



TYLECRAFT

Seaton Mckeon – Paperclip

With a design focus on the human element within design solutions, from a door knob that fits the hand perfectly, to the right height, weight and swing of a shopping trolley, Seaton Mckeon is set to make our experience better through good design. For this young designer, the result of winning the 2015 Australian Furniture Design Award (AFDA) has been the full development and production of the Paperclip range. The feeling of the range is light

and airy, with a robust undercurrent perfectly suited to lazy afternoons by the pool or breakfast on the terrace. Exclusively distributed by Stylecraft, the range comprises an outdoor seating collection of mild steel in a range of powder-coat options. Ideal for residential, corporate and hospitality settings, the range includes a lounge, with locally sourced Kwila timber armrests, plus stackable dining chairs and stools. Moreover, through a close working collaboration with Stylecraft, Mckeon has received a first-hand insight into the realities of developing a range, working with manufacturers and bringing a product to market.

As part and parcel of winning the 2015 AFDA, Mckeon has taken full advantage of the opportunity offered. At the time of his win, JamFactory's CEO Brian Parkes said, "We're really looking forward to testing and prototyping ideas with Seaton." Stylecraft's managing director

Anthony Collins adds, "We know from many years of representing Australian designers that the level of market exposure we're offering will create even more opportunities for the winner."

Presented by Stylecraft and JamFactory, the AFDA has the following mandate: 'The award encourages innovation in furniture design and will foster new opportunities for furniture manufacturing in Australia.' This is realised through a layered approach, comprising a cash prize, acquisition of the winning entry by the Art Gallery of South Australia and residency with the JamFactory Furniture Studio to develop a new product for distribution through Stylecraft. In this case, the product is the Paperclip range, which Stylecraft is enormously proud to bring to market as part of its range that supports and encourages Australian design. stylecraft.com.au