, Melbourne, Australia

## 100% Design

Axolotl's stand at 100% Design this September, will showcase the results of an outstanding collaboration with some of the world's most revered furniture designers. The chairs and cubes will be made in metal for the first time! We will also showcase new products designed by our in house team or emerging designers we have commissioned.

Product: Favela Chair

Designed by: Fernando and Humberto Campana

Manufactured by: Edra

Materials: Timber and Axolotl Iron

Colour: Axolotl Orange Rust

Product: Panton Chair

Designed by: Verner Panton

Manufactured by: Vitra

Materials: Polypropelene and Axolotl Aluminium

Colour: Axolotl Aluminium

Product: Qubes

Designed by: Patricia Adler

Manufactured by: Peppermint

Materials: Polyethylene/Axolotl Bronze and Copper

Colour: Axolotl Bronze and Copper

Product: Hara Chair

Designed by: Giorgio Guridi

Manufactured by: Kundalini

Materials: GRP and Axolotl Graphite

Colour: Axolotl Graphite

The Hara Chair recently topped the list of the 100 best things on the planet in GQ magazine.

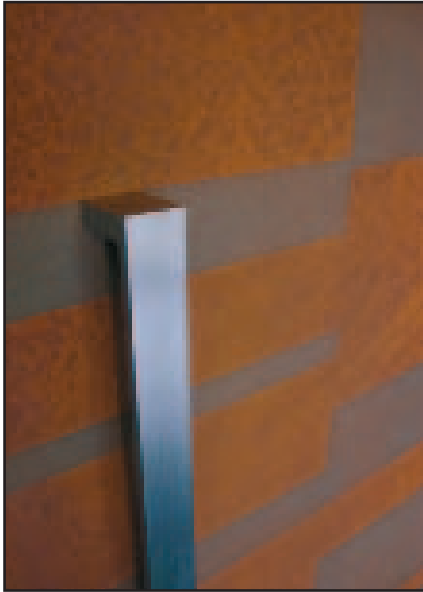
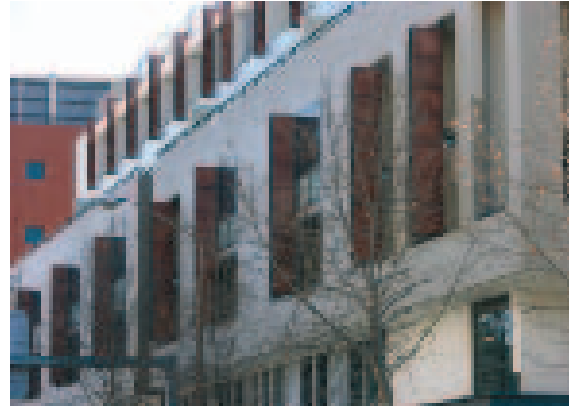


## Keeping up the Facade

Allen Jack and Cottier's latest masterpiece at Pyrmont, Bullecourt, incorporated the new Axolotl/Smartfix facade system. Coated in Axolotl Copper Pearl, the panels were easily installed and have no visible fixings.

The copper metal blades are a compelling feature of the building, reflecting the sunrise as if set alight.

The Axolotl/Smartfix facade system can incorporate panels that are embossed, debossed and sandblasted. They can even incorporate panels such as the door on page 2 (The New Bronze Age).



## Signed Off

The first of the ten Signature doors is complete, designed by celebrated architect, Virginia Kerridge. The door, pictured left, has been coated in Axolotl Iron and Orange Rust, however this elegant design can be manufactured in any metal and to suit any size door.

Virginia Kerridge has had her own practice for a number of years with a focus on residential design. Her work fits into the 'clean-lined, Sydney school' of architecture and she was recognised by the Sydney Morning Herald as one of Sydney's key directional architects in last years 'Top 100 Homes'.

An honours graduate in architecture, she has won numerous awards and has been part of the Award Jury for the NSW Architecture Awards.

The line up of architects involved in the Signature series, along with Virginia, include Burley Katon Halliday, Engelen Moore, Stanic Harding, Ed Lippmann, Bruce Rickard, Sam Marshall, Melocco and Moore, Alexander Tzannes and Dale Jones-Evans.

The door is certainly a work of art and can be viewed at the Axolotl showroom in Matraville and soon at Icons 528 (see story below).

## Icons 528

Axolotl are teaming up with DK Design Kitchens, Ozone Glass, Blue and Brown, Interstudio and Eco Thefirecompany, at a new showroom in Mosman. Situated at 526-528 Military Road, it will be a showcase of innovative Australian design companies.

Called 'Icons 528' the showroom will allow residential and business customers to walk amongst finished doors, kitchens, furniture, artwork and more.

Icons 528 will be open 6 days a week from 9am til 5pm.

## Recent Changes

Renny Rodan, former Operations Director at Axolotl for the past five years has moved on to work in the family business.

Anyone who has worked with Renny will miss his passion for Axolotl. We wish him well with his future endeavours.



## V-Bar

The Forged Wall was put to stunning use at the newly refurbished V-Bar at World Square. Bonded with Bronze Graphite, the weatherproof and self extinguishing wall is a testimony to the versatility of the product and only took 4 hours to install!

The panelling has been strengthened on the corners for maximum impact.



## Pinstripe

BKH designs continue to inspire as this recently completed door in Sydney's South testifies. The 'Pinstripe' door is coated in Graphite with stainless steel fins.

The door is complemented by Ozone Glass Designs 'Liquid Floor' with landscaping design by Habitation.

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 Dale Jones-Evans from Dale Jones-Evans Pty Ltd Architecture ([www.dje.com.au](http://www.dje.com.au)). Dale has developed a diverse portfolio of highly awarded architecture and interior projects.

**What keeps you inspired?**

The accelerator and the brake.

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

That I'm still alive?

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

*I've only resigned twice, both were houses on different sites - same client!*



Photo: Paul Gosney

**Are there any architects whose work encapsulates your own ideals?**

Only painters.

**Did/do you have a mentor?**

An old scientist friend now deceased, told me I should be an architect; I'd never thought about it - he's watching!



**Which Australian building excites you the most?**

There's not a lot out there - that's seductive.

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

The broad impact of digitisation, the green evolution and 'the laser'.

**Which trend in architecture or design are you totally over?**

Black framed eye glasses.

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

The corridor suburbs and centre will grow - it's the bit in between I don't want to drive through!

## From the Internet

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Aoccdrnig to a rscheearch at Cmabrigde Uinervtisy, it deosn't mtttaer in waht oredr the ltteers in a wrod are, the olny iprmoetnt tihng is taht the frist and lsat ltteer be at the rghit pclae. The rset can be a total mses and you can siltl raed it wouthit porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe. Amzanig huh?

### review

This issue we introduce 'Review', a look at architecturebookreviews, stories, invitations and new products from Australia's leading design and architecture magazines. This quarter we bring you details of IDEA 2004 (inside) DESIGN EXCELLENCE AWARDS 2004.

Held at Federation Square's Atrium 5th November in Melbourne, this is an Australian industry event celebrating excellence in interior architecture and product design.

Join them for a night of exquisite food and drink, performance and music as winners are announced for (IDEA) 2004. Prizes to the value of over \$70,000 will be presented.

For more information on ticket purchase please contact Niche Media - 03 9525 5566 or email [idea@niche.com.au](mailto:idea@niche.com.au)

## Product Overview

AXOLOTL are the innovators of a proprietary technology that enables metals to be applied to any underlying material. The technology involves a liquid metal application which utilises real metals and produces colours and textures previously unattainable. An object treated with an AXOLOTL metal cannot be visually or texturally distinguished from solid metal.

Metals include bronze, brass, copper, aluminium, stainless steel, pewter, nickel and zinc. Within these broad categories there are a number of texture variations and colour options including the application of patinas and rusts. Over 200 separate finishes are available.

The metals can be applied to almost any stable surface such as customwood (MDF), timber, plaster, CFC, ceramics, metal, glass, acrylic, resins, polystyrene, or concrete.

The application is not a paint but a thin (0.5 to 2 mm) layer of durable, weatherproof copper, bronze, brass or whatever other metal that you choose. The objective is, through the seamless coating of simple or complex items, e.g., compound curves, to create the illusion of solidity - something that cannot be achieved with a paint or laminate. Additional benefits of ease of manufacture and installation also obtain.

Our metals are warranted not to delaminate or crack for five years, are impervious to extremes of heat and cold and are UV protected, rendering them suitable for all climates and geographic regions.

