

You are invited to attend

Design Speaks:

Artichoke Night School

Session 22
Making magic: Designing for
the experience economy



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?

CHRISTIE PETSINIS and **TIM WILSON** are longstanding friends who founded Melbourne-based studio Folk Architects in 2011. Folk Architects activates spaces by integrating art, design, science and technology in a collaborative, innovative, pragmatic yet playful way. The studio is committed to realizing projects that provide a positive legacy that extends beyond the physical dimension of architecture.

MATTHEW SHEARGOLD is a senior associate at Hassell and has more than 17 years experience in interior design, product and furniture design. Matthew lead the design team on the recently opened Ovolo Woolloomooloo, a new hotel that brings the Ovolo brand to life and caters for a new generation of guests.

KIM VERBRUGGHE is senior strategist at Deepend, an independent digital marketing and communications agency. 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 26 October
6.30–8.30 pm

WHERE

Space Furniture
84 O'Riordan Street
Alexandria, Sydney

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

Secure your seats early
as tickets are limited.

[Book now](#)

Image: Hortus - Harbour
Esplanade Activation
Project in Melbourne by
Folk Architects.
Photography: Lauren
Bamford.

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A DIA endorsed CPD
event for DIA members