

September 2018

Foam lounges a crowd favourite at DENFAIR Sydney 2018

Leading interior designer Arthur Koutoulas once again impressed the crowd with his innovatively designed lounges at this year's DENFAIR Sydney 2018.

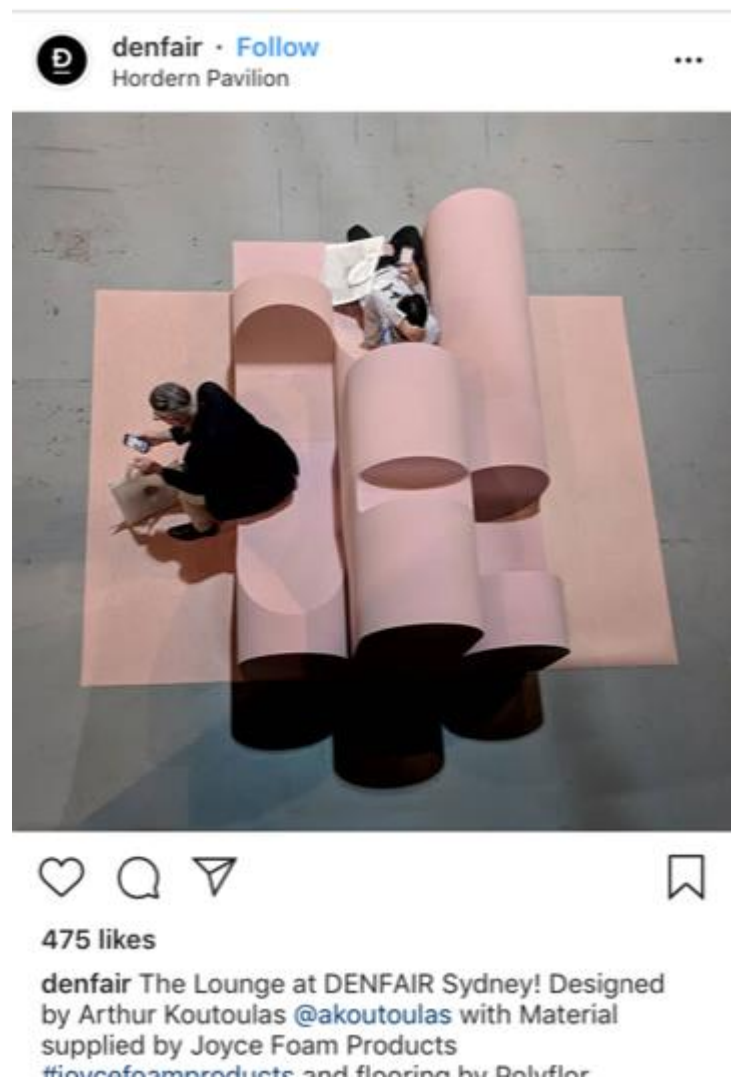
And his choice of material – Joyce foam.

The **Speaker Space** is an area within the DENFAIR exhibition area where people can meet. This year, Mr Koutoulas was invited to create a seating area made entirely out of uncovered foam.

In his description of the furniture, the designer explained: "the clusters of fleshy pink curved foam dissolved distinctions between furniture and sculpture offering immersive and utterly Instagrammable moments."

According to Mr Koutoulas, "I've tried to create an immersive, branded environment."

"It's less about furniture and seating, and more about creating a branded lounge space that people can immerse themselves in and connect with the Joyce Foam brand and product. So more 'space/environment' than 'furniture/objects'."



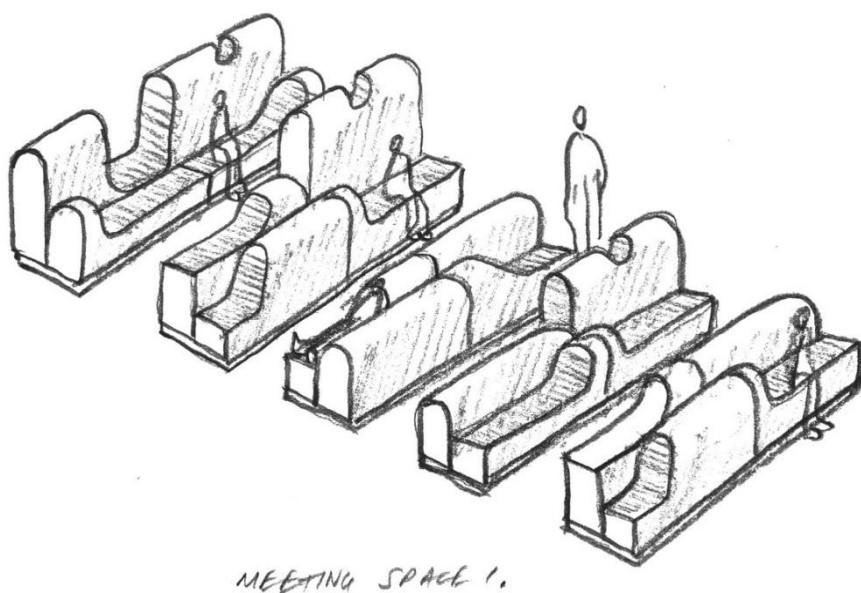
The designer and his collaboration with Joyce Foam Products

[Arthur Koutoulas](#) established his own design studio in Sydney in 1992. His work is at the forefront of experimental design.

He has collaborated with the team at Joyce on a number of projects.

He also designed the Speaker Space furniture at DENFAIR Melbourne 2018 using Joyce foam.

You can read more about our work with Mr Koutoulas [here](#).



MEETING SPACE 1.



DENFAIR features the 'who's who' in Australian design

[DENFAIR](#) is Australia's leading destination for contemporary design and art for professional designers, architects, interior stylists and design-lovers. Following on from the exhibition in Melbourne, the more compact Sydney event was held on 16-18 August 2018.

DENFAIR supports Australian designers by providing an opportunity to showcase their ideas and provide a platform for business opportunities.

The Sydney venue showcased 50 exhibitors and featured the best of national and international design.



For more information on using Joyce foam to create your next innovative design, call our Sales team on 1800 021 304, or email sales@joyce.com.au



Company background

Joyce Foam Products has been producing foam for more than 50 years and has more than 70 grades of foam available for a wide range of consumer and industrial applications. Headquartered in the western Sydney suburb of Moorebank, it has locations in Queensland, Victoria, Western Australia and South Australia.

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