

Designed by world renowned designers including Karim Rashid (Orikami), Yves Behar (Pixel Burst) and Dario Antonioni (Flow), Botanist benches and side tables are made from powder coated lightweight aluminum (23 colours available). Botanist starts with Flow, a minimalist form which is oven baked to deliver a highly durable and UV stable finish - at home indoors and out. Manufactured under licence in Australia by Baresque, a percentage of every sale goes to a charity of the designer's choice. Botanist pieces feature a strong support structure, anti-theft security feet and authentic signature medallion.



Featured Product: Flora Bench p. 58

BOTANIST

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The Art of Storytelling with Botanist

Eco-friendly. Durable. Versatile. Chic. Orange22's Botanist series in furniture and home accessories has found the balance between sustainability and the commercial price-point. With a percentage of sales donated to charity, it is smart design with a conscience. But the Botanist series is more than just social responsibility; it's a rich storytelling mechanism.

The Botanist series exploits the simplicity of curvilinear form, employing a host of internationally renowned designers to populate its clean, simple lines. The line-up includes celebrated and emerging talents like Milton Glaser, Yves Behar, Karim Rashid and Kahi Lee, drawn to Botanist's promise to match their royalties with a contribution to their charity of choice.

"Most of the designers chose foundations that were close to home," says Orange22's founder, Dario Antonioni, "so the dialogue between

designer and product is personal." Joseph Richio's elegant dew-laden branch evokes earth, water and life, in memory of a close acquaintance who passed away from AIDS. "It's very loaded and emotional," Antonioni explains.

Antonioni is driven by a desire to innovate, agitate, disrupt the industry. Exploration and curiosity have been the keystones of the Orange22 Design Lab's philosophy since its inception in 2000. It considers itself something of a brand incubator, creating proprietary products like Botanist, then marketing or licensing them globally.

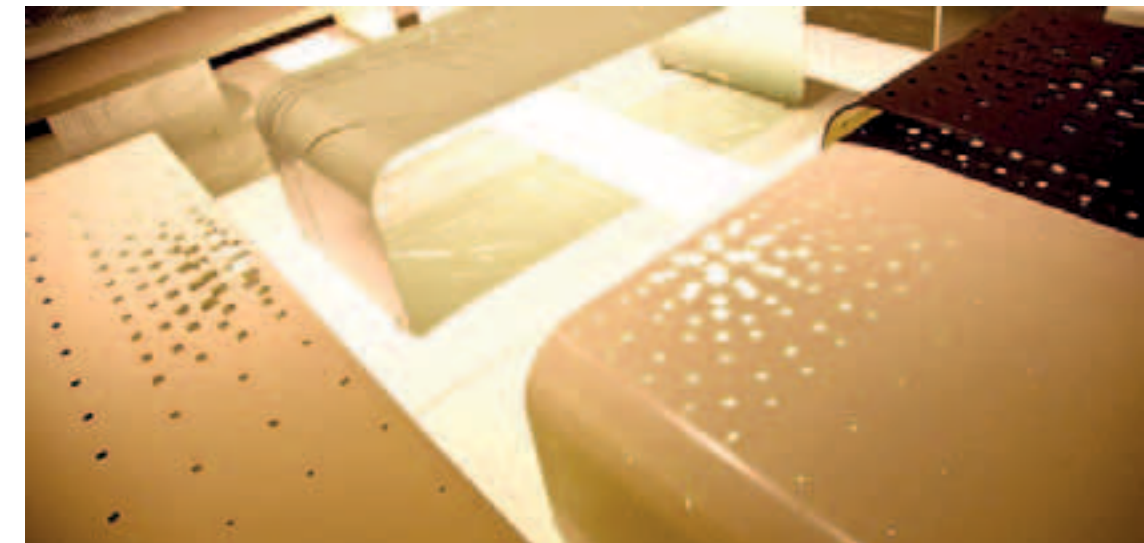
Botanist was born out of the desire to give something back. Inspired by the philanthropic activities of Los Angeles celebrity community, Antonioni was determined design collaborations too could make a difference. With over a decade in the furniture industry, he had travelled extensively to fabrication economies like Surabaya, Shanghai, Jakarta, parts of Mexico,



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and experienced first hand the reality of mass consumerism.

“In Indonesia, ten-year-old barefoot kids are building stuff for these major American companies and I thought this is not the way. I wanted to do something.”

The Botanist manufacturing process is extremely lean, reducing its impact on the environment. The use of high-pressurised water to cut the graphics means that water vapour is the only bi-product. Powder-coating is solvent-free. Products are made to order utilising computerised technology at the cutting edge of fabrication processes. In addition to the environmental

advantages this affords, orders are not bound by minimums.

The Botanist series is also contract grade, its longevity uncompromised by exposure to extreme environmental conditions (sun, sea-salt, mist). Made from 70% recycled aluminium alloy, the material is highly corrosion resistant and equally adaptable for indoor and outdoor use, requiring zero maintenance.

Botanist’s bench, side and cocktail tables translate seamlessly from residential to retail to hospitality. The effective anti-theft feet can be secured to the ground without any conceivable hardware. They have



been installed in kindergartens, hospitals, universities, airports, the New York offices of Facebook, the Ross Perot Museum of Nature and Science in Texas and Google headquarters in San José. With its clean, simple design, the Botanist series could potentially live anywhere, a fact recognised by the demand in the market, with Botanist doubling its business every year since 2008.

With a palette of over twenty three colours including metallics, and a rich diversity of aesthetic, the end-user has the creative freedom to realise truly unique landscapes. Products mix and match across designers. And the nesting of the side and cocktail tables enables a layered affect. While trays, lanterns and wall clocks are the latest offerings, the introduction of new designers ensures the Botanist brand is constantly reincarnating.

So what is generation next for Botanist? Antonioni is playing his cards close to his chest. But with the series set to launch on Australian shores there is much to celebrate. Baresque will be manufacturing the product locally under licence. Antonioni describes the collaboration as the perfect synergy, ensuring environmental and cost efficiencies. “Without such partnerships between like-minded companies, expansion would be impossible. The entire philosophy behind the brand would collapse.”

It is Antonioni’s fantasy that he will publish a history of Botanist ten years from its launch: 100 designs, 100 products and 100 foundations. The book would capture graphic trends across a decade as well as the rich tapestry of personal stories they represent. Sounds like storytelling at its best...



Features & Versatility



happy indoors and out

The Flow, Flora, and Designer series are ready for outdoor use; they employ an industrial grade powder coating on the aluminum structure, which naturally resists corrosion.



powder-coating

The Interpon Powder Coatings are solvent-free and comprised of various synthetic resins, pigments and special additives for a high quality surface finish. Economic and ecological powder coatings represent the future of paint technology.



tough powder coat

Our powder coating is tougher than any paint. The process applies plastic resin particles to each piece, which is then baked in an oven, creating a durable layer of plastic on the surface. The colours are UV and weather resistant intended to be used outdoors. It's the toughest stuff that we could find, and we think it looks great too.



modern environment

Need a perfect place for your entertainment system that has modern technology in mind? The bench can be used to hold your Plasma TV and audio/visual equipment without the bulk to accomodate older technology. The structural brace has holes that can be used for cable management to keep pesky wires off the floor.



worried about water & rust?

Don't be. All Botanist pieces are made from aluminum alloy that is highly corrosion resistant and powder-coated for extreme durability. They are happy to live in a damp environment and look great in a garden or around the pool.



sleek and subtle

The sleek forms and intricate details of the botanist series communicate a sophistication of design and space. At home in a modern setting, as well as in the outdoors, the botanist pieces elevate the character of their surroundings.



impossibly thin

The thin profile cleverly conceals the true strength and durability of each Botanist piece.



nesting end tables

Our end tables are made to nest over the cocktail table, combining to create a layered look that highlights the complimentary surfaces and materials. A small storage area is created that can be used to conceal magazines, remotes, and incidentals.



add on security feet

Want to use these pieces in a public space? Our available surface mount security feet securely anchor these to the ground.



want to try your own graphic?

We are happy to apply your designs, including logos, patterns, and type, to our Botanist pieces. We can work with your designers to develop a product that fits your project. (Minimum order and setup fees apply).



want a custom colour?

Custom colour Botanist pieces are possible. Contact us to find out colour specification requirements. (Minimum orders and setups fees apply)



worried about strength?

Each piece is formed from a 6mm aluminum alloy sheet, making it durable, yet lighter than you might expect. In addition, the cocktail table and bench are reinforced further with a structural brace that is welded in place. Even the cocktail table can be used as occasional seating during an outdoor soiree or a loft party.



water-jet

Water is expelled from a small nozzle at a high velocity to create intricate designs in the aluminum. There is no heat involved in the process so the material maintains its integrity.

contract ready

Botanist pieces feature the durability, quality, and style that you expect from contract grade furniture.