

Simone Leffman

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SIMONE LEAMON

Simone LeAmon is a visual artist and design practitioner, her practice embraces activities across the cultural and commercial sectors, an important aspect of LeAmon's practice is to enhance critical dialogues between the disciplinary codes of art, craft and design.

While working across a variety of media in a solo capacity including drawing, graphics, sculpture, performance & digital media LeAmon brings together multi-disciplined teams to deliver concept-rich proposals in the areas of product design and computer animation. LeAmon holds a Master in Design (Industrial) from RMIT University, Melbourne and a Bachelor of Fine Art from Victorian College of Arts, Melbourne University.

LeAmon's work has featured in numerous exhibitions in Australia and internationally since 1993. Recent exhibitions and performances include the Australian Digital Design Biennale (Melbourne Museum), Beyond Fashion (National Wool Museum Australia), Tales of the City (Australian Galleries Melb/Syd), Kissing MOTO (Milan/Melbourne), Overhead Styles (Vicenza/Melbourne), Quiet Collision (Viafarini & Careof, Milan) and MOTO Showroom (Gertrude Contemporary Arts Spaces, Melbourne). Between 1999 and 2003, LeAmon was the principal partner at n+1 equals interdisciplinary studio in Melbourne with artist Charles Anderson delivering projects for the built environment and the sites of fashion, craft and contemporary art, exhibiting in Melbourne, Tokyo, New York and Milan. LeAmon's work has been profiled in numerous international art and design publications including Mood magazine, L' Arca, Intramuros, Monument, Vogue, Desktop, Inside, Broadsheet, Art/Text and Curve. LeAmon lectures across the University faculties of fine art, new media and industrial design in Melbourne.

SIMONE LEAMON

Simone LeAmon was born in 1971 in Melbourne, Australia. Simone is a visual artist and design practitioner, her work and projects explore the disciplinary systems of art and design practice and appear in both cultural and commercial contexts. Committed to conversation and the exchange of knowledge, skills and ideas, she has shaped a unique practice, which supports the artistic message to be a primary 'force' in view of constructing meaning in contemporary society. Between 1999 and 2003, Simone was the principal partner at *n+1 equals* interdisciplinary studio in Melbourne. A small yet extraordinarily prolific studio *n+1 equals* developed projects for the built environment and the sites of fashion, craft and contemporary art. Simone has exhibited her art and design work in numerous solo and group exhibitions throughout Australia and internationally since 1993. Exhibitions in 2003/4 include the *Australian Digital Design Biennale*, *Quiet Collision*: Milan, Italy and *MOTO Showroom* Gertrude Contemporary Arts Spaces Melbourne. Her work has been profiled in numerous art and design publications including *Mood* magazine (Italy), *L'Arca* (Italy), *Intramuros* (France), *Monument*, *Inside* and *Curve* (Australia). Simone lectures across the faculties of fine art, new media and industrial design in Melbourne at RMIT University and Swinburne University. Simone is currently preparing art/design work for exhibition in Milan 2005 for Salone del mobile and continues to work in conversation with a selection of enterprises and individuals in Australia and Europe.

Education

1998-2004 Masters of Design, School of Architecture and Design (Industrial Des), RMIT University Melbourne
1990-1992 Bachelor of Fine Art, (Sculpture) Victorian College of the Arts, University of Melbourne
1988-1989 Advanced Certificate of Art and Design, Box Hill Institute of TAFE

Selected Solo Exhibitions

2004. Ducati Champions Club, Australian Motorcycle Grand Prix Phillip Island, *Out of Brugskunst*. PB Gallery Swinburne University Melbourne. 2003. *MOTO Showroom: the return of desire*. Gertrude Contemporary Art Spaces Melbourne, August 29, Ducati Champions Club, Australian Motorcycle Grand Prix Phillip Island. 2002. *St Francis preaching to the birds*. RMIT University Melbourne. 2001. *Conceptual Models*. Salon del Mobile (Milan International Furniture Fair). 2000. *Exhibit 15: End Function*. Penthouse & Pavement Melbourne. 1999. *Exhibit 14* Spare Room, RMIT University Melbourne. 1998. *Exhibit 13* Studio 12, 200 Gertrude Street Melbourne, *Exhibit 12: Karada de oboeru*. 1st Floor Gallery Melbourne.

Selected Group Exhibitions

2004. *Australian Digital Design Biennale*. Melbourne Museum. 2003. *Quiet Collision*. Association Viafarini Milan, Italy, *Supermodern Gorgeous*. Federation Square Melbourne, *Home Loan*. Caroline Springs Victoria Curated by Larrissa Hjorth. 2002. *Hybrid Objects*. Australian Embassy Tokyo & Melbourne Museum, *The world more near*. RMIT University Melbourne. 2001. *Spacecraft*. Monash University Gallery Melbourne & Level 11 Melbourne Design Park. *Min*. West Space Incorporated Melbourne, *Doubletake: Recycling in Australian Craft*. Australian National Touring Exhibition, Brisbane, Perth, Regional W.A, Sydney, Tasmania. 2000. *Envoy*. Faculty Gallery Art & Design, Monash University, Melbourne, *Décor*. Discrete projects, Victorian Ministry for the Arts. 1998. *Institutional Transit Lobby*. 200 Gertrude Street Melbourne

Lecturing, presentations and invitational projects

2004. Artist in residence, Australian Motorcycle Grand Prix. Hosted by N.F Importers (Ducati Australia), Panel advisor, Arts Victoria: Department of Premier and Cabinet, Arts Innovation category, Participant, Australian Design Showcase, AUSTRADE Victoria, Design studio teacher, Industrial Design RMIT University, Guest speaker, *Manufacturing Ideas* Melbourne Museum, Invitational participant, Design Masterclass with Prof. Dell'Acqua Bellavitis Milan Polytechnico, Guest speaker, National School of Design, design seminar series, Teacher, Swinburne University, Centre of Arts including New Media and Visual Arts, Teacher, Box Hill Institute of TAFE, Melbourne Centre for Media, Design and Arts, Partner/director, *n+1 equals* interdisciplinary studio Melbourne, Australia, 2003. Artist in residence, Australian Motorcycle Grand Prix, Hosted by N.F Importers (Ducati Australia), Guest speaker, *Furnish your dreams* seminar Melbourne Museum, Manager/curator, *Quiet Collision*. Association Viafarini/CareOf art spaces, Milan

Awards

2004. Achievement of Excellence 2nd prize, Lab 3000, Australian Digital Design Biennale. 2003. Professional Development, Department of Education and Training Victoria, Australia Council Visual Art and Craft Board *Quiet Collision* project (Milan) 2002. Arts Victoria, International Program *Quiet Collision* project (Milan), Arts Victoria, Professional Development Grant (*MOTO Showroom*). 2000-1. Australia Council Visual Art and Craft Board, Overseas Studio Residency (Milan). 1997-8. Studio Residency 200 Gertrude Street Artist Spaces, Fitzroy, Melbourne. 1996. Australia Council Visual Art and Craft Board project grant for new work. Pat Corrigan Grant National Association Visual Arts. 1992. Theodor Urbach Award, Victorian College of the Arts. 1990. National Gallery of Victoria Trustee's Award, Victorian College of the Arts

Selected press, reviews & articles

2004. M. Backhouse. *The digital age* The AGE Newspaper 17 November, H.Kaiser. *Form and content* Melbourne Magazine November p.74, C.Birch. *Australian artist Simone LeAmon*.....www.ducati.com.au (Nov), B. Stenning. *Perfect Fit Curve* Issue 7 (Aust), P. Coggiola. *Motodesign* Mood magazine 59/60 p.44 (Italy), S. Shirley Maya: *The artist tool* case study Digital content creation, Alias wavefront www.alias.com. 2003. J. Gray. *Home-grown talent* Success Vol 3 Issue 4 p.12 (Aust) A. Crawford. *Get your motor running* The AGE newspaper 30 August (Aust). F.Kernabone Arts program, JJJ ABC National Youth Radio. Interview, L. Strachan. *All curves and danger* The AGE newspaper 4 September (Aust), J. Bowdler. *Ducati tragics* Two Wheels 13/03 (Aust), Vogue ARTS Australian Vogue, October/November (Aust), *Collisionsi silenziose* L'ARCA design/visual communication Vol. 186 P.96 (Italy), Carnet November 03 P. 97 (Italy). 2002. M. Xiu. *n+1 equals* Profile Australian Style Magazine. March/April, F. Watson. *n+1 equals* Profile, MONUMENT Architecture/Design, Australia, No.46 2001. R. Nelson. *Spacecraft* The AGE newspaper, 4 August (Aust), G.Roberts. 2000. S. Crafti. (*Inside*) Magazine, Australia No.16, p30, R. Nelson. *Framed* The AGE newspaper, 7 June (Aust), J. Clemens. *The Jensen House Project* Transition No. 61/62 p20 (Aust). 1999. MONUMENT Architecture/Design Magazine, Australia Yearbook, 1999. S. Wood. *Sweet Illusion*, Epicure, The AGE newspaper, 30 March (Aust), M. Graff, MONUMENT Architecture/Design Magazine, Australia, No.26 1998. A. Claburn. *Three strolling artists lead the way* The AGE newspaper, 11 November (Aust), M. Hook. MONUMENT Architecture/Design Magazine, Australia, No. 23, p16, N. Tomlinson. *Elusive Suggestions* BROADSHEET Vol 27, p17 (Aust)1997. M. Bogle. *Contemporary Australian furniture in SOFA* Craft Arts International, No.40, p89. 1994. R. Rooney.