



## Made In NZ With... *Catherine David*

We talk to this talented homeware designer about what NZ Made means to her.

### How do your designs come about?

The concept develops in both function and form, and then the image develops in my head. After discussion with manufacturers and investigation into materials and suppliers I then work with all the contributing elements until the actual product emerges. It is very much a team thing.

### What process do you go through to create each product?

I have in mind what it is I intend to create. I then get on the phone and ring around different factories talking to people and visiting relevant manufacturers. Usually I meet up with them and discuss my idea. In the early days I would quite often come across people who just weren't interested in someone trying to develop and manufacture a product here in New Zealand - this has changed over the years!

### What inspires you to create the designs that you do?

My inspiration comes from everything around me. It can be the colour of the grass on the way to Coromandel or the deep blue sky in summer. It can be an old book or a leaf skeleton lying in the bush - I could go on and on.

The most important aspect to design is that there needs to be an element of relevance. Design relevance, to me, means the design of the object has to communicate to the consumer on a subconscious level. Good design is a global language.



*From punching out the eyelets in her shower curtains to folding them for packaging, handmade processes are at the core of Catherine's designs. Even her Urban Pendant light-shades are hand-spun and moulded.*



### Do you believe that consumers are searching for sustainable items?

Definitely. Consumers are educating themselves more and more when it comes to choosing the material of the product they are buying, and are making considered decisions as to the eventual disposal of the product.

My design philosophy, from the advent of my business, has been product purpose rather than creating something which will exist solely for decorative means. If utility and function are key reasons for something, there will most certainly be the element of sustainability. Another issue of sustainability is the capacity to endure. So the use of quality materials for longevity is important.

### What does NZ Made mean to you?

NZ Made to me means a product should have design integrity and be manufactured here. The product needs to be a considered item that has been

### TOP LEFT Catherine David Design Auckland Coat Rack and Kiss Light.

ABOVE From letterboxes, to rubbish bins to lamps Catherine David designs and produces a number of household items.

manufactured thoughtfully and is not only reflecting the well-recognised ingenuity of the people but also reflecting and respecting the qualities of the land. New Zealand made is simply quality design and production.

### You produce a broad range of homeware items, what is next?

I never know exactly what is around the corner product wise but I will continue developing my range and expanding the range of materials used. Also having recently completed a degree in art curation who knows what else is around the corner?

See the full range of Catherine David Design products at [www.catherinedaviddesigns.com](http://www.catherinedaviddesigns.com)