



n

a

u

now is
the time

for a new
australian design
movement





nau

nau is a contemporary Australian design brand, offering furniture, lighting and accessories by a collective of Australia's most curious, talented and spirited designers. New by necessity, Australia's design culture stems from a place of isolation.

new
australian
design

Our influences are unique from the rest of the world, and we have no design ancestry with which to adhere. We utilise and embrace our extreme natural landscapes and unique materials, from closed canopy forests to dense dry bush and open rolling plains. We are free to immerse ourselves amongst this, and as a result have carved out a resourceful, hands-on and open-minded design culture.

nau is the embodiment of this fresh thinking, broad-spectrum approach. Producing designs suitable for residential and commercial spaces, from elegant lounge furniture to modular shelving with endless possibility, the **nau** collection is reductive in form, honest in materiality and timeless in style.



contents

12	story
14	collective
18	collection
62	product finishes



Driven by the ambition to bring premium European design to Australia, Richard Munao established Cult in 1997 with a humble showroom in the backstreets of Chippendale.

story

Since then, Cult has grown into the leading purveyor of the best international design in Australia and New Zealand, with a portfolio of over 35 brands across furniture, lighting and accessories, such as Republic of Fritz Hansen, Louis Poulsen, HAY, Magis, Carl Hansen Son and Poltrona Frau. During this 20-year journey, Cult has evolved from showroom destination to full-service design house; diversifying into the production, manufacture and retail of Australian design, together with the education and advocacy for authentic design.

In 2014 Cult launched its first exclusive collection of Australian furniture; the AG x Cult capsule of residential and commercial pieces by acclaimed designer Adam Goodrum. Since then, Cult's product development arm has grown significantly in size and recognition; a collective of designers from around Australia now designing furniture, lighting and accessories for Cult.

The time is now to establish these designs as one brand, and promote Australian creativity to the world. From this, nau is born.

nau



adam
cornish



The scope of Adam Cornish's work includes an impressive range of design disciplines, from furniture and household innovation, to commercial and residential installations. Cornish's interest in design stems from his curiosity into the 'how'; how things are made, how they perform and how they will endure the test of time. After studying Industrial Design at the University of Technology Sydney and Furniture Design at Royal Melbourne Institute of Technology, Cornish is now based in Melbourne, with products represented by luxury Italian brand Alessi.

adam
goodrum



A firm believer that every environment is defined by the objects within it, Adam Goodrum designs with the philosophy that an object must therefore justify its existence – through its story and detailing. For this reason, his designs celebrate process and craftsmanship, and accentuate components and joinery to create functional pieces with spirit and personality. In recent years, Goodrum's work has been awarded a host of design accolades including the NGV Rigg Prize, Vogue x Alessi Design Prize, Indesign Luminary Award and the Idea Awards Editor's Medal. He has also been commissioned to design pieces for several global luxury brands including Veuve Clicquot, Alessi and Cappellini.

jack
flanagan



Hailing from Western Australia, Jack Flanagan is an industrial designer inspired by the junction where engineering and art meet. His design objective is to create objects that will last the test of time, both physically and aesthetically. Working out of a small workshop in Perth, Flanagan's designs are beautifully crafted by hand. He enjoys the manufacturing process; testing new methods and equipment to create unique objects that push the boundaries and apply familiar approaches in unfamiliar ways. Naming John Lautner as one of his design inspirations, Flanagan's work is thoughtful, resolved and timeless.

gavin
harris



Gavin Harris is a futurist; ultimately inspired by how people will live and move around in the future. By day, he is the Design Director at commercial interior design firm, Futurespace. In his spare time, he fuels his passion for product design. Resourceful and fresh-thinking, Harris loves the design development phase and finds great joy in sketching and prototyping his ideas. He has a Bachelor of Applied Science in Built Environment from Queensland University of Technology, giving him a unique foundation to approach design briefs.



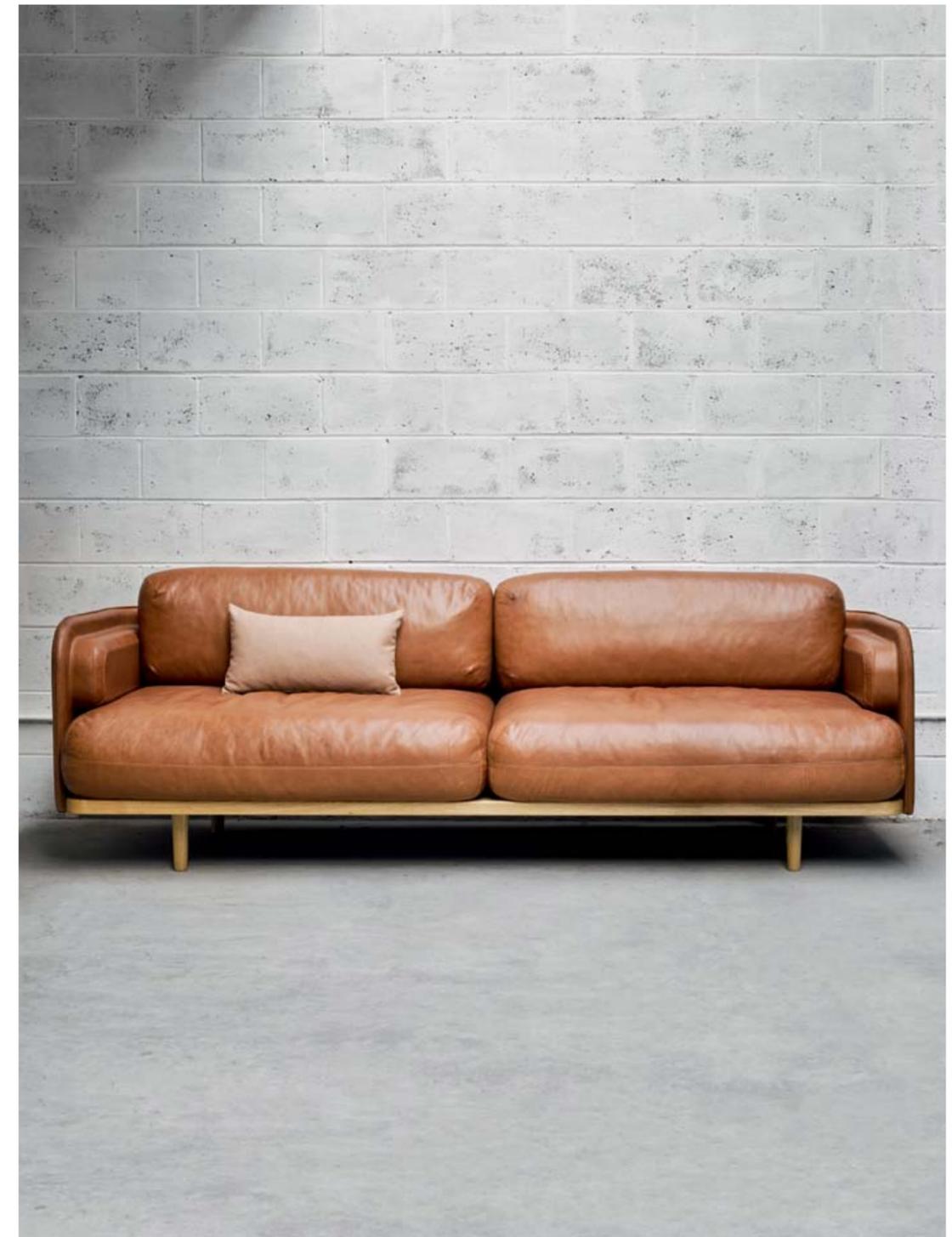
adam
goodrum

aran

aran bed
in natural ash timber and
kvadrat tonus meadow 115

Timelessly luxurious, the Aran range includes a bed, armchair and sofa; all of which feature a unique hand-stitched bolster detail. Setting new standards in the elegance of ergonomics and functionalism, the bolster forms an integrated armrest and interesting visual relief. Aran looks good from all angles, an increasingly important feature due to the rise in open-plan living. The collection is available in a selection of rich aniline leathers, textured wool fabrics and natural timbers.





this page
aran sofa
in oak timber and instyle
verona leather in nutmeg

opposite page
aran armchair
in natural ash timber and
kvadrat tonus meadow 115

adam
goodrum

bell

Bell is inspired by the legendary architect Carlo Scarpa, who saw great beauty in the art of two elements working together as a whole. The design features an outer dome that sits over an inner cylinder, creating an internal void that hides the light source. Made with spun aluminium, Bell's understated elegance lies in its simple and pure geometry; a versatile light that sets a warmly refined mood in commercial and residential spaces. Bell is provided with a 3m cord and an LED light source rated to 50,000 hours.

bell pendant
in white powdercoat



adam
goodrum

bilgola

Inspired by the Australian modernist architecture prevalent on Sydney's Northern Beaches, Bilgola is a lightweight collection of furniture that includes a lounge chair, coffee table, dining table and chair, dining bench and daybed. Modern and versatile, the chair and sofa designs feature an exposed linear frame, paired with a canvas sling support and voluminous cushions. These pieces are stackable and appropriate for residential and commercial use.



bilgola armchair
in natural ash timber,
kvadrat sunniva 172 upholstery

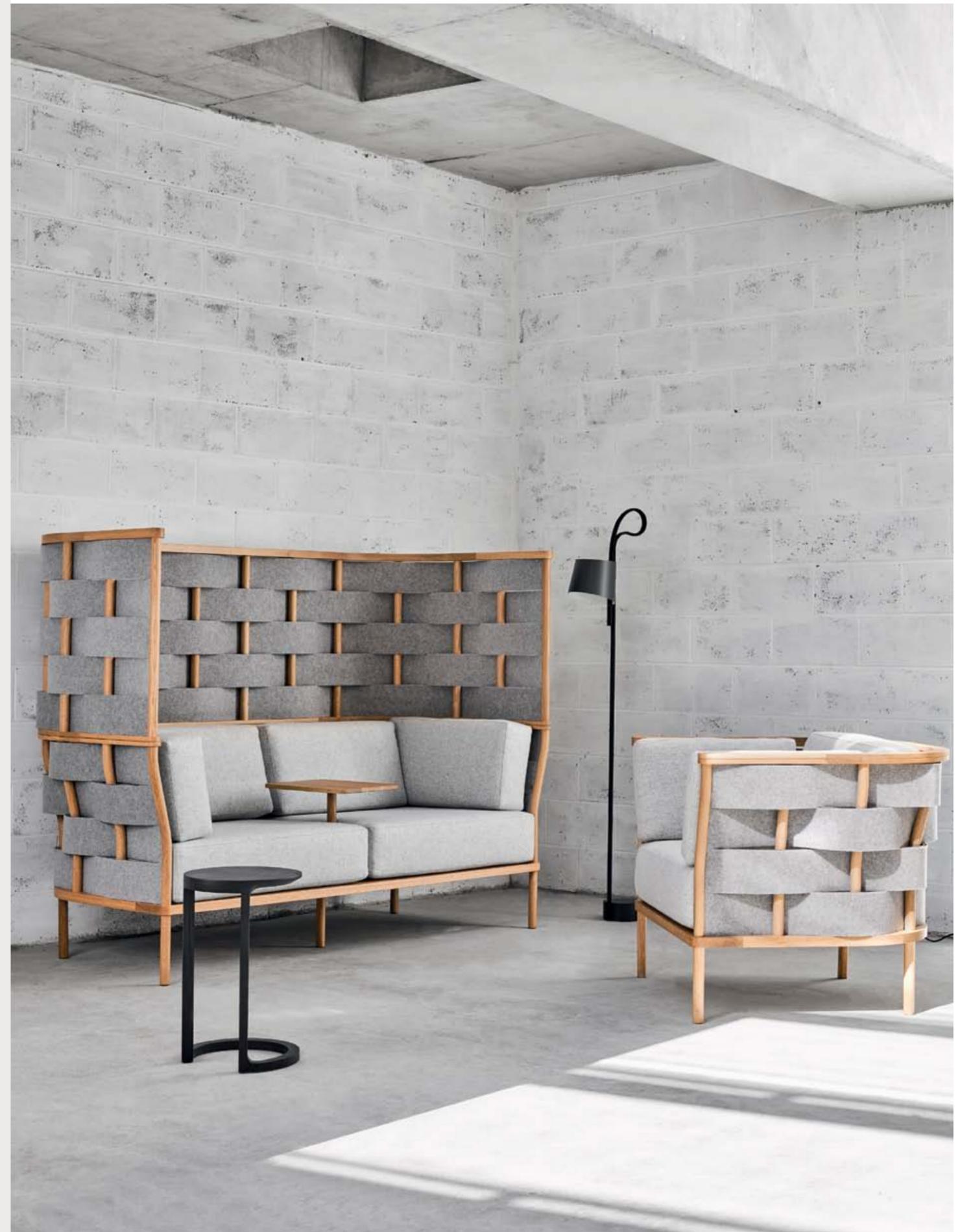
bilgola table
in natural ash timber

adam
goodrum

bower

bower meeting lounge & armchair
in oak timber, kvadrat hallingdal
116 upholstery and instyle
ecoustic felt in light grey

With Bower, Adam Goodrum sought to break away from the rigidity often associated with office and breakout furniture. Inspired by the rambling style nests created by the bowerbird, Bower is open, organic and gentle; bringing a natural and calm aesthetic to workplaces. The collection includes a workpod, armchair, meeting lounge, along with a range of adjustable acoustic screens and modular booth styles. Functionally, the architecture of this design controls acoustics as the undulating shapes catch and absorb noise, while aesthetically the vertical woven elements appear to be growing like vines. Entirely modular, Bower is designed for ease of assembling on-site, taking into account weight restrictions and lift dimensions.





this page
bower armchair and workpod
in oak timber, kvadrat hallingdal 116 upholstery
and instyle ecoustic felt in light grey

opposite page
bower armchair
in oak timber, kvadrat hallingdal
116 upholstery and instyle ecoustic
felt in light grey

gavin
harris

bulbo

Smart, flexible and modern, the Bulbo collection includes a series of components that can be interchanged and assembled together to create tables and stools in a variety of heights and sizes. Fittingly named after the Spanish word for light, Bulbo's form is inspired by the shape of a light bulb. Bulbo features induction charging technology, cleanly concealed within an integrated central table box.

bulbo
in oak timber and white and
grey powdercoat, and seat cushion
in kvadrat divina melange 120



adam
cornish

converse



converse
in black stained ash timber,
divina melange 120 upholstery
and divina melange 180 piping

Coining the term 'micro-modular', Converse introduces a new typology for sofa design that bucks the trend for oversized bulky styles. With its petite proportions and timeless design language, Converse is a space-conscious solution for both residential and commercial

projects. The sofa system allows the user to become the author with standard and customisable configurations, that work individually, or in reconfigurable combinations.

adam
goodrum

fat tulip



fat tulip sofa
in oak timber and kvadrat vidar 222

fat tulip armchair
in oak timber and kvadrat hero 311

A modern take on the traditional club chair, the Fat Tulip sofa and armchair are spectacularly comfortable show-stoppers. Strong intersecting curves create immediate graphic interest; a no-fuss design that needs no embellishment.

The seat volumes are made with engineered foam for stability and comfort, and sit firmly on low-profile timber legs. Perfectly proportioned; a future classic.

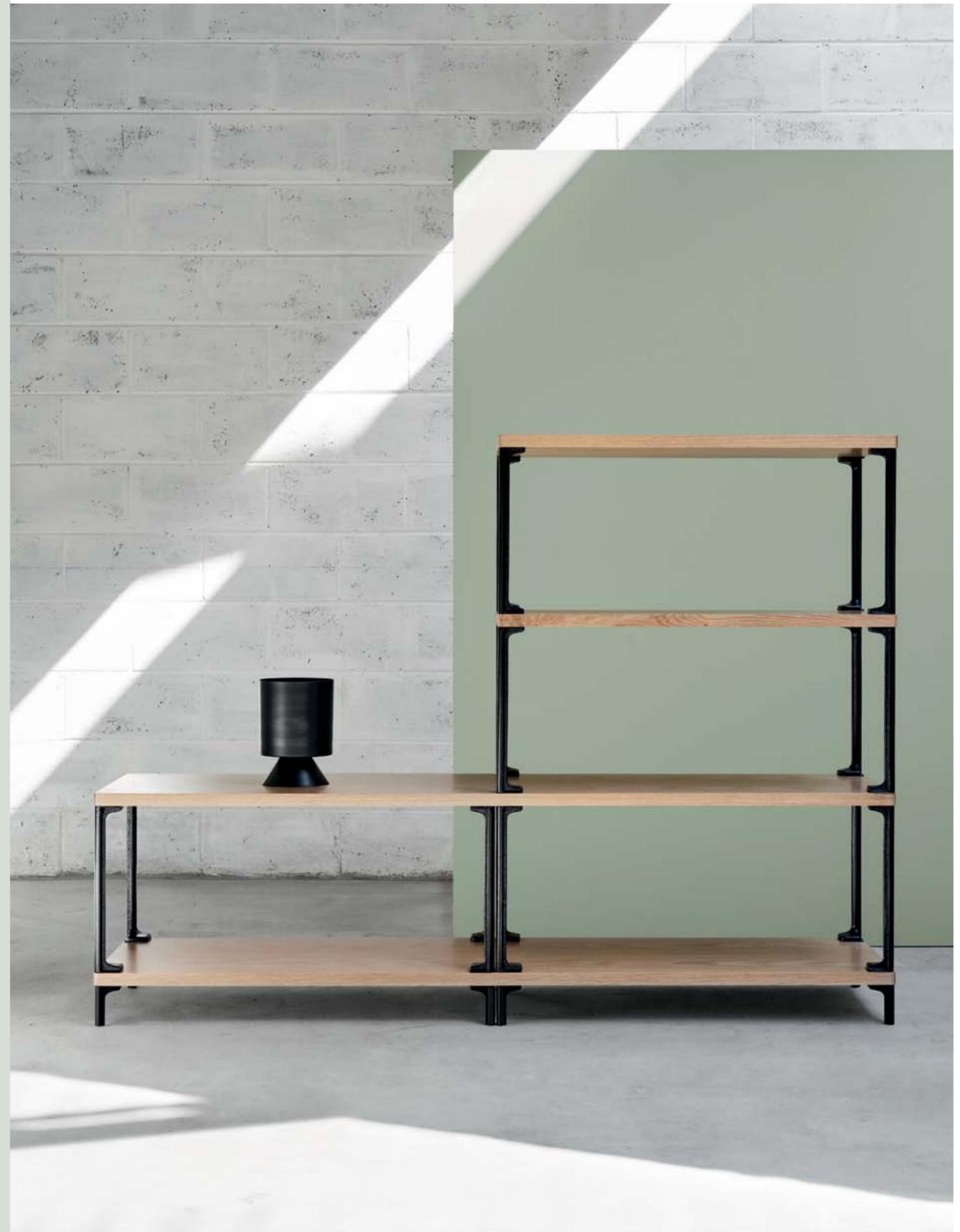
adam
cornish

frame

frame
in oak timber and
black powdercoat

Named after its pared-back geometric language, Frame is a modular shelving system made with timber and cast metal joinery. The natural timber shelving elements form tactile planes to house books and objects, while in contrast the textured cast metal elements highlight their purpose to secure the framework. Available in two widths, Frame can be infinitely customised to fit all types of spaces.

98



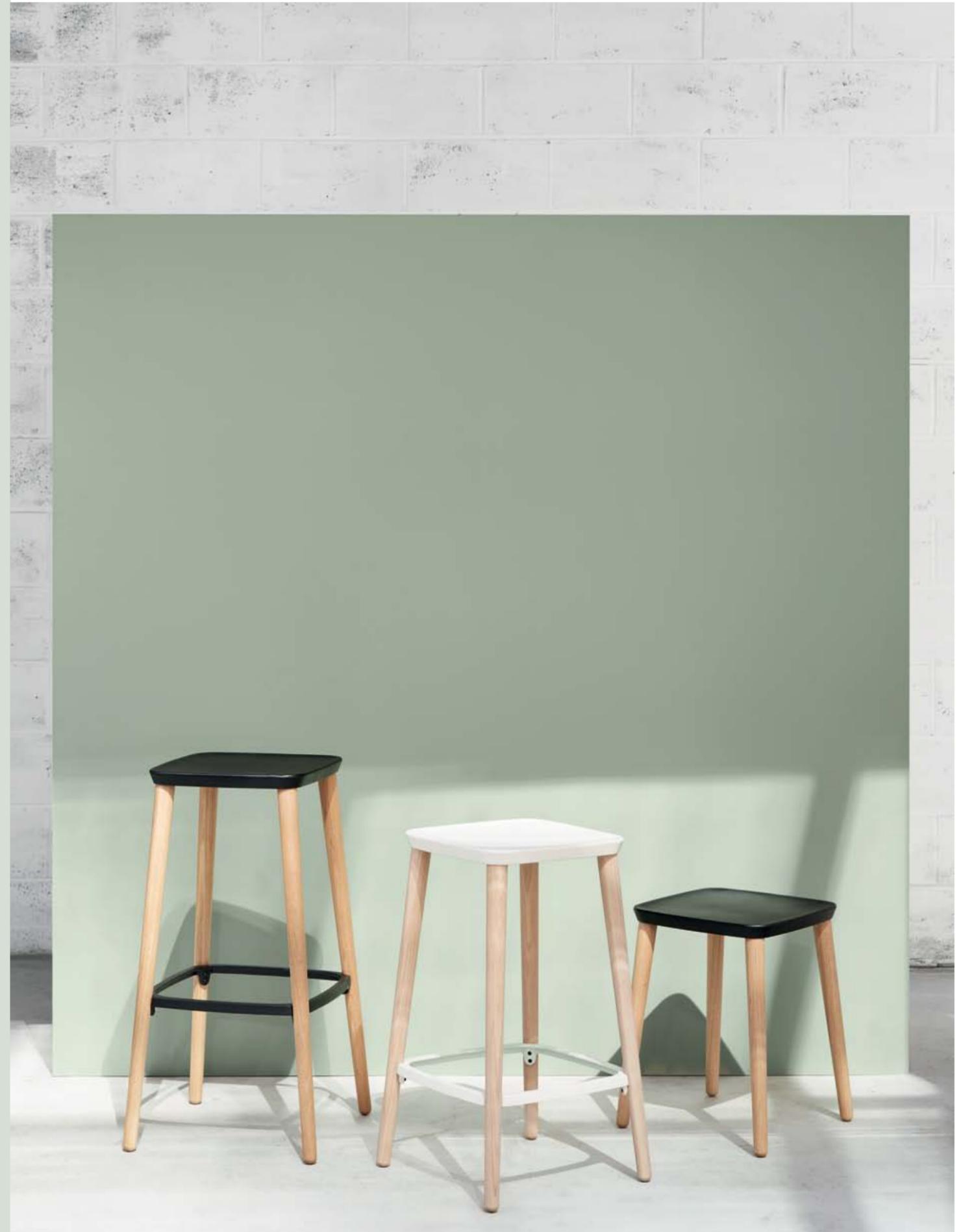
jack flanagan
callum campbell

grain

grain
in oak/black
and ash/white

Honest, understated and versatile, the Grain stool is available in three heights and a variety of finishes. Comprised almost entirely of only two materials - aluminium and wood - Grain is handmade using the ancient industrial craft of sand-casting. The resulting design is defined by its refined quality, robust construction, unique tactility and subtle details.

88



jack
flanagan

kubrick

kubrick
low stool/side table in natural,
barstool in grey and
counter stool in black

Named after the simple yet clever aesthetic of iconic cinematographer Stanley Kubrick, the Kubrick stool is an exploration of the 3D form through the manipulation of 2D material. With the first two stools ever made being Christmas gifts for Jack Flanagan's own family, the stool design has since been refined and is now available in three heights and colours, along with coffee table and side table options.



adam
goodrum

loom

Adam Goodrum was inspired by his mother's love of knitting when designing the Loom sofa and armchair. Taking cues from the 'over and under' process of weaving, the design features an exposed timber frame that is enveloped with sculptural cushions, forming an intimately comfortable cocoon. The cushions are fully removable, and can be unwrapped from the frame and cleaned or re-upholstered.

loom armchair
in walnut timber and kvadrat
umami 111 upholstery





loom armchair
in walnut timber
and kvadrat umami 111 upholstery

loom sofa
in walnut timber and
pelle leathers vienna schwarz
2900 upholstery

adam
goodrum

molloy



molloy chair
in walnut

molloy
dining table in black stained ash

molloy
modular coffee table in black stained ash
and black powdercoat legs

molloy
modular stool in walnut and
black powdercoat legs

Elegantly sculptural, the Molloy collection of dining tables, chairs, shelving and coffee tables feature fluid detailing inspired by a rare act of nature. The idea for the artfully rounded joinery, where two elements meet and seamlessly become one, comes from the unusual

meeting of two rivers to form the Molloy River in Western Australia – a place where Adam Goodrum hand-built a holiday home with his family. The Molloy collection is available in timber or aluminium.



molloy chair
in oak, ash, black stained
ash and walnut

opposite page
molloy modular coffee tables
in a variety of timber
and powdercoat finishes

adam
goodrum

nest



nest tables
in a variety of timber
and powdercoat finishes

Nest is a set of two tables that can function nested together or separated individually. Stacked, they create totemic shapes that add interest to any room. Deployed, they cantilever over sofas, beds and chairs, or simply float around a room; a space-saving and flexible

alternative to a coffee table. Mix and match your set of Nest tables from a range of powdercoated aluminium colours, laminates and timbers to create a custom configuration that suits you and your home or office.

adam
goodrum

plum



With its gently scooped arm rests and arched back, Plum is a delicately feminine easy chair with a conservative footprint. Taking cues from the firm yet refined styles common in Scandinavia, Plum combines tautly upholstered fabric or leather with elegant solid

timber legs. Paired with the matching footstool, Plum's universally appealing design language means it is right at home in all types of living spaces.

plum
in black stained ash
and Kvadrat Balder 982

previous pages
plum in walnut timber
and Fjord 591

plum
in black stained ash
and Kvadrat Balder 982



adam
goodrum

pucker



pucker sofa
in white powdercoat frame, kvadrat balder 782
and white stitching

The beauty of the Pucker range lies in its endless modularity and unique tailoring. Born out of Adam Goodrum's desire to break away from the blockiness and rigidity associated with modular styles, Pucker is inspired by the art of dressmaking. It features a slightly

curved form with a back that tapers to create an elegant central seam or 'pucker' detail. Available in armchair and modular sofa configurations.

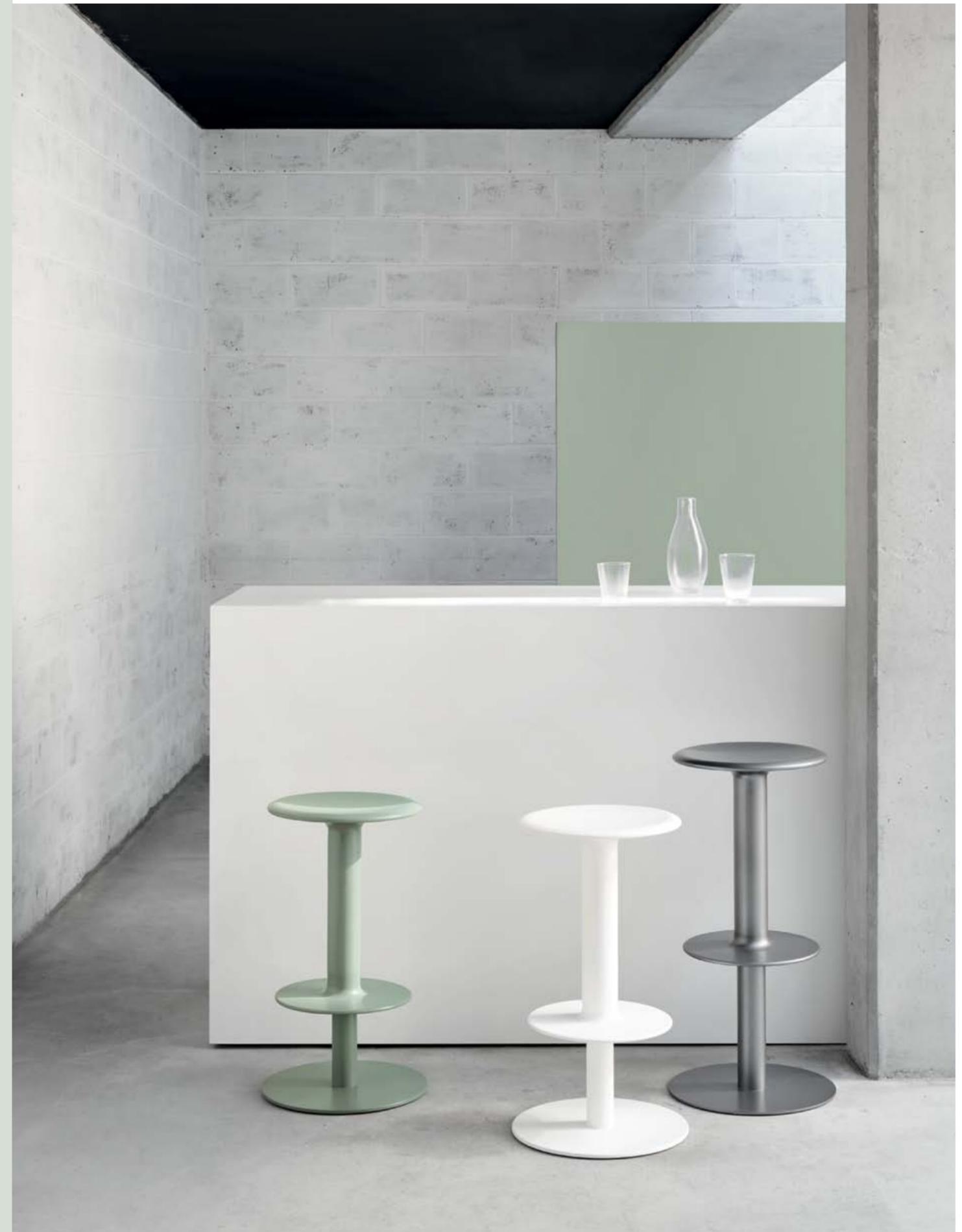
adam
cornish

rev

rev
in white, eucalyptus
and grey

Rev is named after the revolving process of metal spinning; the manufacturing technique used to produce this collection of stools. Available in five different powdercoat finishes, Rev is a robust stool that can be specified in fixed or adjustable height, indoor or outdoor, floor-fixed or loose. The repetition of circular elements in the seat, foot rest and base simultaneously reinforce the revolve concept and create an interesting visual detail.

89



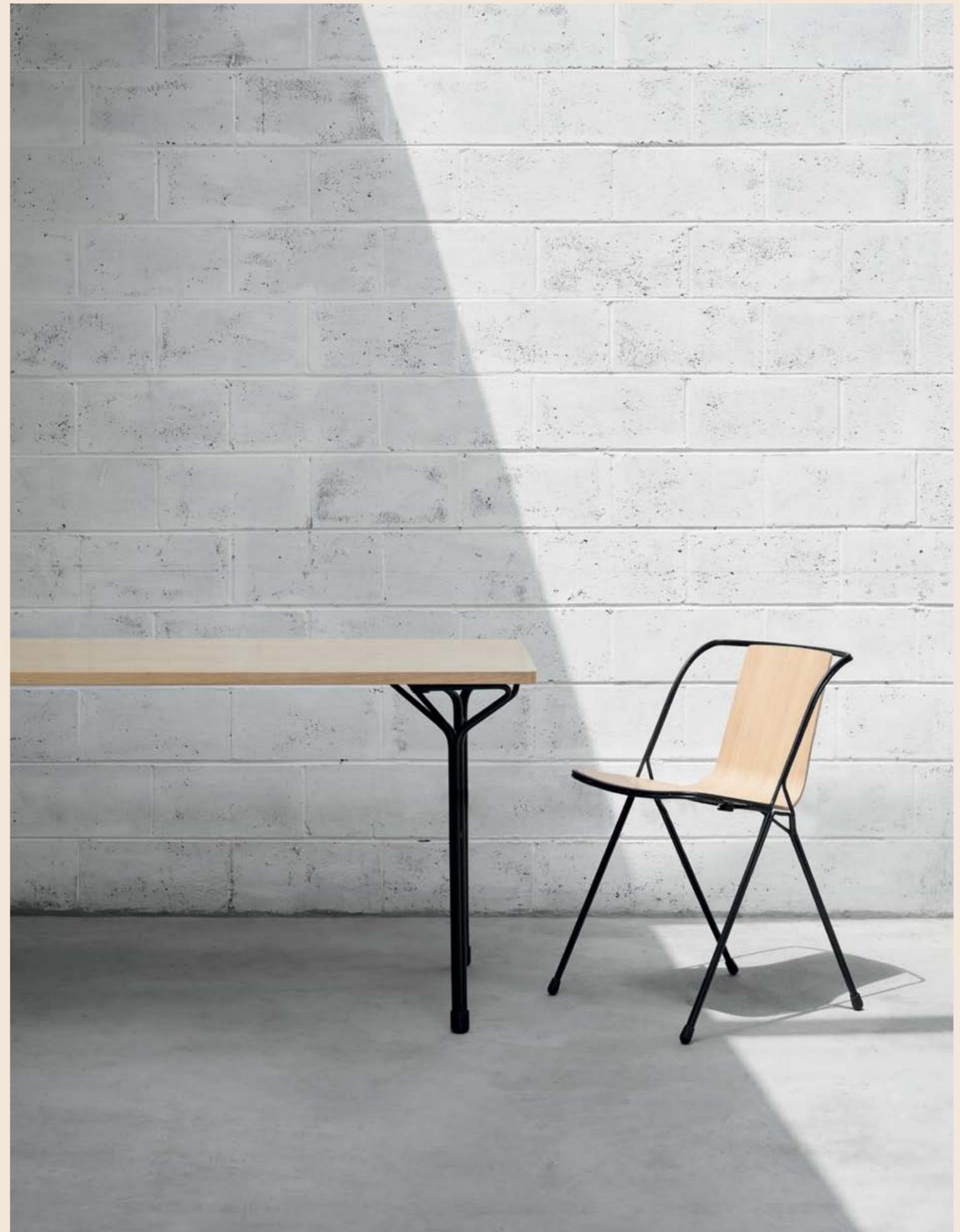
adam
cornish

strand

strand
in oak timber
and black powdercoat

The philosophy behind Strand is that the whole is greater than the sum of the parts; each component works with the other to create pieces that rely solely on their unison. Inspired by the vintage steel furniture from the 1950s, the collection is made from simple, tactile materials, chosen for their honesty and ability to age with dignity. Taking cues from braided steel cables, three aluminium 'strands' work in unison to create the outline of the design. Quaint, intricate and tactile, Strand is humble enough for homes and cafes, yet strong and ergonomically suited to commercial applications.

09



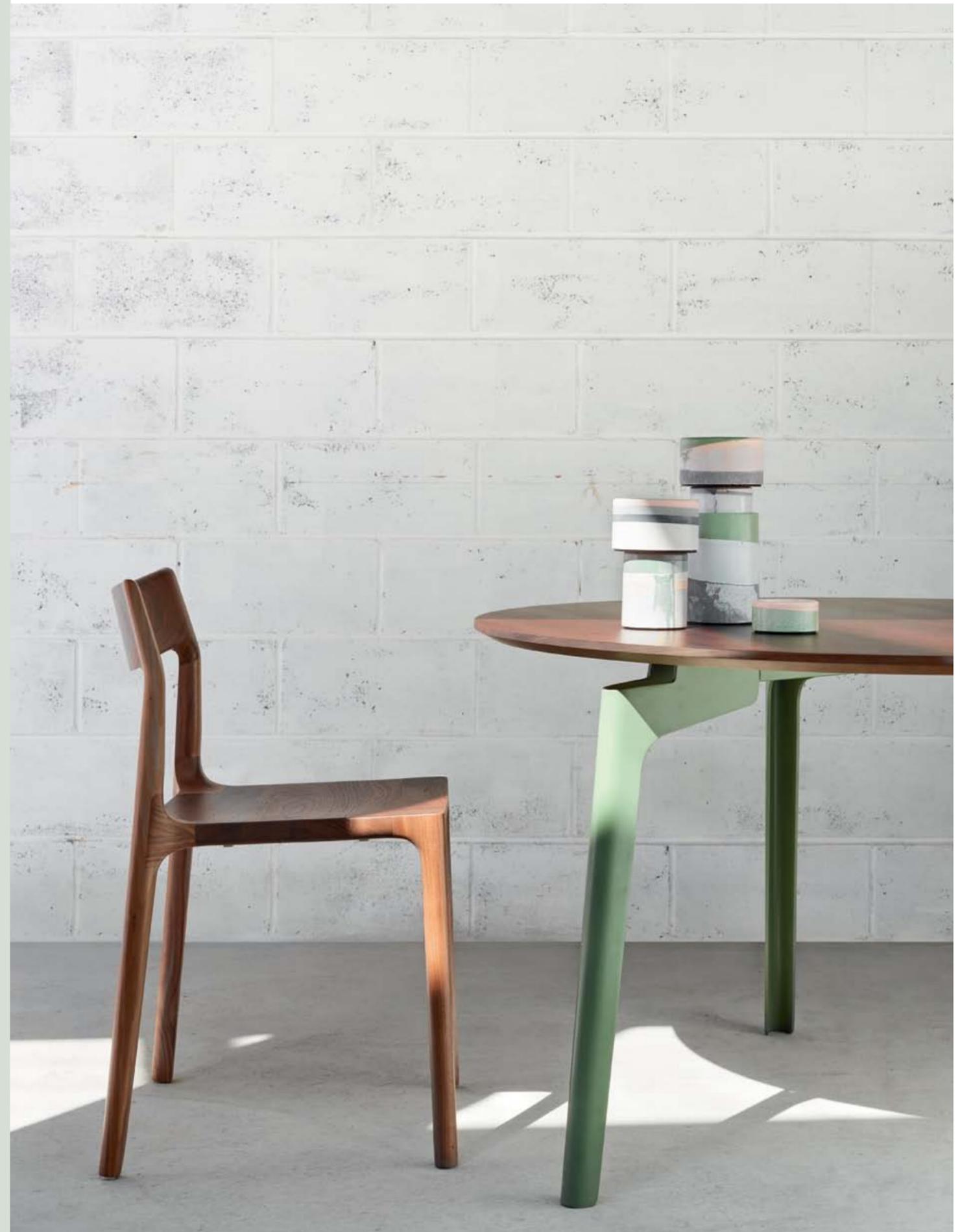
gavin
harris

takushi
in walnut timber
and olive powdercoat

takushi

Elegant, functional and adaptable, Takushi features a folded steel leg detail that appears to float independently from the table top. It is designed with a limited number of components, reducing its cost and environmental impact. The table top is available in timber veneer or laminate.

79



Materials and Finishes

timber



American Ash



American Oak



American Walnut



American Ash
Black Stain



American Oak
White Stain



American Oak
Smoked

aluminium



Brass
Anodising



Graphite
Anodising



Raw
Polished



Black
Powdercoat



White
Powdercoat



Brass Plating



Eucalypt
Powdercoat



Silver
Powdercoat



Bronze
Powdercoat

upholstery

Selected fabric and leather ranges by approved suppliers:

- Kvadrat: Hero, Ba Ider, Sunniva, Tonus Meadow, Vidar, Fiord, Rime, Harald, Umami
- FEBRIK: Triangle, Beans, Gentle, Knit
- Pelle Leathers: Spectrum, Drover, Panorama, Sardinia, Vienna, Ascona, Colorado, Casa
- Contemporary Leathers: Sienna, Verona, Elmo
- INSTYLE: ecoustic® felt selection (Bower collection only)

* Fabric or leather requirements for customer's own material can be provided on inquiry. Standard or custom material suitability is dependent on individual models and subject to approval.

for pricing, distribution, sales
and marketing please contact
info@naudesign.com.au

nau is represented exclusively
in Australia & New Zealand
by Cult Design

www.naudesign.com.au
@nau_design

Copyright
Corporate Culture Australia Pty Ltd

Graphic Design / Branding
Design by Toko

Photography
Brooke Holm, Dan Hocking, Toby Peet

Art Direction Photography
Marsha Golemac

new
australian
design

nau is a contemporary Australian design brand,
offering furniture, lighting and accessories
by a collective of Australia's most curious,
talented and spirited designers.

New by necessity,
Australia's design culture
stems from a place of isolation.

