



MEDIA RELEASE
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FEAST WATSON RE-LOVE PROJECT – CHARITY AUCTION

Providing Australians with the opportunity to own a unique piece of design

As part of the Feast Watson Re-Love Project, eight lucky Australians will have the chance to take home a one-of-a-kind piece of furniture with all proceeds donated to Salvos Stores.

Since the project's launch in May, eight talented designers across Australia have been busy upcycling worn timber furniture items into unique designer pieces, kindly donating their time and expertise to the campaign.

From shabby bedside tables to an old tripod and even a rocking chair, each talented designer has provided inspiration and breathed new life into old furniture. Each item is marked with the designer's unique creative style, and the outcomes speak for themselves with eight truly exceptional pieces of furniture.

Starting Thursday 24 July through to Sunday 3 August, 2014 these eight pieces will be auctioned on eBay, with all proceeds to benefit Salvos Stores.

Salvos Stores Chief Executive Officer, Allen Dewhirst, is grateful for the generous donation and excited to see the results from the auction.

"Salvos Stores are excited to once again be the charitable beneficiary of the Feast Watson Re-Love Project. Last year was a great success and we are thankful to both Feast Watson and the designers who generously donate their time to the project. We couldn't help but love an environmentally conscious campaign which gives second-hand furniture a new lease on life. We are very excited to see the outcome of the eBay auction," Dewhirst said.

The Re-Love Project concept was launched last year to show Australians how easy it is to provide a new lease on life to old furniture with Feast Watson products and a little TLC.

While upcycling continues to lead as one of the more popular craft trends, it seems it hasn't quite extended to medium and large furniture pieces, with people still inclined to throw them away rather than considering their potential.

Feast Watson's Brand Manager, James Fisher, says the talent and creativity displayed in the *Re-Love Project* has been outstanding.

"Our eight designers have blown us away. They have each done an incredible job in creating something truly special. Wood and timber accents are a hot trend at the moment, so it's been exciting to see eight different timber pieces be transformed over the course of the campaign. The end result is a collection of amazing design driven pieces," Fisher said.

"We hope the public get behind the auction and are also inspired to undertake upcycling projects of their own," Fisher added.

To find out more information about the project or for inspiration for an up-cycling project you can complete at home, visit the Feast Watson website - <http://www.feastwatson.com.au/> or the Feast Watson's Pinterest page - <http://pinterest.com/feastwatson/>

To bid on your favourite item, between Thursday 24 July to Sunday 3 August visit Feast Watson's eBay site: <http://myworld.ebay.com.au/feastwatsonre-loveproject>

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DESIGNERS BIOS

The eight designers participating in the Feast Watson *Re-Love Project* come from a variety of creative backgrounds, each with a distinct artistic signature and boasting an impressive repertoire of industry experience:

Simone Barter (QLD)

Project: Working in Style – Desk and Chair

Returning for a second year, Simone has a natural creative flair, evident in her work as an interiors and props stylist. Her specialty lies in the ability to declutter and decorate a space in a way that brings a stylishly relaxed ambience to any room in a client's house or office. She is also the creator of inspirational blog site *style.life.home* (www.stylelifehome.com.au).

The Team from Made On The Left (WA)

Project: Rock'n Rabbit – Rocking Chair

Also returning for a second year, *Made On The Left* is a non-profit organisation based in Western Australia committed to promoting talent across the region (www.madeontheleft.blogspot.com.au). The creative team for the Feast Watson Re-Love Project is made up of three talented women: Nicole Moffat, creator of label *Tall Rabbit*; Rebecca Antos, an interior designer with State 28 Interiors; and Steff Wallace, who enjoys sewing and doodling on inanimate objects.

Alicia Parsons (SA)

Project: A Bit on the Sideboard – Retro Buffet

Alicia is a firm believer in second chances, especially when it comes to neglected pieces of furniture or run-down houses. The graphic designer from Adelaide currently incorporates her offbeat and quirky style into all of her design ventures as evidenced in her blog, *Atypical Type A* (www.atypicaltypea.com).

Penelope Herbert (SA)

Project: The Little Cabinet that Could – Mirror Cabinet

A former media marketing guru, Penelope has possessed a life-long obsession with everything related to home and design. She now writes weekly articles for the *Stylehunter Home* website, with her 'Top Ten' series being particularly popular (www.stylehunterhome.com.au).

Artemis Gouros (NSW)

Project: Off the wall - Timber Sideboard

Artemis is the Deputy editor of *Australian Handyman* magazine (www.readersdigest.com.au/handyman), a title dedicated to making DIY easy from knocking down a wall to hanging a door and, of course, giving old and battered furniture a new lease on life. Her favourite type of DIY is definitely furniture makeovers and she has rescued many a piece destined for the scrap heap.

Kim Knox-Thurn (NSW)

Project: The Glamour Chest – Chest of Drawers

Kim is the Principal of Sydney based firm *The Style Project*, a full service Interior Design business that specialises in bringing style to living and work spaces that reflect the owner's or companies' personality while providing the function desired. Kim loves sharing inspirations on *The Style Project Blog*, which features the latest trends and accessories for savvy design lovers (www.thestyleproject.com.au/blog/).

Tina Vanspall (VIC)

Project: Industrial Revolution - Reclaimed Pallet Coffee Table & Tripod Lamp

Tina is a former art dealer who now focuses on her blog, *Vintage Movement*, which is a collection of thrifty vintage shopping hauls and DIY how-to's. Based in Melbourne, Tina describes *Vintage Movement* as celebrating and reviving the past in a fresh, modern context (www.vintagemovement.blogspot.com.au).



Kristine Franklin (VIC)

Project: A to Zzzz – Bedside Tables

Kristine is passionate about all things home, especially the creative challenge and self satisfaction that comes from decorating on a budget. Kristine's blog, *The Painted Hive*, is her medium for divulging all that she discovers and learns on her quest for an affordable and beautiful home (www.thepaintedhive.net).

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For more information and images on the project and the designers, please contact PR Edge:

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