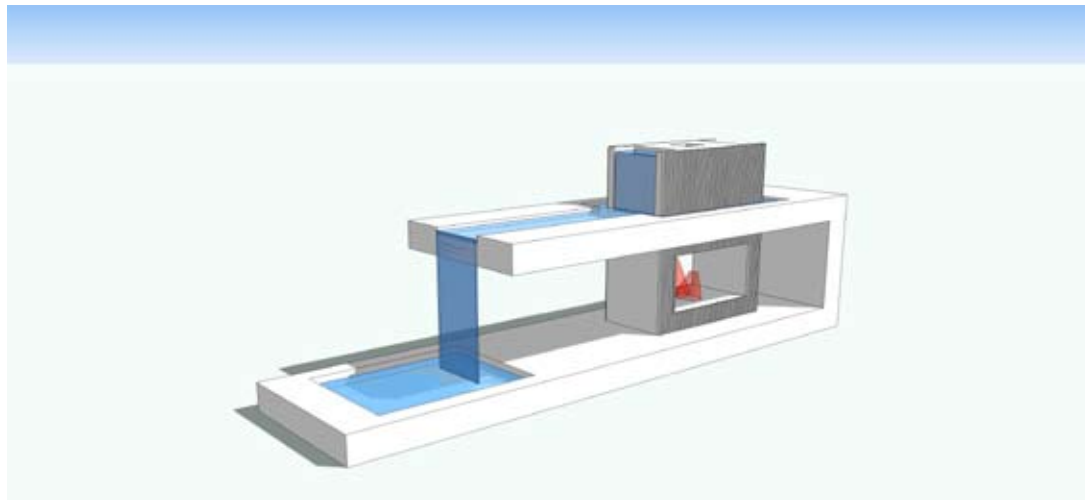
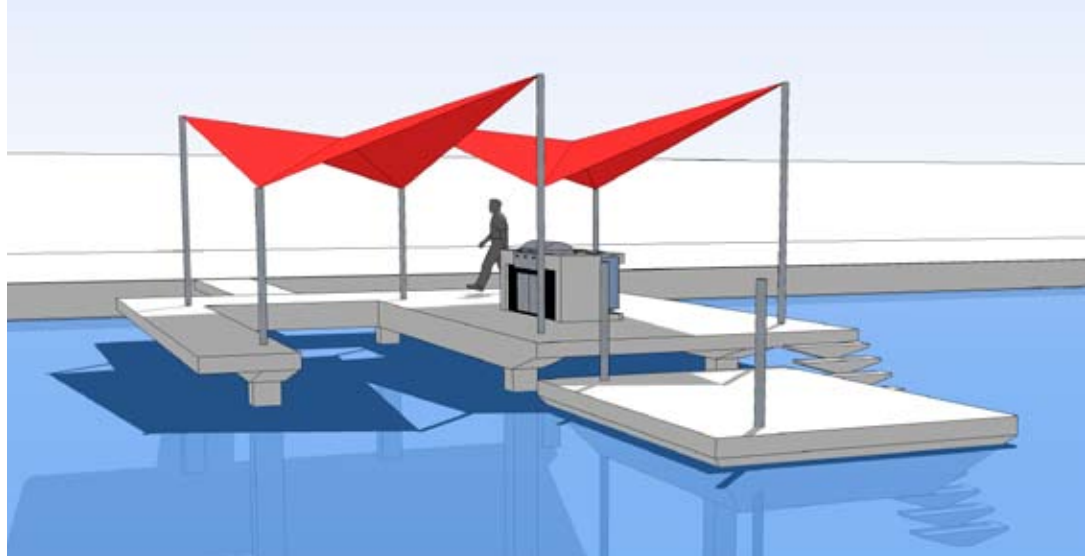


KARORA OUTDOOR LIVING

Product Design and Marketing Materials

Eclectic, Alabama

Construction Cost:	NA
Completed:	Ongoing
Contact:	John Edgley, Karora Founder



PROJECT SUMMARY

John Edgley founded Karora, LLC in September 2008 with the idea of creating progressive, sustainable, cast-in-place concrete outdoor living products including seating arrangements, fireplaces, kitchens, and lakeside docks.

Born in Australia, John was influenced by his country's culture and history and rooted Karora's ideals in the Aboriginal concepts of water, fire and air. Sharing a common attitude toward design and the pursuit of sustainable goals, John Edgley asked Design Initiative to assist him with developing the waterfront of his Lake Martin, Alabama residence.

The proposed project was to be a demonstration of the diversity of Karora Outdoor Living product line. Although the waterfront development was not realized, the working relationship led to a collaborative effort to design and create marketing materials for Karora's outdoor living product line.

Currently, John is using Design Initiative's marketing materials for developing the Karora business and plans to have product available to the public in the near future. Additional information about Karora is available by contacting Mr. Edgley at jme@karoraliving.com.

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