

# For Immediate Release

## New Exhibition: *Credenza Credentials*

### Exhibition runs from 31 July - 5 Sept 2010



JAM FACTORY  
Contemporary Craft and Design

Leading furniture makers serve up their credentials in a smorgasbord of contemporary credenza design as part of the 2010 SALA Festival.

Derived from *credentia*, a Medieval Latin term for a 16th Century practice of food and drink tasting by servants to check for poison before being presented to the nobility, the word became synonymous with the fashionable piece of 19th Century dining room furniture from which people were served.

Its contemporary resurgence shows how taste and style have evolved. No longer furniture from which to serve imperious lords or pernickety VIPs, today's credenza is an elegant adaptable form, from which to serve canapés and retrieve wines as easily as to access and display the latest screens of advanced mass technology.

***Credenza Credentials*** features Andrew Bartlett, Gareth Brown, Petra de Mooy, Edward Garcia, Michael Geissler, John Hayward, Takeshi Iue, Gray Hawk, Tom Mirams, Michael Penck, Ken Pfitzner, Julie Pieda and Adrian Potter.



L-R:Takeshi Iue, *FORM*, 2010; Gray Hawk, *Kollector Kabinett*, 2010; Julie Pieda, *Promenade Sideboard*, 2010

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