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Title:
Address at the Sebel Design Award Exhibition

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ADDRESS BY THE PREMIER OF SOUTH AUSTRALIA, HON. D.A. DUNSTAN, Q.C., M.P.
AT THE SEBEL DESIGN AWARD EXHIBITION.

Tuesday, 11th May, 1971.

MR. NEWMAN,
MR. SEBEL,
DISTINGUISHED GUESTS,
LADIES AND GENTLEMEN:

IT GIVES ME GREAT PLEASURE TO BE ABLE TO SPEAK TODAY AT THE
OPENING OF THE SEBEL DESIGN AWARD EXHIBITION.

IT IS THE THIRD AWARD EXHIBITION, AND AS SUCH (REMEMBERING
PAST WINNERS AND EXHIBITS) IT INDICATES THAT THE NECESSITY
FOR GOOD DESIGN IS BEING RECOGNISED AMONG A GROWING NUMBER OF
AUSTRALIAN MANUFACTURERS.

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I HOPE THIS WILL BE A CONTINUING AND DYNAMIC PROCESS.
EFFECTIVE INDUSTRIAL DESIGN HAS TWO MAIN VALUES TO A SOCIETY
SUCH AS OURS - IT REFLECTS CONTEMPORARY AND SATISFYING AESTHETIC
IDEAS - AND IT IS AN IMMEDIATE AID TO EFFICIENCY IN INDUSTRIAL
PRODUCTION.

AS MOST OF YOU WOULD KNOW, THE STATE GOVERNMENT IN SOUTH AUSTRALIA
HAS DEMONSTRATED THIS FINANCIAL YEAR ITS INTENTION TO ASSIST
IN SIGNIFICANTLY RAISING INDUSTRIAL DESIGN STANDARDS IN THIS STATE.

OUR GRANT TO THE INDUSTRIAL DESIGN COUNCIL HERE WAS AN INSTANCE
OF THIS POLICY. IT HAS BEEN RAISED FROM \$4,000 TO \$20,000, AND
THIS WAS, I BELIEVE, A SIGNIFICANT INDICATION OF STATE SUPPORT
FOR THE COUNCIL.

PAGE 3.

IT HAS ENABLED AN IDCA SOUTH AUSTRALIAN FIELD TEAM TO BE ESTABLISHED WHICH NOW WORKS VERY CLOSELY WITH MANUFACTURERS IN GIVING DOWN TO EARTH PRODUCT DESIGN AND DEVELOPMENT GUIDELINES. THE SERVICE IS DESIGNED FOR THE SMALLER MANUFACTURER AND IS AVAILABLE FREE OF CHARGE. ALL THAT IS NECESSARY TO OBTAIN THE FULL RESOURCES OF THE FIELD TEAM IS A PHONE CALL.

IN SOUTH AUSTRALIA THERE IS NO REASON WHY, FOR INSTANCE, A CHAIR, BOTTLE, FORK, OR TELEVISION SET, SHOULD BE ANY LESS WELL DESIGNED THAN SIMILAR OBJECTS MADE IN SCANDINAVIA, WEST GERMANY, ITALY OR JAPAN.

PAGE 4.

IN FACT, IT IS ABSOLUTELY ESSENTIAL THAT THEY BE AS WELL DESIGNED. IF WE ARE TO TAKE OUR PLACE IN OUR REGION AS A SOPHISTICATED MANUFACTURING EXPORTING COMMUNITY, THE OLD AUSTRALIAN APPROACH TO DESIGN OF "SHE'LL BE RIGHT" OR "SHE'LL DO" SIMPLY WON'T BE RIGHT, CAN'T BE RIGHT, AND WILL NEVER DO.

AS I HAVE MENTIONED EARLIER, I SEE GOOD DESIGN, AND GOOD INDUSTRIAL DESIGN IN PARTICULAR, AS FULFILLING A DOUBLE AESTHETIC AND PRODUCTIVE FUNCTION. BUT I SEPARATE THE TWO QUALITIES PURELY ON VISUAL LINES, BECAUSE NO MATTER HOW EFFECTIVELY DESIGNED AND FUNCTIONALLY CLEAN THE BACK OF A TELEVISION SET IS, IT DOES NOT MAKE A SIGNIFICANT CONTRIBUTION TO THE VISUAL ENVIRONMENTS WE LIVE IN.

HOWEVER, KNIVES, FORKS, BOTTLES, CARS AND HOUSES DO. THEY HAVE A CLEAR EFFECT ON THE VISUAL QUALITY OF OUR CIVILISATION IN THE SAME WAY AS THE GOOD DESIGN OF A MANUFACTURING MACHINE HAS AN EFFECT ON THE EFFICIENCY, PRODUCTIVENESS AND TECHNICAL COMPETENCE OF OUR INDUSTRIES. THEY ARE TWO PARTS OF A WHOLE, AND PROBABLY CAN'T OR SHOULDN'T BE SEPARATED. AND YET IT IS POSSIBLE TO DO SO. THE AVERAGE JAPANESE MIDDLE-CLASS PERSON LIVES AT HOME IN AN EXCELLENTLY DESIGNED DOMESTIC ENVIRONMENT. BUT OUTSIDE HIS DOOR, THE MOST CRASS DESIGN MISTAKES OF A SUPER-INDUSTRIAL STATE ARE EVIDENT - SMOG, POLLUTION, TANGLES OF GREY FREEWAYS, MONOLITHICALLY ANONYMOUS FACTORIES AND OFFICES, CLOTTED MACHINERY, AND AN ASPECT OF VISUAL DESPAIR.

AS A CONSEQUENCE, IT IS ESSENTIAL THAT WE LEARN FROM SUCH MISTAKES. AND THEY OCCUR NOT ONLY IN JAPAN, BUT ALSO WHEREVER TECHNOCRATIC MAN HAS DECIDED THAT PRODUCTIVENESS IS ALL - IN THE GERMAN RUHR, IN THE BRITISH MIDLANDS, IN PENNSYLVANIA, NEW YORK STATE, DETROIT, AND IN AUSTRALIA.

THEY OCCUR WHEREVER PLANNING AND DESIGN IGNORE HUMAN VALUES THAT ARE SCALED TO THE SIZE OF MAN, AND REPLACE THEM WITH THE VALUES SCALED TO THE HEIGHT OF BLAST FURNACES.

INDUSTRIAL DESIGN, TO ME, MEANS FAR MORE THAN JUST A PLEASANTLY FORMED KNIFE, A COMFORTABLE CHAIR, A CLEAN PACKING CASE, OR AN EFFICIENT DISPENSER OF TISSUE PAPER. IT IS A QUALITY OF CIVILISATION.

THE PRODUCTS OF THE DESIGN (OR CRAFT) INDUSTRIES OF, FOR INSTANCE, ANCIENT GREECE OR ANTIOCH, BYZANTINE-CONSTANTINOPLE OR ROME, THE MEDIEVAL GUILDS OF ENGLAND, OR RENAISSANCE FLORENCE, EXPRESSED THE QUALITY OF CIVILIZED LIFE IN THOSE PLACES AND THOSE TIMES. THE ARTEFACTS IN COMMON USE THEN NOW STAND ALONGSIDE THEIR COMPLEMENTARY WORKS OF ART, BOOKS OR PARCHMENTS, AND POLITICAL IDEAS. WE SEE THEM AS PARTS OF A CIVILISED WHOLE.

SO IS IT WITH US TODAY. AND WE HAVE A CURIOUS SITUATION. WE ARE ONE OF THE LAST FULLY INDUSTRIALISED COUNTRIES WHICH HAS NOT COME TO GRIPS WITH THE KINDS OF DESIGN EXPERTISE NEEDED TO MAKE MASS-PRODUCED PRODUCTS ATTRACTIVE AND THUS EFFICIENT (OR TO PUT IT ANOTHER WAY, AESTHETICALLY FUNCTIONAL AND THUS ATTRACTIVE).

WE HAVE A CIVILISATION WHICH HAS A MEASURE OF REPRESENTATIVENESS BUILT INTO IT, SOME GOOD WRITERS, AND A FAIRLY HEALTHY AND ROBUST NATIONAL SPIRIT.

BUT MOST OF OUR PEOPLE LIVE IN BADLY DESIGNED HOUSES, WITH INEFFICIENT APPLIANCES, AND ARE SUBJECTED TO VISUAL ENVIRONMENT VALUES THAT WILL ONE DAY BE CONSIDERED BARBARIC. ONLY A FEW PEOPLE CAN AFFORD WHAT COULD BE CONSIDERED 'GOOD DESIGN' IN THEIR DOMESTIC ENVIRONMENTS. ONLY A FEW CAN AFFORD GARDENS BIG ENOUGH TO BLOCK OUT THE HORRORS OUTSIDE.

I SEE 'DESIGN' AS A WORD WHICH CAN DENOTE AESTHETIC QUALITY AND INDUSTRIAL PROFICIENCY FOR ALL THE ARTEFACTS OF A CIVILISATION - FROM THE TOOTHPICK TO THE OFFICE BLOCK. AND I SEE 'INDUSTRIAL DESIGN' AS A COMPOUND WHICH SHOULD DENOTE THE AESTHETIC QUALITY OF THE COMPONENTS WHICH GO TO MAKE UP STRUCTURAL WHOLE.

THUS, IN GOVERNMENT IN SOUTH AUSTRALIA WE ARE CONCERNED TO SEE THAT ALL PEOPLE ARE ABLE TO BUY WELL DESIGNED DOMESTIC ARTICLES; THAT OUR MANUFACTURERS ARE ABLE TO SELL WELL DESIGNED PRODUCTS; AND THAT OUR CITIES AND TOWNS ARE ABLE TO PROVIDE CITIZENS WITH ENVIRONMENTS AND LIVING SPACES THAT COMBINE EFFICIENCY WITH VISUAL DELIGHT.

THEREFORE I DO NOT BELIEVE THAT TO TURN BRIEFLY FROM THE INDIVIDUAL PRODUCTS OF INDUSTRIAL DESIGN TO THE DESIGN OF URBAN ENVIRONMENTS IS ENTIRELY INAPPROPRIATE THIS EVENING.

WE STAND AT THE MOMENT IN A FAIRLY WELL DESIGNED (OR LAID OUT) ROOM IN A STATE GOVERNMENT OFFICE BLOCK IN RUNDLE STREET. THE OFFICE BLOCK HAS BEEN IN ITS TIME A HOTEL AND A DEPARTMENT STORE.

WE ARE, IN FACT, IN PART OF THE 'DEAD HEART' OF ADELAIDE. WE ARE PART OF THE HOLE OF THE CITY DOUGHNUT. FROM THIS GENERAL AREA, AT THIS MOMENT, ABOUT A HUNDRED THOUSAND PEOPLE ARE COMMUTING, SOME BY PUBLIC TRANSPORT, MOST BY PRIVATE CAR. MANY OF THOSE COMMUTERS WILL NOT REACH HOME FOR ANOTHER THREE-QUARTERS OF AN HOUR. AND IN THE CITY, APART FROM A SCATTERING OF DINERS, THEATRE GOERS, STUDENTS, LATE WORKERS, AND TRIPPERS, THE PLACE IS DEAD.

NOW THAT IS NOT WHAT THE CENTRE OF A CITY SHOULD BE. ACRES AND ACRES OF CLEARED LAND SHOULD NOT BE GIVEN OVER TO PARKED MOTOR CARS BY DAY AND CATS BY NIGHT. A CITY SHOULD BE A LIVING ENTITY IN WHICH PEOPLE LIVE, WORK AND PLAY. IT SHOULD BE THE HEART OF THE METROPOLITAN AREA AND A HEART THAT IS YOUNG; AND FULL NOT WITHERED AND DRY.

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AND ONE OF THE MATTERS AT THE MOMENT GIVING ME MOST CONCERN AS HOUSING MINISTER AND MINISTER OF DEVELOPMENT IS THE QUESTION OF SUCH INNER CITY AREAS - NOT ONLY ADELAIDE, BUT AREAS ON OTHER SIDES OF THE PARKLANDS.

AND SO THERE IS A TWO FOLD TASK HERE, NOT ONLY FOR THE STATE GOVERNMENT AND THE APPROPRIATE LOCAL GOVERNMENTS, BUT ALSO FOR DESIGN INDUSTRIES. THE DESIGNING AND MANUFACTURING OF EFFICIENT AND MASS PRODUCED BUILDING COMPONENTS COULD GREATLY ASSIST IN PROVIDING UNIT COSTS OF A SUFFICIENTLY LOW LEVEL TO MAKE REDEVELOPMENT HOUSING IN THE INNER CITY AREAS MORE ECONOMICALLY WITHIN THE RANGE OF PRESENT FINANCES. IN AUSTRALIA, THE TECHNIQUES BY WHICH HOUSES ARE BUILT ARE STILL BY AND LARGE WHAT THEY WERE A CENTURY AGO.

MASS PRODUCTION TECHNIQUES COULD CHANGE THAT OVERNIGHT, PROVIDING THE RIGHT DESIGNS, THE RIGHT EXPERTISE, AND THE RIGHT MEASURES OF IMAGINATION ARE BROUGHT INTO PLAY.

AS I HAVE SAID EARLIER, DESIGN REFLECTS THE QUALITY OF OUR CIVILISATION, WHETHER THIS IS EXPRESSED BY AN AGGREGATE SECTION FOR AN OFFICE BLOCK, THE SHAPE OF A PRINTED CIRCUIT, OR THE CONTOUR OF A PLASTIC ASHTRAY, DOES NOT MATTER. WE MUST THEREFORE APPLAUD SUCH ORGANISATIONS AS SEBEL LIMITED IN PROJECTING SUCH CONCEPTS IN AUSTRALIA.

AND I THEREFORE HAVE MUCH PLEASURE IN DECLARING THIS EXHIBITION OPEN.



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**SEBEL
DESIGN
AWARD '70/'71 / press release**

P.O. BOX 225 BANKSTOWN N.S.W. 2200./TELEPHONE 70 0771

SEBEL DESIGN AWARD 1971

WINNING ENTRIES ON EXHIBITION

The Sebel Design Award 1971 (\$1,000)

Entry No. 1094 Swivel-base TV stand David Henderson
1/32 Spencer Street
Rose Bay NSW 2029

Special Commendation (\$400)

Entry No. 1031 Lounge chair Fred Lowen, Twen Pty Ltd
Renver Street
Clayton Vic 3168

Award of Merit (\$200)

Entry No. 1156 Packing Tape Dispenser Gino Volpato
509 Illawarra Road
Harrickville NSW 2204

Award of Merit (\$200)

Entry No. 1021 Demountable glass showcase Hugh J. Whisson
37 Waterhouse Road
South Plympton SA 5028

Student Awards (\$50 each)

Entry No. 1203 Timber and steel table lamp Mervyn D. Beamish
Box 181 Post Office
Darlinghurst NSW 2010

Entry No. 1189 Dumpy level Malcolm T. Webster
15 Carpenter Street
Hoble Park Vic 3174

Entry No. 1093 Automobile steering liner and dashboard Barry G. Housley
7 Cednar Avenue
Highton Geelong 3216

Sebel Award for Souvenir Design (\$400)

Entry No. 1168 Australian Animal puzzle Arthur Roydin
143 Campbell Street
Surry Hills NSW

OTHER ENTRIES ON EXHIBITION

<u>Entry No.</u>	<u>Description</u>	
1034	PBX Switchboard	O. Rosic C/- Telephone Manufacturing Box 14 Post Office Erskineville NSW 2043
1147	Saddle chair, steel tube, black leather	Peter Rosenfeldt 21 Albion Street Surrey Hills Vic 3127
1061	Nylon head golf putter	Glynn Thomas 81 Grove Street Birchgrove NSW 2041
1129	Pocket slide viewer	Jussi Ahola 10/57 Regent Street Paddington NSW 2021
1186	Stainless steel coffee percolator	John H. Grillmeyer Rockford Road Tahmoor NSW 2573
1038	Colour slide projector with slide container	J.F. Arnott 11 Chisholm Avenue Avalon NSW 2107
1075	Toothbrush holder	Gordon B. Bremner 25 Hembly Avenue Cheltenham Vic 3192
1047	Set of wooden toys (moon vehicle series)	James F. Harris 19 Hills Avenue Epping NSW 2121
1199	Sandwich spreader	Paul Schrenner 265 Castleragh Street Sydney NSW 2000
1206	Ball type electrical connection	Philip L. Hillsdon 26 Robbs Road Footscray West Vic 3012
1029	Swish hand blender	Terence J. Healey 2/67 Avenue Road Mosman NSW 2088
1190	Set of 4 safety goggles plus one mounted on perspex stand, 6 different coloured replacement shields	James Wilcock 3 Clarence Avenue Dee Why NSW 2099
1191	Safety helmet, one dissected	James Wilcock 3 Clarence Avenue Dee Why NSW 2099
1082	Tube connecting system	Hugh J. Whisson 37 Waterhouse Road South Plympton SA 5038
1048	Automatic Fluid Control Nozzle	Philip D. Heaton 10 Mary Street Largs Bay SA 5016

1052	Children's Playground	Ron Neuman 10/294 Pacific Highway Artarmon NSW 2064
1002	Portable Transistor Radio	Adrian Knaap & Associates 9 Cremorne Road Cremorne Point NSW 2090
1081	Portable Transistor Radio	Adrian Knaap & Associates
1209	Door lever	Barry Loftus 89 Gardner Street Como WA 6152
1059	12" portable TV sets	James F. Harris 19 Hills Avenue Epping NSW 2121
1175	2 sets of cutlery	David Bentley 42 Parkside Towers 43 Orchard Road Chatswood NSW 2067
1108	Mobile serving trolley	Harold G. Strachan 366 St Kilda Road Melbourne Vic 3004
1070	Infants' car seat	Charles Furey 11/21 Elamang Avenue Kirribilli NSW 2061
1146	"Poppy" furniture range low chair, footstool, table	Raymond J. Duncan 39 Blues Point Tower McLahons Point NSW 2060
1170	"Flip desk" reversible child's desk	John H. Holt 30 Orlando Avenue Cremorne NSW 2090
1125	Stereo hi-fi units	Graham Ray 29 Kirkstone Road Wheeler Heights NSW 2098
1016	Steel Office Furniture	Brownbuilt Ltd 14-24 Alexandra Parade Clifton Hill Vic 2068
1056	Aluminium Door Handle	Adrian Knaap & Associates 9 Cremorne Road
1084	" " "	Cremorne Point NSW 2090
1055	Rocking chair	Elizabeth G. Juska 57 Conway Road Banksstown NSW 2200
1035	Cantilever couch	T.J. English 1 Adams Avenue Turramurra NSW 2074
1162	Couch with roll pillows	Dirk Bolt 67 Franklin Street Forrest ACT 2603
1174	Street Litter Bin	Derek F. Wrigley 14 Janz Crescent Manuka ACT 2603

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| 1041 | Stereo Record Unit
with 2 speakers | Mr Gerald West
EMI (Aust) Ltd
6 Parramatta Road
Homebush NSW 2140 |
| 1149 | Folding Chair, black
sheepskin upholstery | Frank W. Jones
62 Serpentine Crescent
Balgowlah NSW 2093 |
| 1118 | Folding chair, calf's hide
upholstery | Frank W. Jones |

S O U V E N I R S E C T I O N

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| 1058 | Woollen scarf (Old Gov't house) | Elaine McCaton
135 Riverview Road
Clareville Beach NSW 2107 |
| 1140 | Corroborace Frog | Mrs Nell Sheraff
44 Cook Road
Lindfield NSW 2070 |
| 1151 | Black and white silk scarf | Douglas Annand
34 Lady Game Drive
Killara NSW 2071 |
| 1164 | Aust Cities Jigsaw Puzzle | Aero Aust Puzzles
59 Victoria Parade
Collingwood Vic 3066 |
| 1102 | Set, Table mats, wall hanging
apron pot holder | Donald B. Clark
"Kulan"
Wyoming Road
Dural NSW 2158 |
| 1163 | B/W silk scarf
(Endeavour motif) | Douglas Annand
34 Lady Game Drive
Killara NSW 2071 |
| 1109 | Carved candle (gum nut) | Candle Craft
24 Hillmont Avenue
Thornleigh NSW 2120 |
| 1026 | Captain Cook Cannon | John Froben
470 Upper Roma Street
Brisbane Qld 4000 |
| 1013 | Chalice (earth ware) | Mrs Rhonda Ogilvie
Aldgate Crafts
Main Road
Aldgate SA 5154 |
| 1011 | Roll-in Puzzle | Julie Henderson
1/32 Spencer Street
Rose Bay NSW 2029 |
| 1105 | Wall Hanging | Donald Clark |
| 1165 | Wall Hanging (colour pattern,
b/w pattern) | Helen Abson
149 Arrong Parade
Toorak Vic 3142 |
| 1111 | Child's mug | Elizabeth Lord
40 Frogmore Crescent
Park Orchards Vic 3114 |
| 1169 | Brass Animal | Douglas Annand |