



MY COUNTRY : DESIGN WITH ORIGIN

AN INAUGURAL AUSTRALIAN ABORIGINAL INTERIORS COLLECTION

Bay Gallery Home presents its award-winning core range of wallpapers, tiles & rugs, and a bespoke *made to order* service.

Drawing upon the British manufacturing industry, *My Country* is a pioneering translation of authentic Central Australian Aboriginal artwork.

A true embodiment of Art in the everyday, this design iteration is expanding the global awareness of an ancient culture whilst providing its communities with additional revenue streams.

***My Country* references the Aboriginal philosophy and creative process,** whereby all of creation is in relationship, at one with the land. The original artwork's particular provenance and symbols - inspired by mapping myths, rituals and sacred topography - results in a compelling, versatile aesthetic with a most subtle compositional depth of field, imbuing spaces with wider horizons of the imagination.

The *My Country* collection is informed by gallery space interaction, observing what customers are drawn to and why. With access to a vast scope of original artwork and in consultation with industry specialists, Bay Gallery Home offers a range of core products for interiors, and extends a made to order facility to designers and architects who may wish to commission exclusive bespoke pieces.



Bay Gallery Home's relationship with the Central Australian Aboriginal artists is one of trust, founded on respect for their heritage and contemporary way of life. *My Country* was therefore created with the utmost consideration for codes of conduct and spiritual sensibilities. Due to the meaning and importance of every element in the artworks, we enlist state of the art techniques to ensure the detailed quality of each piece is preserved in the design process.

The artists we represent are remunerated for the original purchase of artwork and receive a percentage of the interiors sale - a unique secondary income stream that has direct bearing on the mobility, educational and work opportunities of often isolated communities.

By exposing the culture to a broader international audience, *My Country* contributes to the debate about archaeology, horticulture, botany, anthropology and the preservation of ancient & indigenous cultures.

A true embodiment of Art in the everyday, this design iteration provides us with opportunity to share in the artists' worldview whilst affirming it.

***My Country* is the proud recipient of the 2016 World Interiors News Award for innovative Surfaces & Accessories.**

Bay Gallery Home collaborates exclusively with British manufacturers, namely Johnson Tiles, The Rug Maker, Anstey Wallpaper and The Fine Wooden Article Company.

My Country is sold through www.baygalleryhome.com, www.eporta.com and a number of stockists nationwide listed on the Bay Gallery Home website.

O'Brien, founder of Bay Home Gallery:

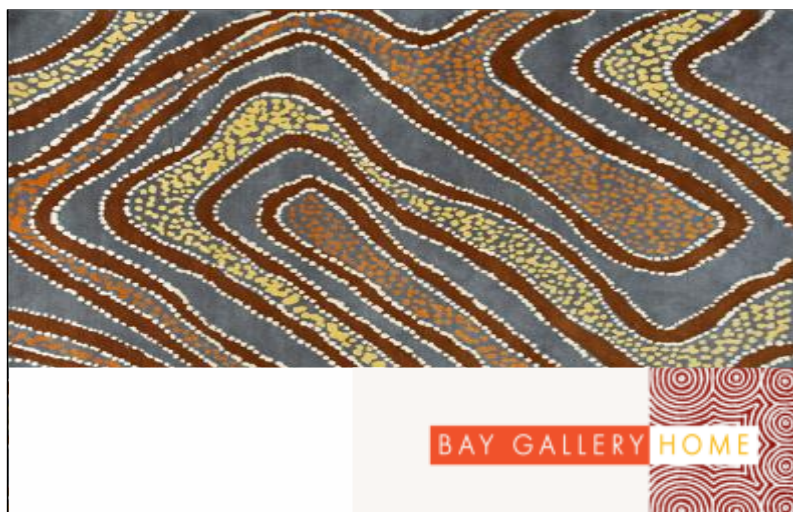
"The use of this intricate art for products such as wallpaper and tiles has never been explored before. Each interior product is a unique work of art in itself. It's a glimpse into their world that many people don't get the privilege to see, a glimpse of their beliefs and their spirituality. All of this is conveyed through their art, each piece has its own story, and so the interiors collection has to be exactly right for it to work."

Harry Foster, Specialist Products Manager at Johnson Tiles:

"Our Artile service was truly challenged by this commission because we weren't just recapturing an image but a culture, a history, and all of its folklore and traditions. Using traditional lithography techniques combined with our state of the art technology and high-res scanning process, we were able to accurately match every detail and colour of the paintings."

Eleanor Whiston, Eporta.com:

"We were delighted to discover the pieces that Bay Gallery Home offers and the talent of the Australian Aboriginal artists they work with. As we see more interior designers moving away from using just one style and in turn using more statement pieces, it is very exciting to work with a studio who offer such pieces with a strong story and meaning behind them."



BAY GALLERY HOME