

DESIGN IMPACT CASE STUDY

DOMESTIC APPLIANCES / MANUFACTURING

An Aboriginal Culinary Journey

Breville | Sage

Sydney, New South Wales

Breville® | Sage®

"An Aboriginal Culinary Journey" is a collaboration between Breville|Sage and Aboriginal artists, integrating Indigenous art into kitchen appliances to celebrate and raise awareness of over 60,000 years of Indigenous Australian culture.

The design approach used showcases Design Process Maturity through a structured, research-driven process.

This project is a unique example of how to embed design to deliver impact through a societal, cultural, environmental, and economic lens.





an Aboriginal Culinary Journey™

Breville

BREVILLE | SAGE DESIGN PROCESS MATURITY

DESIGN PROCESS STAGES	KEY LEARNINGS
1. Define	The project exemplifies a mature design approach by authentically and respectfully embedding Indigenous art into the firm's product design process, ensuring cultural stories are meaningfully represented.
2. Empathise	<p>Breville collaborated closely with Indigenous artists, cultural advisors, and community members to understand the historical and cultural significance of the artworks.</p> <p>This ensured that the designs were not just decorative but conveyed authentic storytelling and Indigenous perspectives in an authentic and respectful manner.</p>
3. Ideate	<p>The design team explored various methods to translate traditional Indigenous artworks onto consumer products while maintaining artistic integrity.</p> <p>Multiple concepts were developed, considering different techniques, materials, and product formats to best showcase the cultural elements.</p>
4. Evaluate	<p>Extensive testing was carried out to determine the most effective method of transferring original, hand-painted artworks onto kitchen appliances.</p> <p>Various prototypes were assessed for durability, visual accuracy, and cultural sensitivity, ensuring that the final product upheld the quality and significance of the original artworks.</p>
5. Launch	<p>To faithfully reproduce hand-painted artworks on appliances, Breville developed a new industrial process combining high-tech and artisan methods, reflecting advanced design capabilities.</p> <p>The range of products were successfully launched onto the market with immediate success.</p>

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EMBEDDING DESIGN TO DELIVER IMPACT

DESIGN IMPACT PILLARS	KEY LEARNINGS
<p>1. PEOPLE AND CULTURE</p> <p>Designing to improve the quality of life for society and citizens and to acknowledge and shape culture in a respectful and inclusive manner.</p>	<p>All profits from this initiative are dedicated to funding Indigenous charities and philanthropic works, demonstrating a commitment to social responsibility.</p> <p>By featuring Indigenous stories and art on everyday products, the project educates consumers globally about Australia's rich cultural heritage, fostering a deeper appreciation and respect for Indigenous traditions, ensuring that these narratives reach wider audiences in a meaningful and respectful way.</p>
<p>2. PLANET</p> <p>Designing for Environmental Sustainability and Circularity.</p>	<p>The project emphasises sustainable production by utilising eco-friendly materials and ethical manufacturing processes.</p> <p>Additionally, the project promotes longevity by creating high-quality and durable appliances.</p>
<p>3. PROSPERITY</p> <p>Designing for Commercial and Economic Return.</p>	<p>The project demonstrates how cultural storytelling can drive commercial success.</p> <p>By merging art with everyday consumer products, Breville expanded its market appeal while also generating economic benefits for Indigenous artists and communities.</p>

DESIGN FOR A BETTER AUSTRALIA

We champion the power of design capability to deliver meaningful impact that fuels economic growth, strengthens communities, and shapes a more sustainable and prosperous Australia.

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