

Top

Forces

Sabine Marcelis
Shilo Engelbrecht
Travis Walton
MiGoals
Nectar Efkarpidis
Marc&Co Architects
Studiobird
Dowel Jones
Tom Fereday
Alexander&Co Architects





Ten

Yes yes yes, it's that time of year again, where we dig through the industry to uncover the next big thing(s) in design.

The following pages of people were not selected because they are doing some cool shit that looks pretty (although they are, and it's all amazing – you'll see), they were selected for the way they think. The way they see design as a practice, as a business, as learning process, as a career, as a purpose. These ten people truly represent where design is heading for SO many reasons, and I'm so intensely inspired by each and every one of them... I'm sure you will be too. Enjoy! •

WORDS BY SOPHIA WATSON

THIS PAGE
Hooked Up collection, designed by Dowel Jones, Photo: Elise Wilken, Styling: Nat Turnbull

+ Faces

Travis



THIS PAGE
Bo\$\$ Man Gourmet Burger Bar, Seminyak
Bali, designed by Travis Walton Design,
Photo: Chris Leggett

OPPOSITE
Travis Walton, director and founder, Travis
Walton Architecture

Director, Travis Walton Architecture.

Travis Walton is a man obsessed. Established in 2010, his eponymous design company is rapidly making its mark – particularly on the retail design scene. For Walton – a trained architect – design doesn't reside in the 'nine-to-five'; every moment of the day is potential inspiration. "You've got to open your mind and be looking everywhere, so when someone comes to you with a design problem, you respond almost subconsciously to a gut instinct of what the solution could be."

Described as a 'full-service' design company, Travis Walton Architecture works across architecture, interiors, landscape design, visual styling, branding and graphics. Walton believes this holistic approach delivers the best results for clients, allowing his diverse team to guide a dialogue with clients throughout the entire process. "We're all under one roof and we've got a team of diversified skills that allow us to create interesting work, with all of us coming from different angles and different professions, wearing different hats if you like."

This diversified approach is particularly useful for the company's retail clients. As the retail environment continues its rapid evolution in 2016, Walton is excited by the challenges presented by technology and the changing nature of retail from product-based to experiential. "The retail market is such an interesting one, because it has to change all the time, designers need to respond to the conditions – geographic, economic, physical. People's attention spans are so much shorter now – we expect so much more from the retail experience."

"It's really interesting when you can tick all those boxes from operations to aesthetics, that stuff really drives me. I love seeing design in play and working, and how it adapts and how people use design."

Walton's curiosity for this interaction has already seen him pick up several awards – including 'International Store of the Year' for Greene Street Juice Co. – as well as securing a number of upscale projects in Bali. The next 12 months will undoubtedly satiate Travis Walton's desire to genuinely push what retail design can be. •

WORDS BY BEN MORGAN

traviswalton.com.au • (61 3) 8842 9473

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