

Adapt - Media Release - December 2017



Adapt.

Flexible. Inviting. Productive.



©haydnattach



©mrpstudios



©mrpstudios



©mrpstudios



©haydnattach

Adapt

Flexible, Inviting and Productive.

Early December 2017 Ross Gardam's studio will be releasing the Adapt collection, a workbased lounge system comprised of simple elements designed to fit a diverse range of applications. At its core the collection contains five base elements however combining, adding and subtracting components means the system can help shape workplace, universities, airports and hospitality spaces.

The design development of the collection had its challenges as Ross Gardam discusses, *'Right at the start of the project we had a statement which defined what we wanted to do - create a functional commercial product with residential junctions. This was the easy bit, creating a commercially focused, cost effective product with the right level of design content was the challenge. There is a number of lounge systems on the market, some I find exclusive and non inviting, others seem to lack any design content at all, trying to fill this space was probably the most challenging element.'*

Adapt has undergone 18 months of development and refinement and is the largest project the Melbourne based studio has undertaken. *'The scale of the project kept on suprising us all in the studio, we have worked really hard to define the collection as it sits, however I would see the range growing in the coming years. This growth will be through a combination of feedback from the end users and specifiers once they start using the product as well as some elements we have in the pipeline including an Adapt lamp.'* says Gardam.

Ross Gardam's Melbourne based studio is committed to local manufacturing with its lighting and furniture collections made in Melbourne. The Adapt is no exception to this as Gardam comments *'Having the manucturing partners a short distance away definitely fast tracked the timeframe for the project, it also meant we could be quite hands-on with the decision making along each step of the process.'*

More about the Adapt Collection

Flexible, inviting and productive, the Adapt collection of lounges and accessories are designed to evolve with the dynamic needs of today's workspace. The collection allows seamless integration into interiors and is focused on creating functional and value driven environments.

The clean lines and subtle surfaces of the Adapt bring a softness and sense of the familiar into the workspace. Offering a diverse range of possible compositions ensures a cohesive design language can be created in any fitout. Adapt is made in Melbourne and was designed by Ross Gardam to perfectly service multiple sectors and applications.

With the ever changing demands of workspaces, Adapt is designed to transform with the individual needs of the space. Adapt's modular nature allows components to be easily reconfigured, creating solutions now and for the future. Based around five core elements with an economical base unit measuring 675 x 675mm, each can sit alone or combine to create larger spaces in straight or curved configurations. The elements can be added to by simply attaching arms, backs, mid-height or full-height screens, desks and tables, creating near limitless possibilities. A truly modular system with functionality at its core, Adapt caters for offices, receptions, universities, airports and hospitality spaces. Conceived for both small and large open-plan spaces, the collection can transform from small booths for study to large team training areas and anything in-between.

Adapt is manufactured in Melbourne and available through Stylecraft in Australia & Singapore.

About Ross Gardam

Ross Gardam is an Australian furniture and lighting company established in 2007. Each product is handcrafted in Melbourne, Australia, by local artisans and makers. Pairing traditional craft techniques with high end manufacturing technology results in products which are elegant, accessible and made for today. All products are designed by Ross Gardam and embody a unique contemporary aesthetic.

Gardam has exhibited a series of acclaimed furniture and lighting products, most recently exhibiting the limited edition Ora23K lamp during Milan Design Week. In recent years Gardam's work has received a series of design accolades including two Australian International Design Awards and an IDEA award.

Imagery can be **downloaded** directly from **Dropbox**

All photography by **Haydn Cattach & Mr P Studio**

For specific enquires please email **elle@rossgardam.com.au**

Contact **(+61 3) 9329 4145**

