



15-25 JULY 2009
MEDIA ALERT



Victoria's
Design
Festival

After Dark late night discussion club launched at Aesop headquarters during the 2009 State of Design Festival

After Dark is an invite-only, late-night club providing a platform for discussion, installation and performance during the opening period of the Festival. This is an intimate space where notions about the future of design will be vigorously debated, dissected and hung out to dry - fuelled by good company, food and Absolut refreshments.

Set within Aesop's Fitzroy headquarters with an intriguing and custom-built installation as its centerpiece by celebrated Melbourne designers March Studio, *After Dark* provides a forum for international guests including opening night speakers – renowned designers Dunne & Raby – and including guests such as Argentinean-born architect Hernan Diaz Alonso, London-based John Warwicker and Nipa Doshi to meet the local design community.

Presented by Absolut and sponsored by Aesop and the British Council, *After Dark* offers a bespoke environment where provocation is a generator for an invigorating exchange of ideas exploring contemporary design themes such as *Pluralism*, *Extreme* and *Global/Local*. *After Dark* challenges and demystifies the design process with an emphasis on sharing information and fuelling debate.

DETAILS

15, 16, 17 July

Aesop Headquarters, Fitzroy

10pm-midnight

Strictly invitation only

Presented by Absolut and sponsored by Aesop and the British Council

Installation by March Studio

Curated by *somethingtogether*

For more information visit <http://stateofdesign.com.au/events/design-for-everyone/after-dark/#e334>

State of Design Festival is an initiative of the Victorian State Government in Australia and is the public face of the Design Victoria Strategy. Australian Exhibitions & Conferences Pty Ltd has the contract to run State of Design Festival for three years. This will be achieved working with Studio Propeller under a joint venture agreement as the State of Design Alliance.

For media information regarding State of Design please contact:

Michelle Shepherd
HotHouse Media and Events
T +61 3 9682 0222
M +61 0 410 552 371
E: michelle@hhme.com.au

Georgie Frew
HotHouse Media and Events
T +61 3 9682 0222
M +61 0 416 392 978
E: georgie@hhme.com.au

A Victorian
Government
initiative 
The Place To Be