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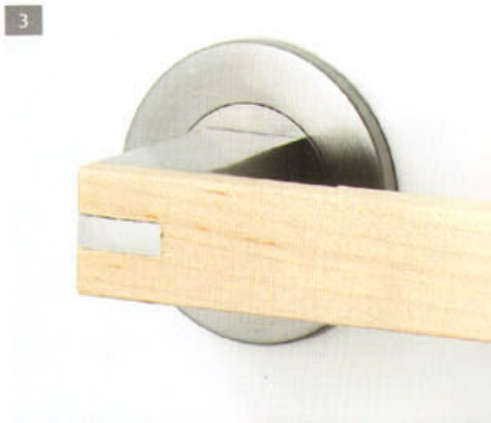
ASSA ABLOY Australia News Issue 5 - December 2008



ASSA ABLOY

The global leader in
door opening solutions

1. The Esplanade St.Kilda Melbourne
2. East Melbourne Display Interior
3. Shareen Joel lever design
4. Shareen Joel



Style & Design



Today's design solutions, whether interior, architectural or industrial, must respond to many influences, in particular the needs of the user, the environment and the community.

Shareen Joel is recognised locally and internationally for her innovative and integrated design solutions. Her passion for conceptual and experimental design is inspired by trends in fashion, the economy, the marketplace, the environment and architecture. This is balanced by astute business savvy that translates into commercially viable products.

Shareen's designs include car interiors and trims for Ford, a fully automated light switch for Clipsal, functional furniture and practical storage solutions for Freedom, and elegantly designed door levers for Lockwood's Aquileart collection. Her designs go far beyond the usual parameters of aesthetics and usability, and her inimitable creativity has most recently seen Shareen short-listed in the Idea 08 Award for Emerging Designer and Best Commercial Interior categories.

Her interest in door furniture has been longstanding. Traditionally, lever designs have been functional but not exactly what might be considered design pieces. Shareen could see the need for a range of door levers that incorporated high-level design aesthetic. Minimalist, subtle, and embracing harmonious textures, colours and materials to enhance modern interiors.

"I really enjoy designing the small items, those that are least thought about in an interior, but are an integral part of that space. It is often such seemingly insignificant details that make the biggest difference," says Shareen.

Combining natural timbers and powder-coated metals with brushed stainless steel, the result has been an elegant, refined collection of aesthetically pleasing levers. "The challenge with such products is to design a look that is fashionable yet timeless, one that will not date," says Shareen. "While much inspiration for my work comes from fashion, architectural and other design trends, the problem with trends is that they do come and go in time. Ensuring that my designs are timeless is a critical element of the design process."

A number of challenges were overcome in the final design process, when concept became reality under the Lockwood brand. For instance, would a lever made with a combination of timber and stainless steel be just as durable and easy to work with as a purely stainless steel lever? Other challenges were feasibility of manufacture, and flexibility of colours and materials to offer greater choice to the consumer in line with architectural and interior design trends.

"From my first contact with the product development team at ASSA ABLOY, the experience has been encouraging. They are knowledgeable in materials and all the processes from design to manufacture. I am so pleased to know that my concepts are commercialised locally. ASSA ABLOY is a forward thinking company that is brave and confident in its commitment to Australian design, promoting Australian designers through Lockwood's Aquileart collection range," says Shareen. "Hopefully more Australian manufacturers will demonstrate such vision and follow suit."

For more information visit:
shareenjoel.com or aquileart.com