



Press release

1 March 2016

WEEKEND IN A WOOLSHED....

... CHALLENGES UP-AND-COMING ARCHITECTS AND DESIGNERS TO INNOVATE STRONG WOOL SOLUTIONS

Wool's many qualities are perfect for home, office and as a structural solution and The Campaign for Wool (CFW), with the generous support of Primary Wool Co-operative Ltd, is about to immerse nine of New Zealand's up-and-coming architecture, interior, spatial, product and industrial designers in wool and challenge them to create and innovate.

Weekend in a Woolshed is just that. Three days at Ngamatea Station working in a studio set up in a woolshed, surrounded by the sights, sounds and smells of one of the North Island's largest high country sheep stations. Ngamatea is home to 40,000 sheep: ¼ cross Romney, East Friesian, Texel, and Polled Dorset; producing a clip of 180,000kg strong wool per year - described in the industry as high bulk (27 cc/g), great colour-very white (Y 65), medium fibre diameter (35 µm).

"We are excited to bring this opportunity to an industry that is hugely influential to the success of the strong wool industry, says Craig Smith, Chair, Campaign for Wool New Zealand Trust.

"Following in the footsteps of the 2010 visit, which saw 14 international architects and interior designers innovate using wool - their concepts published in a coffee-table hard cover book called WOOL IN ARCHITECTURE AND INTERIOR DESIGN (attached) - it was a natural progression to bring this challenge to New Zealand's next leading designers of homes, commercial spaces, interior and industrial products", says Stephen McDougall, Director, Studio Pacific Architecture and CFW Wool in Architecture Ambassador.

"Although we are looking for innovative thinking we are also looking for commercially viable solutions and we will be looking for partners to realise these ideas too, says McDougall.

"We are excited to see what a team of young New Zealanders can come up with when faced with the same challenge as the international 14," says Smith.

Prof. Carlo Weber, Auer+Weber+Assoziierte, Stuttgart, Germany, one of the international 14 who attended the visit to New Zealand in 2010, shared, “(Wool) offers great advantages over competing materials: In the (construction) physical sense it has an ideal insulation capability, a capacity for storing humidity of up to 30 percent, a very good fire performance and in the emotional sense it seems familiar, warm, soft, homely”

Mentors, experts in their fields and passionate about wool, who will help The Campaign for Wool guests ‘think at the edge’ include Kim Thorp, Co-founder, Assignment Group; Dr Sandra Heffernan, Senior Lecturer, Ngā Pae Māhutonga – Massey University, COCA; Stewart Collie, Science Team Leader, Textiles, Ag Research. Weekend in a Woolshed will be led by Stephen McDougall, Founder and Director, Studio Pacific Architecture and CFW Wool in Architecture Ambassador.

“Strong wool is tomorrow’s fibre and yet to have it’s many uses in modern day forms discovered, says Smith.

“Weekend in a Woolshed will help rebuild the strong wool industry, valuable to New Zealand’s economy, from the grass roots and onto the global platform, says Chair, Primary Wool Co-operative Ltd, Bay de Lautour and we are proud to be able to make this event possible.”

The Campaign for Wool is the initiative of HRH The Prince of Wales. This global education campaign is into its sixth year and growing. The Campaign for Wool has 43,000 FB followers across the globe and media reaches into many of New Zealand key growth countries thanks to the support of high profile wool ambassadors who naturally attract media attention.

- Ends -

Contact:

Gaylene Hosking, CFWNZT Global Co-ordinator and Strategist, 021 705507

www.campaingforwool.org.

Sideline - shearing at Ngamatea

- Ewes shorn full wool, once a year in February.
- Lewis Shearing are the contractors, with Viv Lewis and Diane Chilcott classing the clip.
- The 18 stand shed will shear 5,500 sheep per day, clipping a truckload of wool (120 bales/day).
- A bale comes off the floor in under 5 minutes.

Attached

■ WOOL IN ARCHITECTURE AND INTERIOR DESIGN (2011-07-25)



The book 'Wool in Architecture and Interior Design' brings together some of the world's finest architects and presents their ideas about the innovative usage of wool in modern architecture and interior design.

It also highlights the benefits of using wool over synthetic fibres, and its luxury, health and safety attributes.

To order the book online please click [here](#).