

Transforma launches new showroom in Adelaide



Adelaide's iconic furniture retailer, **TRANSFORMA** has just celebrated their 35th birthday by launching their stunning new showroom on Kensington Road in Norwood. After 35 years of providing Adelaide with custom made designer furniture from their renowned showroom in Wayville, **Tim Wood** and his team have raised the bar, creating an 800msq masterpiece of design and decor which will delight from first glance.





Upon arrival you'll be blown away by over 30 metres of glass window frontage, displaying the very latest ranges from Hülsta and Rolf Benz, two of Germany's premier luxury furniture brands. In particular the launch is celebrating the arrival of "SIMIA", the enchanting new range by Hülsta, where intelligent lighting and sleek design combine with matt lacquer and stained glass units to create a stunning modern living environment.

This Simia room display is the first to arrive in Australia and showcased to perfection the lighting system, which uses the latest LED technology to illuminate the display pieces within. The secretive **BlackMagic glass**, when unlit looked a mysterious high-gloss black surface – when lit, it became transparent, showing the objects inside to great effect.





As you continue to walk through the breathtaking showroom you'll be enveloped by the stylish interior decoration, with plenty of silver and grey complementing the solid walnut and woods, giving the chic feel that Hulsta and Rolf Benz, as well as Transforma are becoming so well known for. There are many highlights throughout the showroom, from custom made high gloss wall units and wardrobes by Hulsta, to sleek walnut extendable dining tables, to the very best sleep systems and bedroom settings, and the latest in sofas from Rolf Benz.

In addition to the European influence, Transforma also continues its long tradition of designing and manufacturing locally custom made, solid wood pieces, from the highest quality hardwood timbers, which you'll see hold pride of place in the downstairs area of the new showroom.





The **launch party itself** was a highlight of the South Australian interior design calendar, celebrating 35 years of Transforma as well as 70 years of Hulsta in Germany. The 160+ guests included Jutta Busen, Export Director from Hulsta in Germany, interstate guests from the Hülsta Aussie 'family', and representatives from Adelaide's Architectural and Interior Design community.





John and Margaret Wood, the original founders of Transforma, celebrated with Tim and Rebecca Wood, special media guests Jan Henderson from Architecture Media and Jacqui Williams from SA Life Magazine, as well as Transforma valued Clients and friends.



The delicious food and white chocolate mud cake was by Eldert & Diane at GREATFOOD@no fuss catering co, and included:

- smoked salmon with horseradish, lemon zest and watercress on crostini,
- polenta squares with fresh basil, roasted red capsicum and goats cheese,
- spiced vegetable puff pastry parcels with spicy relish and
- asian fish cakes with baby herb salad and hot sour dressing .



The Prize winners at the party included:

Andrew & Nicole Edwards (Drew Edwards Developments), who won the Rolf Benz 684 Armchair duo, Carolyn Mooz (Transforma Client) who won the Cutaro Sideboard, and Trisha Cosh and Robyn Prest, who won the Elixia Shiraz and Houses Magazine Subscription.

For more information about Transforma please see www.transforma.com.au or contact Roslyn Whately at RoslynWhately@transforma.com.au

For more information about Hulsta please see www.huelsta.com.au or contact Lisa O'Keeffe at lisa@scorchmarketing.com.au