

# JONES HOME

Presented by  
DAVID JONES

Spring 2021

**HOME,  
REIMAGINED**  
*What the future  
holds for your  
favourite spaces*



+ new arrivals to refresh your space this spring



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## WHERE TO FROM HERE?

*This issue of JONES Home invites you to wonder at the future of your loved spaces.*

While we're not quite at *The Jetsons* space colonisation stage yet, the next decade and beyond will bring many changes to lifestyle and interiors. Alongside changing attitudes around comfort and wellness, we can expect to see major advances in home AI, automation and immersive experiences, as well as the need for radical climate modifications across architecture and interior design.

Naturally, the aspirational home of the future will raise questions around how you will blend personal style with home tech, what your version of sustainability within the home might look like and, more broadly, how you will incorporate efficiency within your home. And while all these questions will be

determined by circumstance and personal choice, what we have uncovered with the help of our expert panel is that people all over Australia have woken up to the importance of nature within our living spaces.

From balconies to big gardens, the desire to have a connection with nature is only going to grow. We'll take cues from the past and we'll fuse those ideas with technological advances, as both greening and tech play a pivotal role for our planet.

This season, bring colour and life to your favourite spaces through dinnerware and luxe bedding, invest in those items that make work and play a breeze, and upgrade the essentials as you prepare for the not-too-distant future.

## BEHIND THE COVER

Notice something surreal about the cover and our 'Home, Reimagined' feature on page 4? Digital artist Charlotte Taylor joined us in imagining a brave new world through this computer-generated work featuring new homewares from David Jones.

# MEET THE EXPERTS

WE FORECAST THE FUTURE WITH THEIR HELP.



**Lucy Feagins**

*Founder of The Design Files and friend of David Jones*

At the helm of Australia's biggest design blog, Lucy champions great stories in architecture, interiors and design in Australian homes. "We need to see the aspirational peak of future sustainable design, but we also need to bring it back to an everyday reality for people."



**Andrew Simpson**

*Founder and director of VERT Design*

Andrew leads a design studio that allows for creative experimentation. "We've done conceptual pieces recently which looked at the changing nature of the home."



**Tali Roth**

*Founder and principal of Tali Roth Interior Design*

Tali transforms spaces through nodding to the past and looking to the future. "I think sculpture, art and old mixed with new is the way to keep it edgy and forever."



**Monique Woodward**

*Director of WOWOWA Architecture*

With a passion for bold and adventurous spaces, Monique says she imagines "the house of the future will be very much around awareness and healing".



**Koichi Takada**

*Founder and principal of Koichi Takada Architects*

Greater empathy with nature will improve our urban lives, says Koichi. "Naturalising architecture includes greening to start with, but we're trying to achieve carbon neutrality."



**Yasmine Saleh Ghoniem**

*Founder and principal of YSG*

Known for courageous projects of contrasting textures and bold colour, Yasmine says: "We'll be creating ranges of digital furniture that'll be projected upon physical units."



**John Ellway**

*Architect*

John's goal is to create simple yet functional spaces that surprise and delight. He believes "flexibility is the only way to move forward; new homes need to be open to change".

## SPECIAL OFFER

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## SHOP THE DIGITAL CATALOGUE ONLINE

Open your phone's camera app, scan this code and follow the pop-up link or visit [davidjones.com/home-and-food](http://davidjones.com/home-and-food).

*Cover:* × MAISON BALZAC Glass Plate in amber 24362780, \$119 for set of two, 'Summer' Gobelet Set in assorted colours 23254446, \$79 for set of four, and 'Coucou' Glass 23625612, \$89 for set of two, and Carafe 23625608, \$129, both in amber. × DINOSAUR DESIGNS 'Rock' Jug (large) in cobalt 24010723, \$255. IITTALA 'Aalto' Oak Tray 22860911, \$159, and 'Teema' Plate 26cm in white 20247051, \$32.95.

*Back cover, clockwise from left:* × MAISON BALZAC 'Jai Soif' Carafe and Glass in miel 23254445, \$89, and Glass Plates in amber 24362780, \$119 for set of two. × ECOLOGY 'Speckle' Dinner Bowl 22cm 24087005, \$14.95, and Side Plate 21cm 24087008, \$9.95, both in rose. × VILLEROY & BOCH 'Ella' Partially Gold Plated 24-Piece Cutlery Set 24093152, \$629. × BRIAN TUNKS 'Iguassu' Hand-Faceted Tumblers in assorted colours - Mix C 24327143 and Mix A 24327141, \$120 each for a set of four. × MAISON BALZAC 'Coucou' Glass in amber 23625612, \$89 for set of two. × FORNESETTI Plate Soli E Lune No.2 23687351 and Plate Soli E Lune No.3 23687352, \$269 each. Stylist's own napkin.



MINDFULLY  
MADE

Look for this Mindfully Made icon throughout the magazine, signifying at least one David Jones sustainability attribute. To learn more about our Mindfully Made initiative, please visit [davidjones.com/mindfully-made](http://davidjones.com/mindfully-made).

This Exclusively Yours icon is also featured throughout this issue and indicates that the product is available at no other department store.

\*Exclusions apply. Minimum spend of \$50 must be in one transaction. Offer valid from 09/08/21 to 22/08/21 or while stocks last. Stock may vary between stores. Not available in conjunction with any other offer. Excludes all Audio Visual (AV) and Electrical product. For complete list of exclusions, please visit [davidjones.com/exclusions](http://davidjones.com/exclusions).

*From top:* IITTALA 'Dahlström Tools' Casserole 4L 20147542, \$499, and 'Teema' Plates 26cm in white 20247051, \$32.95 each. LE CREUSET × Mug 22901731, \$26, and × Classic Salt Mill 22901734, \$65, both in sage.

# home

# reimagined

*Tech driven, sustainably minded and at one with nature: this is the future of living.*

## HEART OF THE HOME

As the centre of our home, the kitchen is here to stay – but with people now relying on their homes to perform as their office space, school, wellness centre, gym and other functions, it needs to become adaptive.

“Looking forward, the kitchen will still be the highest performing hub of a home, but will conceal vernacular devices – like a dishwasher or toaster – so once its duty as a ‘kitchen’ finishes, it transitions into a day office or social hub. It’ll be equipped with charging cabinets for devices and connection ports on the underside of the bench with office essentials within easy reach. We’ll need an uncluttered working surface for multiple purposes and more ergonomic bar stools for longer use,” says Yasmine Saleh Ghoniem, founder and principal of YSG.

Sustainable architect Koichi Takada takes it further, predicting technology will allow us to create lush greening microclimates as a way of bringing nature inside. By simulating our external environment, we can essentially grow anything we would find outside, inside. “Urban farming devices could be integrated internally to purify the air in the room, grow edible plants and gardens, and feature circadian light, which essentially follows what happens outside, on the inside. Just imagine this tubular form of urban farming with green columns placed next to the kitchen, and when you’re cooking you could pick herbs, fruit and vegetables that grow inside,” says Takada.

Similarly, digital fabrication labs – fab labs – will allow us to harvest many of our favourite foods at home, from cakes and meats to salads and plant-based burgers. Already on the market is a 3D chocolate printer from Mycusini – and Novameat has developed a 3D plant-based steak that has been taste tested in a few select European restaurants with future plans to see it cooked up at home.

Expect also a more conscious way of designing – and living. A closed-loop design towards growing food, composting and feeding your green space will gain momentum, while smart metres will monitor energy and water consumption. Andrew Simpson, founder and director of Vert Design, says “there’ll be low energy ways of meeting our needs but we’ll use smart systems and a larger level of information to help control it”.



*From left:* IITTALA ‘Teema’ Plates 26cm in white 20247051, \$32.95 each, ‘Raami’ White Wine Glasses 22157788, \$44.95 for set of two. RIEDEL ‘O’ Decanter 980ml 20070413, \$270. × GEORG JENSEN ‘Forma’ Cheese Board and Knife Set 20236464, \$220.

## AROUND THE TABLE

The dining room will become a place of renewed importance not because we eat there but because it’s where we commune and connect without everyday distractions.

Interior designer Tali Roth says: “While living and dining rooms are great, people also want to incorporate less formal eat-in spaces in their kitchen.” With that in mind, the dining table carves out a new place as the heart of the family connection. From birthday brunches and dinner parties to lively board game nights, the space takes on new significance as devices and distractions are set aside and reconnection takes centre stage.

The energy inside the home is also being lifted, and the design ethos of biophilia – meaning a love of

nature – has already entered the mainstream. Monique Woodward, co-founder and director of WOWOWA Architecture says: “Our clients almost always want our designs to embrace the landscape. There is a tendency to assume nature is muted and dull green and greys, but it’s not – it’s a wonderfully coloured and mottled wonderland. In one of the first homes we designed, the client asked for something that sat cosy in the landscape. We spent time on the site and noticed heaps of bottle brushes so our response was this red ceramic glaze brick structure. We invite people to be brave and take colour and texture cues to inform the interiors – and exteriors – of the future. Not being afraid of colour is something we champion.”

*Clockwise from top left:* × BANG & OLUFSEN Beosound Level Portable Speaker 24239275, \$2550. IITTALA 'Kartio' Tumbler 210ml 21267437, \$34.95 for set of two, 'Kuru' Bowl 13cm 22860973, \$129, 'Aalto' Bowl 50.5cm 21054439, \$329, and 'Kuru' Vase 25cm 22860979, \$299.



## THE ESCAPE ROOM

Between wearable tech and data-specific sensors, technology will start to take care of our needs behind the scenes. Within the living room it will, for example, measure temperature, control light and indoor air quality as well as automate moving eaves, curtains and different types of shutters. Simpson says: "A lot of technology is designed to be completely invisible. It's not a focal point. We'll ask tech to meet our needs without interfering with them."

In sync with tech will be our return to nature through biophilic design, which focuses on a person's innate attraction to nature and natural processes. According to architect John Ellway, connection to the outside world, particularly in our living spaces, is vital. "Physical and visual connections out to the

**"We'll ask tech to meet our needs without interfering with them."**

trees and garden can make you feel like that space is part of the inside." Takada believes this connection with nature will bring a literal meaning to the term 'living room', while he acknowledges the poise required when combining technology and organic living. "In some ways we talk about nature-inspired architecture, nature-inspired design but, equally, part of this is going highly artificial and that's the balancing act in the future of interior design."

On an interiors level, Roth is seeing a consciousness in the types of materials and furniture we're choosing in the living room. "There's been a huge shift towards appreciating second-hand and vintage," she says. Meanwhile, Ghoniem considers how the impending digital world will blend with the real world of interiors. "Who knows, by the press of a button, interior settings of your choice could appear, from a utopian treetop jungle village to a state-of-the-art Kubrickian fantasy. Perhaps physical furniture design is ultra-simple to accommodate its ability to visually morph into various design tropes via VR projections upon them. Storage will need to be recessed so walls are flush to accommodate the projections. The TV screen will also disappear as atmospheres will involve 360-degree vision and sound."

On an entertainment level, Ellway says: "As physical travel halts, we may see more virtual travel in the living room – more holiday escapes and experiences. You might get together with a group of friends and head off to a virtual Mongolia for a few hours."



## REST AND RESET

The past year of isolating and working from home has taught us more than ever that bedrooms need to cater to multiple tasks. Given so many people are now working from home full- or part-time, its design needs a refresh. "While it would be ideal to incorporate a custom workstation in the room like an adaptive make-up vanity-desk, I think bedhead design needs to consider back support and comfort. Bedside lights need to perform a practical role other than just a moody atmosphere, and bedside tables need to accommodate more than a few essentials. Charging ports are necessary inclusions, plus deeper drawers," says Ghoniem.

The scale of bedrooms may become smaller with old techniques used such as mirrors and larger opening windows to increase the feel of this room. Having a consistent temperature throughout the seasons in this space is key, so insulating items such as rugs and good quality window furnishings will minimise the cooling and heating requirements (great for the planet and your hip pocket). For new builds it'll be about designing a space where we really don't need much heating and cooling because the home will take care of that for you, says Woodward. Between the sun, wind and rain, nature's own cutting-edge products will lead the way.

"Greater connectivity to nature is essential. Imagine a completely integrated home that breathed, that was so regenerative that it was not just carbon neutral it actually pumped oxygen into the air and replenished rather than taking," says Woodward. Imagine an urban gardening column within your bedroom that purifies the air as you sleep.

With the rise of screen usage as well as energy-efficient lighting, our exposure to blue wavelengths is increasing. With that, Roth predicts a change in bedroom lighting. "I think there'll be a shift towards dealing with blue light – possibly the inclusion of special lighting that negates the negative impact of screens."

× COTTON HOUSE Organic Queen Sheet Set 23621401, \$169.95.  
× MAISON BALZAC Glass Plate in amber 24362780, \$119 for set of two,  
and 'Coucou' Glasses in amber 23625612, \$89 for set of two.

