



Media Release

Wednesday 6 March 2019

## **Miller Genuine Draft launches its first ever innovative cultural hub in Melbourne**

~ 5 distinguished Australian designers ~ bring exceptional experiences to life in March ~

As part of a new global platform, Miller Genuine Draft is bringing to life a 'space' where cultural trends and creativity combine to create something exceptional. Five Australian designers from the fashion, technology, art, music and design worlds will come together to create one incredible creative hub in Melbourne this March.

Curated by world renowned designer and creative enigma, Jeff Staple, 'Miller Design Lab' will be inspired by the theme, 'gold is the new black' and will be a truly creative campaign where people can enjoy art, culture, music and the refreshing taste of Miller Genuine Draft while they engage with the brand in a new and innovative way.

More than a physical space, Miller Design Lab will cater to the audience's desire to stay one step ahead, to embrace the trends that define this moment and interact with original content and experiences that reflect their appetite for the new and exciting.

Miller Design Lab global curator, Jeff Staple has commented, *"I am super excited to be bringing the Miller Design Lab concept to Australia, and especially to one of my favorite places on Earth—Melbourne! I think the event space is going to be incredible! Guests who visit the space can expect exceptional experiences throughout the 10 days with various events happening. I am personally very honoured to be part of such an incredible global campaign and I'm looking forward to experiencing all the energy I know Melbourne is gonna bring!*

*"The space will be a premium and eclectic mix of art, design and experiential moments where guests can immerse and engage with the brand in a way that has not been seen globally before,"* Staple concluded.

Brigitte Kedicioglu, who heads up the Miller brands in the local market said, *"It is an exciting opportunity to be one of the first markets around the world to launch the Miller Design Lab global brand campaign and adapt for an Australian market and taste."*

*"Miller Design Lab is a new platform for the brand. It not only showcases exceptional collaborations but also celebrates local Australian talent, an additional dimension to our place in exceptional nightlife music experiences. We cannot wait to see how Australian consumers engage with Miller Genuine Draft in this innovative and original way,"* Brigitte said.



Designers who will be lending their creative talent to the Miller Design Lab include; light sculptor, Meagan Streader, street artist, Buff Diss, Pitch Studios Founder & Creative Director, Christie Morgan and textile creators, DREAMCATCHERSDREAMTIME X Think Positive Prints. All four designers will be creating an immersive concept for guests within the SoHigh gallery space which will be a reflection of the 'gold is the new black' theme and an engaging expression of their interpretation of exceptional experiences. There will also be a special guest and Australian Miller Design Lab fashion partner who will be making an appearance throughout the ten days of the hub's presence.

With the official launch event taking place on Thursday, March 21<sup>st</sup>, the following 9 days will see an exciting line-up of experiences for guests including renowned DJ and musical sets and sideline events hosted at the Miller Design Lab partner and after party venue, The Emerson Rooftop Bar and Club.

### **Event Information**

Venue: SoHigh Gallery, 143a Chapel Street, Windsor VIC 3181.

Tickets: Tickets for general admission events are available to register online from [www.millerdesignlab.com.au](http://www.millerdesignlab.com.au)

*Over 18s only*

#### Thursday March 21<sup>st</sup>

5pm – 6pm - Miller Design Lab "The Future of Design & Technology" Panel hosted by Jeff Staple featuring all design partners & Miller Genuine Draft Merchandise designer, Nana Judy  
6.30 – 10.30pm - Miller Design Lab Launch Event - Invite only and **media accreditation essential**

#### Friday March 22<sup>nd</sup>

Miller Design Lab X Buff Diss launch party  
7pm – 10pm – general public admission

#### Saturday March 23<sup>rd</sup>

Miller Design Lab X Dreamcatchersdreamtime.com X Think Positive Prints  
7pm – 10pm – general public admission



Thursday March 28<sup>th</sup>

Miller Design Lab X Christie Morgan/ Pitch Studios  
6.30pm – 9.30pm – general public admission

Friday March 29<sup>th</sup>

Miller Design Lab X Meagan Streader  
7pm– 10pm – general public admission

Saturday March 30<sup>th</sup>

Miller Design Lab Official Closing Party  
Special Guest Performer to be announced  
7pm– 10.30pm – general public admission

## **Venue**

SoHigh Gallery, 143a Chapel Street, Windsor VIC 3181

Tickets available from: [www.millerdesignlab.com.au](http://www.millerdesignlab.com.au)

## **ENDS**

Instagram : [@millergenuinedraftaus](https://www.instagram.com/millergenuinedraftaus) | Facebook: [@MillerGenuineDraftAustralia](https://www.facebook.com/MillerGenuineDraftAustralia)

[#itsmillertime](https://www.instagram.com/millertime) [#whenexceptionalhappens](https://www.instagram.com/whenexceptionalhappens) [#millerdesignlab](https://www.instagram.com/millerdesignlab)

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## **About the Miller Brewing Company**

The Miller Brewing Company's story began in 1855, when Fredrick Miller emigrated from Germany to the United States. Producing fine lager beer in the German brewing style, Miller established the Miller Brewing Company in Milwaukee, Wisconsin - the brewing site the brand still uses today.

The Miller Brewery in Milwaukee is one of the oldest breweries still functioning in the United States.



### **About Miller Genuine Draft**

The Miller Brewing Company is continually striving to create new and innovative beer that pushes category boundaries. There is no better example of this than Miller Genuine Draft - 4 times filtered for an exceptionally smooth taste. Launched in 1987, Miller Genuine Draft is a brewing breakthrough. Instead of heat pasteurising in steam tunnels, Miller Genuine Draft is cold-filtered through a ceramic filtration system before packaging. The benefit of this process is that Miller Genuine Draft has the fresh, smooth taste of unpasteurised draft beer.

**About Miller Design Lab:** Miller Design Lab is a new platform for the brand, a 'space' where cultural trends and creativity combine to create exceptional experiences our audience can engage with. A platform that combines trends, creativity and exceptional experiences so that more people can feel exceptional in the moment. More than a physical space, Miller Design Lab shares our audience's desire to stay one step ahead, to embrace the trends that define this moment and to create something genuinely original that our consumers can experience. Whenever they see the Miller Design Lab label, our consumers will know that something exceptional can't be far away.