

MEDIA RELEASE
For immediate release

Three decades of Australian contemporary design

Outdoor furniture in Australia by nature faces the harshest of conditions, with each piece requiring an unwavering dedication to deliver functional benefits that withstand the environment, while presenting as a calm and inviting focal point to be welcomed into the most intimate of personal spaces.

Such is the story of Tait, an Australia-born contemporary furniture design company which has weathered 30 years in the industry to emerge as an advocate for design, high performance and craftsmanship.

Established in 1992 by husband and wife duo, Gordon and Susan Tait, Tait emerged from the founders noticing an absence of well-designed, well-made outdoor products in the market, reflective of Australia's enviable outdoor lifestyle and built to withstand the harsh elements.

From their small factory in Melbourne, Gordon, a sheet metal craftsman, and Susan, a creative textile designer, began developing ideas and formulating concepts to bring into the homes of Australians.

"With each new piece, our approach was to refine and prototype, at times to a fault, in order to ensure Tait products would stand up to the harsh outdoor conditions inherent to the lifestyle of Australians," said Gordon.

"In the 90's, building high performance outdoor furniture was new and innovative in the outdoor design space, and today we find our approach still resonates."

The Tait design philosophy is shaped by a strong manufacturing heritage, steeped in quality and craftsmanship.

It is a place of design and making, where products are carefully crafted demonstrating a resolved sophistication in each facet of the design and manufacturing process.



Fast forward 30 years and Tait today is known for its commitment to high-quality design and manufacturing, while also placing emphasis on the high performance of furniture over time.

Tait offsets 25 tonnes of CO2 per year, equivalent to saving 631 trees or driving 98,000 kilometres. Tait also diverts almost one tonne of soft plastics per year from landfill.

"Understanding who, where, and how our products are made, the ethical and environmental impacts involved, and how raw materials are sourced is part of a growing consciousness toward responsible consumerism," said Gordon.

"We are focused on continually improving our sustainability outcomes, offering transparency across our operations while producing beautiful, high-performing, authentic design made to last."



As a Gold Member sponsor and supporter of the Authentic Design Alliance, Tait is proud to join the fight against design theft in Australia, promoting the value and importance of investing in authentic Australian design.

"As Tait marks 30 years, we invite customers to refresh their space with Tait's high performance range, celebrating the history of Australian-made and designed pieces while looking to the future," said Gordon.

madebytait.com.au

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Images:

- Download archive images of Tait designs [here](#)
- Download high res images of current collections [here](#)
- Download images of Gordon & Susan Tait [here](#)

Interviews:

Susan Tait
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