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Delta bravo



Celebrity status... king furniture's general manager, renata bayer-volf, on one of the delta sofas. Photography: Janie Barrett

DO YOU kind of like the idea of owning a sofa that Nicole Kidman and her fiancé, Keith Urban, might have made out on? Or what about one where a tipsy Lindsay Lohan might have dripped a little champagne, or where Demi Moore has parked her buns of steel?

Then you're in luck, because King Furniture is selling off a group of Delta sofas that were used for the prestigious Vanity Fair Oscars party this year, with all money going to a worthy cause.

Known as the greatest party on the planet, the Oscars soiree sees Hollywood's rich and famous out-swanking each other until the early hours of the morning. The party is held in a purpose-built pavilion, outside Mortons Restaurant in LA, and people sell the soul of their first-born child just to get a look in.

This year, Australia's own King Furniture was called on to supply the sofas for the night of nights.

The Vanity Fair Oscars party organiser, Sara Marks, chose the Australian-designed Delta sofa after searching through more than 100 design magazines from around the world. By a stroke of luck, she saw the sofa in an advertisement.

"We chose the Delta range because of its flexibility and adaptability and the great fabric choices," Marks says.

More than 90 pieces were then shipped to LA, consisting of Delta squares, rectangles and backs. They were assembled as U-shaped settings around the outside of the main room. The square sections (ottomans) were positioned in the centre of the room, clipped together in various formations.

"We were delighted that Vanity Fair selected the Delta over the top international designs," says King Furniture general manager, Renata Bayer-Volf. "This once again proves that Australian designs can compete with the best in the world.

"The architects working with Vanity Fair loved working with the Delta and said it was the most versatile and flexible sofa system they have ever used. In fact, we had phone calls from party guests, asking how and where they could buy it."

In another coup for the home-grown company, the party organisers also decided to use King Furniture's home-brand fabrics - KingSuede - on the sofas. A palette of Bayleaf (dusty green) and Mundella (almond) was selected.

Now that the party is over, the Deltas have been returned to Australia. King Furniture is auctioning them off to raise money for Variety, the children's charity. There are 19 settings available and they are on display in King Furniture's showrooms.



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June 18, 2006

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Bayer-Volf says the Delta in the Annandale showroom came back from the party with a smudge of lipstick on the cushion. "You never know whose lips it might have come from," Bayer-Wolf laughs. "Maybe it belongs to our Nicole."

The Oscars triumph is just one more success for the rags-to-riches company that started out from a stall at Paddy's Markets, where David King and his mother would turn over \$500 on a typical weekend, making foam chairs and lounges.

As demand increased, King moved into a factory to concentrate on creating more substantial furniture.

Much of his early research and development was carried out at a local op shop. King would look at the lounges that had been discarded, pull them apart and see what it was that could be improved.

He decided that, rather than make frames from timber (an idea he considered archaic), it would be better to construct them from galvanised steel, in the manner of automotive seating.

It is this solid construction that enabled King to offer his customers an industry-leading 15-year warranty on the frames.

Last year, annual turnover almost doubled to an impressive \$50 million and the company employs about 200 staff.

King Furniture is already being sold in Europe, and King is looking at selling in Japan and the US.

To bid on one of the Oscars party Deltas, drop into a King Furniture Showroom (either in Annandale, Northmead or Chatswood) and fill out a tender. Or download a form from <http://www.kingfurniture.com.au>.

Bidding ends at 5pm on Sunday, June 25.

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