

**Life's Beautiful Moments
are Made Outside.**

—
COLLECTION 18/19



Tait.

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Our Story

Established in 1992 by husband and wife, Gordon and Susan Tait, Tait began in a small factory in Melbourne, Australia. Gordon, a sheet metal craftsman, and Susan, a creative textile designer, noticed an absence for well-designed, well-made outdoor products – both reflective of Australia's enviable outdoor lifestyle and built to withstand the harsh Australian elements. Collaborating with a legion of Australia's most influential and prominent design talent, including, Adam Goodrum, Justin Hutchinson, Trent Jansen and Adam Cornish; Tait have produced a number of iconic collections, renowned for their originality, functional design and longevity.

Tait's products encourage new ways of thinking about how we live outdoors. Tait believe that good design can enrich our relationship with the outdoors and have a profound impact on our wellbeing. Enjoying coffee in the morning sun, lazy afternoons lounging poolside and lively family barbecues at twilight, life's beautiful moments are made outside.

Resistant to time and trends, Tait products are minimalist in form and honest in materiality. With Australia's harsh climate and love for coastal living, Tait engineer their products to achieve outstanding durability whilst being low in maintenance. Built with high-performance materials, world-class manufacturing methods and uncompromising quality, a Tait piece is designed to become a lifelong companion.

With a product range spanning over thirteen collections, from outdoor dining and kitchen's to public space, Tait offer an all-encompassing outdoor living approach. For over twenty-five years Tait have serviced a diverse range of projects, including, landscape, government, corporate, hospitality, retail and commercial sectors. Using both advanced machinery and the hand-made, Tait offer the scope to cater to numerous residential projects as well as large-scale commercial projects.

Through their sublime showrooms in Melbourne and Sydney, their online store, as well as a network of local and international dealers, Tait offer their customers a truly inimitable outdoor living experience. Authentically designed and passionately made, Tait's outdoor products celebrate **A Life Outside.**



Our Collections





Trace Sofa, Trace Armchair, Trace Coffee Tables, Trace Drinks Trolley
Below: Trace Module with fixed Side Table, Trace Module, Lily Tray Table

Trace

DESIGNED BY
ADAM GOODRUM

Sumptuous comfort, refined luxury and distinctive good looks define Trace, the work of leading Australian designer Adam Goodrum. The modular design and dynamic play of materials offer a great deal of versatility across a range of spaces and applications. Trace is engineered to withstand the elements, employing high-performance materials, innovative design features and impeccable craftsmanship.

“Trace ensconces its user with cloud-like cushioning, offering unconditional levels of comfort” -

ADAM GOODRUM, DESIGNER







Jak & Jil

DESIGNED BY
JUSTIN HUTCHINSON

The best-selling Jak & Jil collection is a much-loved Tait classic. Light and airy, yet incredibly strong, Jak & Jil's wire frame structure gives both chair and table a nimble form and fine-lined profile. Perfect for home, hospitality or the office.

"There's this idea that Jil is this elegant figure and Jak is the boy rallying around the girl" -

JUSTIN HUTCHINSON, DESIGNER



Above: Jak Chair, Jil Dining Table (600ø)
Jak Chair, Jak Armchair, Jil Dining Table (1150ø)



Tidal Sunlounge, Tidal Side Table
Below: Tidal Loungers with Seat Pad, Tidal Coffee Table



Tidal

DESIGNED BY
TRENT JANSEN

The Tidal collection takes you back to the sun-streaked summers of Australia in the 1970's. Inspired by Australia's surf culture, Trent Jansen applied science to his design by researching wave formations and linear wave diagrams. Tidal's elegant design allows it to work seamlessly in both outdoor and indoor environments, while it has been further engineered to withstand coastal and poolside elements.

"The Tidal collection conjures blissful memories of endless summers spent by the beach and the pool" -

TRENT JANSEN, DESIGNER





Seam Dining Chair, Seam Café Table
Below: Seam Stacking Chair, Seam Café Table

Seam

DESIGNED BY
ADAM CORNISH

Through a simple series of cuts, folds and joins, Seam is materialised with elegant and precise form. The Seam collection is conceived with a design process not dissimilar to the way in which a piece of fabric is tailored into a form-fitting garment. A refined 'seam' along the spine of the chair makes reference to a seam detail used in clothing construction. Spanning commercial to residential applications including hospitality, breakout, alfresco and balconies, the Seam collection is designed for outdoor use, though is equally at home indoors.

"Although fabric and sheet metal seem worlds apart, the tailoring process used to construct shapes is surprisingly similar" -

ADAM CORNISH, DESIGNER





Seam Dining Chair, Seam Dining Table, Terrace Plant Stand



Breeze Corner Module, Breeze Module, Breeze Ottoman, Breeze
Coffee Table
Below: Breeze Lounger



Breeze

DESIGNED BY
TAIT

Breeze maintains a low-profile and cool industrial edge with its sturdy steel frame and ventilated woven mesh arm and backrests. Timber armrest and tabletop accents add warmth and facility, further softened by durable seat and backrest cushions. With its elegant yet robust design, Breeze is an outstanding performer in commercial settings and is also a popular choice for the home.

Like a piece of mid-century architecture, Breeze is low-lined, understated and built to last.



Volley Chair with Seat Pad, Volley Dining Table (750)
Below: Volley Chair, Volley Table (1500)



Volley

DESIGNED BY
ADAM GOODRUM

Netted mesh, a signature circular frame and rope arm detail define the iconic Volley collection, by leading Australian designer Adam Goodrum. Light on its feet, Volley delivers a relaxed vibe with enough endurance to win - game, set and match! It's easy to see why Volley has been used extensively in public spaces and hospitality, right through to rooftops and terraces. Volley is just as happy relaxing seaside as watching the action courtside.

Recalling scenes of backyard tennis, Volley is inspired by Australia's sport-loving lifestyle.





Our Makers Mark

EVERY PIECE PRODUCED BY TAIT REFLECTS MORE THAN 25 YEARS OF AUTHENTIC DESIGN, QUALITY AND CRAFTSMANSHIP.

One of the earliest forms of trademarking, Makers Marks have been used by craftsmen for centuries to claim and assure responsibility for their work. From silver to stone and porcelain to paintings, Makers Marks are etched in history as means of identifying and revealing the authenticity of a finished piece.

As creators of original and authentic Australian design, Tait apply their own Makers Mark across their iconic collections. Established in 1992 by Gordon and Susan Tait, the design of the motif symbolises Tait's heritage. The contemporary T symbol at the heart of the Tait Makers Mark is a distinct representation of the Tait story. Two structural frames surrounding the T symbolise Tait's design headquarters and factory rooted in the Australian design industry. The convergence of these two frames represents the unification between Tait's passionate craftsmen and Tait's collaboration with leading Australian designers.

Only after considerable testing and inspection will a product bear the Tait Makers Mark. Applied by pressure, the stamp is permanently embossed onto the material. A stitched label featuring the Makers' Mark is also carefully sewn across Tait's upholstery and soft furnishings.

Tait's Makers Mark affirms your piece as one of originality and quality, made to last a lifetime.



Our Philosophy

MORE THAN 25 YEARS OF MAKING, DESIGNING, COLLABORATING, REFINING, MANUFACTURING, STYLING, THINKING, WORKING AND PLAYING.

The Tait design philosophy is shaped by a strong manufacturing heritage, steeped in quality and craftsmanship. Each piece begins with an idea, a concept that is then refined and prototyped by Tait's team of passionate craftspeople in their Melbourne factory. Testament to twenty-five years of designing and making, Tait's products demonstrate resolved sophistication in each facet of their design and manufacture. Surmounting this philosophy, the Tait 'Makers Mark' appears on each product, symbolising the quality and history of the piece, whilst revealing its authenticity.

An instrumental figure and leading force behind the Australian design and manufacturing industry, Tait have carved a long and proud legacy. Paramount to the Tait philosophy is collaboration and mentoring of emerging and established Australian designers, supporting local design and arts bodies from grass roots to professional industry, engaging Australian suppliers and manufacturing entirely onshore in Australia.

Through a long product lifecycle, sourcing sustainable materials, waste reduction initiatives, manufacturing locally as well as upholding ethical social responsibilities, Tait strive toward minimising their environmental and social impact.

Our Designers

Tait collaborate with a legion of Australia's most influential and prominent design talent.

ADAM CORNISH

Renowned Australian designer, Adam Cornish, works from an independent, multidisciplinary design studio in Melbourne and exhibits an impressive portfolio comprising furniture, homewares and installation. Cornish has received a number of awards and achievements throughout his young career, notably, working with luxury Italian brand Alessi, exhibiting at Salone del Mobile Milan and ICFF New York as well as receiving DENFAIR'S 'Best Australian Product' for Tait's Seam dining chair.



NANCY JI

Nancy Ji is an architect and designer with a philosophy to create works which are functional, simple and with an element of playfulness. Ji was educated in New Zealand, USA and the Netherlands, before completing a Master's of Architecture at the University of Melbourne. In 2016 Nancy was the recipient of the Mercedes Benz Design Award, which saw her winning piece, the Lily Tray Table be produced by Tait.



ADAM GOODRUM

As one of Australia's leading industrial designers, Adam Goodrum is world renowned for his design innovation and distinct Australian aesthetic. Goodrum's unfaltering drive to create original design has resulted in collaborations with leading Australian design houses including Tait, Cult and Dessein, with international clients including Cappellini, Alessi, Normann Copenhagen, Veuve Clicquot & Wallpaper*. Additionally, Goodrum was awarded DENFAIR'S 'Best Product' for Tait's Trace collection.



TRENT JANSEN

Trent Jansen works from an independent industrial design studio in Sydney where he creates honest, poetic and sustainable design. Jansen develops pieces that aim to foster a lasting relationship with the user. Accolades include: Space + Edra Residency, the 'Pregnant Chair' for Moooi, Bombay Sapphire 'Design Discovery Award', Melbourne Design Award 2016 for 'Best Product Design' (Home & Garden), London Design Museum's 'Design of the Year' Award and IDEA's 'Emerging Designer' Award.



BERNABEIFREEMAN

Rina and Kelly formed bernabeifreeman in 2002 and their range of lighting, textiles and furniture has been widely published and exhibited, including at the Powerhouse Museum, Salone del Mobile and The Milan Triennale. They have won numerous design awards, including IDEA awards for product design and the Bombay Sapphire Design Discovery Award. bernabeifreeman continue to research the relationships end users have with the products they live with, emphasising the importance of the longevity of products for sustainability in design.








JUSTIN HUTCHINSON

Justin Hutchinson is a Melbourne-based industrial designer, lecturer and urban innovator who is a firm believer in the positive value of design. Hutchinson's experience with outdoor products and environmental design sparked his research into the duality between the manufactured and the natural environment – designing for longevity, and ultimately trying to forge a way for the man-made to co-exist with the natural environment.







     @madebytait

**A Life
Outside**

MELBOURNE — SYDNEY — ADELAIDE — CANBERRA — PERTH — SINGAPORE

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