



Inside the New Sydney Fred International Showroom

ARCHITECTURE Smart Design Studio

INTERIOR DESIGN Angela Harry

STYLING Studio CD

BUILD Jackal Constructions

PHOTOGRAPHY Pablo Veiga

WORDS Lidia Boniwell

Explore Fred International’s new gallery-like showroom in Surry Hills, designed by Smart Design Studio and Angela Harry.

Founded in 2007 by Michael Liira and his wife Melissa Walker, Fred International is home to some of Scandinavia’s most coveted furniture, lighting and homewares brands. Previously based in Roseberry, their new Surry Hills showroom designed by Smart Design Studio evokes a gallery-like aesthetic inside, while the exterior lifts cues from the surrounding architecture. Laid out in a series of ‘rooms’, much like their Collingwood residential concept, Fred International’s new Sydney space reflects the timeless and progressive ethos of the Nordic brands it showcases.

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As one of Australia’s most eminent Scandinavian furniture importers, distributing premium brands such as By Lassen, Fogia, Mobel Copenhagen, Rubn Lighting, Friends & Founders and BRDR Kruger, Fred International needed their new Sydney showroom to shape up to the coveted pieces. Engaging the talented team at Smart Design Studio and interior designer Angela Harry, the new showroom is tacked onto a heritage Victorian terrace in a Surry Hills side street, paying homage to Sydney’s traditional architectural style from the outset.

Inside, two levels of showroom space are set out as individual rooms, allowing you to envisage each product in your own home instantly. Polished plaster walls and floors provide a raw, minimal backdrop for each brand story to shine.

Fred International director Melissa Walker says it was important the new showroom allowed for the flexible and ever-changing curation and display of products. “We intend to reinvent continually, and this

unique concept encourages that dynamism,” Melissa says. “While contemporary Scandinavian design celebrates the region’s great heritage, it’s bold and progressive and diverse in a way that eschews minimalist confines of the past.” While showcasing the best of Scandinavia, Melissa maintains the showroom is distinctly Sydney – and ‘distinctly Fred’.

The new Fred International Showroom is located at 61 Nickson Street, Surry Hills. Open Monday to Friday 10 am – 5 pm.

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