

You are invited to attend

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# Design Speaks:

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## Artichoke Night School

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Session 21  
Making magic: Designing for  
the experience economy

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More than two-thirds of Australians believe that their money is better spent on experiences – from fine dining restaurants to live events – than products. As the experience economy rapidly grows, where does design fit in and how can designers create successful experience-based environments for consumers and brands?

**AMANDA HENDERSON** founded Gloss Creative in 2001. The studio elevates brands through creative direction by designing sets and events for runways, retail installations and marquees. Gloss Creative is a master of brand expression, designing temporary scenes of enduring emotion.

**RODNEY EGGLESTON** set up March Studio in 2007 with French native artist Anne-Laure Cavigneaux. Since then, March Studio has worked on projects all over the world, including Aesop stores, Hotel Hotel, Sneakerboy, Gazi and The Press Club.

**LUKE WALLIS** is content director at independent digital marketing and communications agency Deepend. Earlier this year, Deepend released the report 'Indepth: Experience Economy,' which explores how design, user experience and product and service offerings are evolving.

### WHEN

Wednesday 24 August  
6–8 pm

### WHERE

Space Furniture  
629 Church Street  
Richmond, Melbourne

**COST** \$30 (includes  
welcome drinks and  
light refreshments)

Secure your seats early  
as tickets are limited.

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[Book now](#)

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Image: Myer A16 Runway by  
Gloss Creative.  
Photography: Lucas Dawson.

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**ARTICHOKE**  
Organiser

**SPACE**  
Supporter



A DIA endorsed CPD  
event for DIA members