



PHOTO: KATE FISHER

KIWI CHIC: Simon James exports locally made furniture to the world.

NZ style hits NYC

by Todd Hewitt

Furniture designer Simon James is breaking ground in overseas markets in his quest to become an internationally recognised designer.

James successfully negotiated his second presence at the International Contemporary Furniture Fair in New York in May.

He was joined by David Trubridge and Oliver Kraft of Purple South, who combined to form New Zealand Design Space at the fair.

"It's been good working as a team with other designers. You've got more push going as three rather than one. We're not competing. All of our design styles are different and in that sense we complement each other."

The designers held their own show at Ray20 Gallery in TriBeCa, away from the location of the 17th annual furniture fair.

The Design Space team has enjoyed success overseas, and according to Kraft the next big hype in design is coming from New Zealand.

"People in the US, France and Italy are very interested in us," he says.

"I think it's because there's a different approach to design. It's a refreshing approach. We have a different way of producing and manufacturing things. Also film and fashion have given a creative aura to New Zealand."

But James says the New York product range is completely different to what he might produce for local markets.

Chairs, tables, ceramics, bed linen and an outdoor range have all been designed for export — and can be seen in New York, Japan and Italy.

"You're forced to develop an export range, because something which sells well here doesn't necessarily sell well

over there."

New Zealand projects have ranged from the commercial work like the seating at the Britomart Transport Centre to domestic work including beds, sofas and classic bentwood chairs.

His designs can be seen through Auckland retailers Eon design centre, Portfolio by design and Macy home.

James, 32, graduated in 1996 with a Bachelor of Spatial Design from Auckland University of Technology.

Since graduating, he has established his own design showroom in Newton and now supplies retailers throughout New Zealand.

He had almost no option but to go into business because he wanted to produce a certain style of furniture that was designed and manufactured locally.

"No one was doing what I wanted to do. I was forced into it."

He says it is easy to stay motivated and inspired.

"I enjoy the process of coming up with the design, going through the production process and marketing the product."

"I think you realise business and design are as important as each other. Day to day work is more the running of the business than actual designing."

Albert Refiti, programme leader of AUT's spatial design degree, says the success of designers such as James and Trubridge has encouraged others to follow in their footsteps.

"In New Zealand it's a growing area, and we've got good people practising out there. They're getting recognition here and overseas."

James says if he could give one piece of advice to young designers, it would be to learn the business side of it.

"Look at the big picture. I dived into it and learnt the hard way. You need to take on advice from all sorts of people and pick

Americans go potty for Harry's magic misprints

and then pretend to shriek with pain while enjoying a gentle, tickling sensation. Indeed, Wendelin the Weird enjoyed being burnt so much that she allowed herself to be caught no fewer than forty-seven times in various disguises.

Harry put his quill between his teeth and reached underneath his pillow for his ink bottle and a roll of parchment. Slowly and very

by Tammy Buckley

Up to 500 New Zealanders could own a Harry Potter book worth up to NZ\$1400.

Australasian copies of *Harry Potter and the Prisoner of Azkaban* were printed with two mistakes that have made them a highly sought after collectors' item.

On the copyright page, author JK Rowling is credited as Joanne Rowling, and on page one the text has dropped down a line.

Bookstore owner and book collector Helen Filbry found out this secret back in 1999, when the book was first published and has since made thousands of dollars selling them on eBay.

"I had never heard of Harry Potter at that stage. Then I got an email from someone in the UK asking if I would buy 20 copies of the first edition for him.

"He had customers who wanted the first edition and would pay £20 for each book."

After learning more about the significance of the book, Filbry bought as many

copies with the mistakes as she could find.

She ended up with 25. Filbry has heard different stories about how many were printed before the mistakes were found, ranging from 500 to 1000, but knows they were all sent to Australasia.

At regular intervals, Filbry placed the books on an overseas book database, ABC, and on eBay.

The first copy she sold went for \$570. It was at this same time that Harry Potter's popularity skyrocketed, and the demand for the first edition soared.

The most money she has made from one book is \$2155.

Currently she has eight copies selling on the internet, with the cheapest priced at \$3592 and the highest at \$14,367 for a signed copy.

Filbry thinks those prices are ridiculous but says the number available on the internet has steadily dropped away, causing a price increase.

She has three copies left and is not planning to sell them anytime soon.

"I'll hold onto them for a bit longer to see how things go," she says.

K'Rd tattoos on show

by Michelle Whiteford

Illicit HQ tattoo store and studio opens its doors to a new exhibition The Living Art of Tattoo next week.

The exhibition aims to showcase tattooing and make it more accessible to the public.

"We wanted to bring the community in and also highlight where tattooing is going as an art form," says Sophia Mella, one of the organisers of the exhibition.

Illicit's four resident tattooists, Dean Sacred, Rose Hardy, Adam Craft and

Liesje will be featuring, as well as guests from Moko Ink and Demographics.

The gallery, which opens from 11am-5pm every day, will feature photographs from Neville Mariner and Norrie Montgomery from the *Sunday Star Times*. Live tattooing by Adam Craft will be on show at weekends.

"Norrie has done a series of portraits of people who have tattoos but also have really normal lives," says Mella.

The exhibition runs from October 28 to November 10 at the Cross Street Orphanage Art Gallery, in the basement of Illicit's Karangahape Rd store.

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