

# FRAME



DROOG DESIGN DISCOVERS NEW YORK : PHILIPPE RAHM : WINDOW WORLDS : TOM DIXON & JOSEPH : BAHRAIN BAROQUE : LIGHTING WHO'S AFRAID OF THE CREDIT CRUNCH? : DANIEL CANOGAR : DESIGN AFTER BLING : ALDO BAKKER : MILAN THEMES : ANIMAL LOVERS



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## Village Green

BY BTBB AND HECKER PHELAN & GUTHRIE



BTBB AND HP&G BROUGHT THE SENTIMENTS OF LIFE IN A QUANT ENGLISH VILLAGE TO MELBOURNE'S MOST NOTORIOUS RACING EVENT.



Pimm's, strawberries and a profusion of flowers – guests to Village Green a venue designed by BTBB and Hecker Phelan & Guthrie for the 2008 Melbourne Carnival Cup – would be forgiven for thinking they'd just arrived at Wimbledon. Quintessentially English in all respects, the temporary marquee provided visitors with a classic racing experience conjured by a white picket fence, a carpet of artificial grass, clusters of white wicker furniture and waitresses in '50s-style dresses serving tea to a soundtrack of British tunes. Puppeteers of proportion, the designers used oversized design features such as huge bespoke lamps – hanging from the billowing fabric of a grass-green ceiling – and an unconventional bar lined with potted plants. Attempting to promote a playful atmosphere, BTBB and Hecker Phelan & Guthrie implemented a concept that surely attracted more than a few village idiots over the four days marked by Melbourne's horse-racing mania.

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