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ADNZ Media Release

Monday 3 February 2014

Introducing Defign ... a Celebration of NZ Design

ADNZ, a professional body of architects and architectural designers in New Zealand, today celebrated the launch of Defign magazine – a new print publication with a focus on acknowledging the best of New Zealand’s award winning architectural designs and the local grown creative talent of kiwi architects and architectural designers.

Published on an annual basis, Defign magazine is a comprehensive catalogue of the incredible award winning residential and commercial architectural designs and entries from the prestigious ADNZ | Resene Architectural Design Awards.

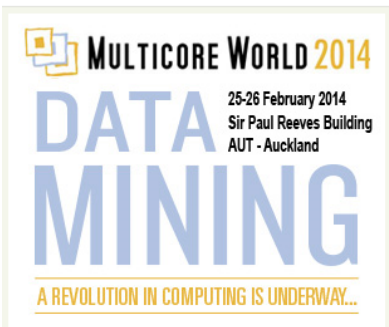
ADNZ General Manager Astrid Andersen says creating Defign was a logical move for the organisation, whose annual design awards receive great acclaim and enquiry for information on the winning designs and designers.

“We wanted to create an annual publication that captured what New Zealand architects and architectural designers are truly capable of, we wanted a magazine that celebrated local talent and the unique kiwi design aesthetic. We also wanted a magazine that could transcend a monthly use by date; one that could naturally adorn a coffee table throughout the year while still remaining current and inspiring. We hope Defign will be a ‘go to’ publication for readers to keep on hand and refer to for inspiration and ideas when building or renovating a home,” says Andersen.

In the first issue of Defign more than one hundred unique, architecturally designed homes and commercial premises are exhibited. However, surprisingly, a consistent theme can be seen in the majority of the entries.

“New Zealanders have an exceptional ability to weave in the surrounding environment and to create spaces that fit perfectly within their landscape, says Defign Editor Adrienne Andersen. “In our first issue there are so many stunning examples of built structures that are truly at one with their surroundings. Being the first issue of the magazine, I think Defign also achieved its goal of demonstrating to the general public the depth and quality currently

being achieved by kiwi designers.”



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In addition to Defign magazine, ADNZ has also launched an online Defign blog to keep readers up to date with the latest developments in New Zealand architectural design throughout the year. Each week Defign blog will share stories on the creative talent behind the builds, the innovation and technology that inspire great design and take readers behind the scenes of some of the most brilliant and award winning homes in the country. Defign blog can be found at www.defign.co.nz

To purchase a copy of Defign magazine visit your local magazine retailer or contact ADNZ head office at reception@adnz.org.nz.

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