



THIS PAGE The Mud Australia ceramics are displayed on the Vitsoe shelving system
OPPOSITE The exterior of the store in Fitzroy

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DESIGNER UNIVERSAL DESIGN STUDIO
LOCATION MELBOURNE | AUS
PROJECT MUD AUSTRALIA

TOP SHELF

ELEGANT SIMPLICITY IS REFLECTED IN MUD'S NEW STORE FIT-OUT

It's all about simplicity and quality for Mark Simpson, director of Universal Design Studio. So, when it came to creating a new showroom for Mud Australia – who produce ceramic homewares and are sole Australian agent of Dieter Rams' Vitsoe shelving – it was a perfect match.

"I've always been a huge fan of Dieter Rams and his incredibly timeless products," says Simpson. "Two years ago, I discovered that the only licensed Australian distributor for Vitsoe was Mud Australia, based in Sydney. So, I went to see them and made one of the first orders for our office. We then began to start talking about a second store in Melbourne."

Owned by James Kirton and Shelley Simpson, Mud Australia designs and manufactures handmade porcelain tableware, with a range of 19 colours and 50 simple and beautiful shapes, ranging from bowls, platters and trays to vases and jugs.

Now, in a former men's clothing shop in Fitzroy, Mud's showroom gleams with coloured porcelain, all on Vitsoe's '606 Universal Shelving System'.

For Simpson, the job was relatively straightforward. "As a design difference, it's really quite recessive," he says. "It's about editing and careful consideration of colour and space as opposed to making it a design statement, because that is not the product."

The three rooms of the store are divided by colour, designed to take the customer on a journey. The front room is neutral, painted a soft warm grey, with the majority of Mud's collection framed against high ceilings and large picture windows. Floor-to-ceiling Vitsoe shelving in off-white, black, silver and beech veneer lines each wall, while a solid Oak 'Home' table – designed by Universal's London sister company BarberOsgerby – is front and centre. The middle room features dark walls, which show off the new range of Mud Australia's ceramic pendants, designed with Koskela, and range of Chilewich woven products.

The rear room, in saturated cornflower blue, has been designed for visitors to see the Vitsoe shelving

system, which like the ceramics celebrates clean, simple lines, applied in a more residential setting. "It's just creating a bit more of a space so that the team can talk about Vitsoe as a product," Simpson explains. With an iconic 'Audio 310' stereo, designed for Braun by Rams in 1971, this space has a few other furniture pieces by Magis, plus a handwash basin and side chair.

"It's been a lovely project to work on," says Simpson. "It's so much easier when you love the product."

Annie Reid is a Melbourne-based freelance writer.

INDESIGNLIVE FIND OUT MORE ABOUT THE '606 UNIVERSAL SHELVING SYSTEM' AT [INDESIGNLIVE.COM/606SHELVING](https://www.indesignlive.com/606shelving)



MUD AUSTRALIA

ARCHITECT Universal Design Studio

PROJECT TEAM Mark Simpson, Damien Mulvihill

CONTRACTOR John Greenwood Constructions

UNIVERSAL DESIGN STUDIO

(61 3) 9417 0001 [universaldesignstudio.com](https://www.universaldesignstudio.com)

TIME TO COMPLETE 4 months

TOTAL FLOOR AREA 61m²

FURNITURE '606 Universal Shelving System' by Vitsoe, available from Mud

Australia. Magis 'Steelwood' chair from Corporate Culture. BarberOsgerby 'Home' Table from Xilo. All other joinery throughout from Xilo

LIGHTING All lighting throughout Mud Australia showroom by Erco.

FINISHES Paint to walls throughout from Porter's Paints.

FIXED & FITTED Door hardware throughout is Robert Watson 'Aquilaart' by Lockwood.

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