



**NEW ZEALAND**

## **Homeware and interiors industry in New Zealand**

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### **Overview**

New Zealand's homeware and interior products industry has developed significantly in the past five years. So too has its ability to intrigue and delight international audiences.

The homeware (such as glassware, tableware, and ceramics) and interiors industry remains very diverse, ranging from boutique manufacturers found all over the country through to internationally-recognised designers.

The industry celebrates a long heritage. It blends together cultural craft and home production with unique Maori and Pacific influences that can be found in motifs and materials. It also embraces a community of design talent that is both home-grown and drawn from the ranks of designers and craftspeople who have immigrated over successive generations.

New Zealand design is characterised by a strong connection with the natural world. This is often reflected in the materials, colours and themes selected. The natural world has a significant influence on the lifestyle of New Zealanders.

There is a growing interest in sustainable materials, products and business practices. This is epitomised by David Trubridge, whose lights were displayed last year at the Printemps department store and in the foyer of the Pompidou Centre in Paris.





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### Fast facts

- Almost 60 percent of New Zealand's exported soft furnishings, homeware, furniture products, and giftware go to Australia.
- The United States and the United Kingdom are also significant markets for these products.
- Furniture; jewellery; lamps and light fittings; and toys and games together accounted for over half of this group's total exports in 2007.
- Australia accounts for over 80 percent of New Zealand's soft furnishings exports.
- In 2006, Australia, the United States, Saudi Arabia, Japan and China were the top five export destinations for New Zealand's soft furnishings (including carpets).
- The top three export destinations for New Zealand homeware in 2006 were Australia (33 percent), the United Kingdom (15 percent) and the United States (14.5 percent).

### International innovations

#### [Conscious Design](#)

Conscious Design's Tio Project enables people to interchange furniture 'outfits' as the mood requires. It considers the living room as a wardrobe. With fabrics designed by New Zealand's foremost fashion designers, Tio Chairs are made from sustainable New Zealand materials. Conscious Design won the sustainable product category for this concept in the 2006 Designers' Institute of New Zealand's BeST Awards.

#### [Boskke Limited](#)

Patrick Morris' Sky Planter started life as a hanging garden design concept in the final year of a design degree in London. It went on to win him the prestigious New Designers ceramic design award. The planter takes its water from an internal reservoir that prevents drips or evaporation, while the plant hangs upside down. The design is intended to improve the living environment of space-restricted urban consumers, allowing them to hang the planter from the ceiling or wall.

#### [Essenze International Marketing](#)

Essenze International Marketing represents a number of New Zealand's designer furniture, homeware and interior products businesses in North American and European markets. A close working relationship with individual designers and manufacturers alike, and a presence in retail, wholesale and commercial channels, means that the business has the ability to be involved in projects from concept through to purchase by the end consumer.

#### [Acland Holdings](#)

Acland continues to expand from its origins as an import-led company to today's outwardly-focused business. Acland has an in-house design team who draw inspiration from New Zealand's unique Antipodean lifestyle and



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develop this into a co-ordinated range linking together bedroom, living room, bathroom and leisure wear to produce stylish, quality products. Acland is currently selling into the United Kingdom actively looking for distributors in other markets.

### **Sustainability achievements**

#### **[David Trubridge](#)**

David Trubridge's work epitomises sustainable business practice. His lights utilise plywood obtained from sustainably-managed plantations, with minimal materials used to maximum effect. The lights are unfinished wood to reduce the use of toxic finishes. Many of them are supplied as kitset to occupy least freight volume. Where it is necessary to use any plastic components, the design allows for them to be separated out and recycled. Seventy percent of the electricity used by the business comes from hydro-electric sources, and the factory's waste is sorted and sent to recycling facilities.

#### **[New Zealand Wool Blankets](#)**

New Zealand Wool Blankets designs and manufactures 100 percent New Zealand eco-friendly wool blankets for the luxury market. The range includes an organic blanket made from wool which is reserved and sourced from a certified organic sheep farm. Other ranges include the vibrantly coloured Dream HQ blanket.

### **Industry contacts**

#### **[The Designers' Institute of New Zealand \(DINZ\)](#)**

Represents graphic, spatial, industrial and craft designers as well as those involved in design education and management.

#### **[The Furniture Association of New Zealand \(FANZ\)](#)**

A national organisation for furniture manufacturers, and suppliers of related goods and services including retailers.

#### **[New Zealand Society of Artists in Glass](#)**

A non-profit organisation whose members include artists, collectors, interested members of the public and related institutions. Glass practices include blowing, kiln casting, flame working, fusing, stained glass, paté-de-verre, cold construction and mixed media.