

(inside)
australian design review

**Big Ideas
Await
2005**

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Dear Interviewee,
Please fill out this form in your own handwriting. There are no rules to the format of your answers.
Feel free to draw, collage, paint or doodle. Be yourself. People love you. Thanks. The editor.

01. What was the biggest challenge you faced last week?

The competition.

02. How do you make anybody fall in love with you?

You can't!

03. Who (living or dead) would you like to have dinner with? Where?

Alexander Calder, Ali, Steve Martin. (Rome).

04. How do you imagine hell?

I don't even try.

05. Which of your professional projects/decisions would you change, if possible?

Working with people I don't like.

06. What is your biggest source of inspiration?

SIMPLICITY. (School Fees)!

07. Who do you admire most as a practitioner in your field?

TOM DIXON.

08. OK, now imagine this person talks to his/her hairdresser about your work. What would he/she say?

He's not that dull...

09. Please draw your favourite objects



Socks



shoes

10. Finally, one last question relating to the future of design: what will be the three main qualities of the best selling product in 2015?

How would I know...?

Date: 3/10/05