

Indigenous Designs - Helena Geiger



Helena Geiger grew up in Waterloo, an inner-city suburb of Sydney. Her Indigenous heritage is Gumbayngirr from Northern NSW. As a contemporary visual artist, she specialises in Batik and hand-dyed textiles.

While she was living and travelling through the Northern Territory, Helena's work was heavily influenced by memories of waterfalls, desert landscapes, rich red dirt, coloured ochres and weathered rocks.

Moving to the NSW South Coast, Helena now works full-time from her studio that borders the nearby Booderee National Park. Its pristine coastal environment allows her to immerse herself in nature. She captures textures and markings through photography and sketching, including scribbly bark, sandstone, moss, seaweed, rockpools and shells.



As she develops her art practice, she draws inspiration from nature's details that inspire her, resulting in creative and evolving art practice. First, the textile design is created in the traditional Batik wax-resist technique by hand drawing with wax and dyeing. Then, photographing and digitally repeating the pattern and creating fabric textiles.

Helena's artworks have been exhibited extensively in Australia and are in collections here and abroad. "What I love about the Batik process is that every step informs the next; it develops and changes direction with each layer of wax and colour applied".

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Indigenous Designs - Milky Way

Direct Ergonomics is constantly striving to develop new programs and initiatives that make a positive impact on Indigenous communities. One such initiative is our Indigenous designs project, which collaborates with renowned Indigenous artist Helena Geiger. Together, we create authentic artworks that tell powerful stories, incorporating them into various products, from fabric for upholstering soft seating to digital printing on acoustic panelling. Customisable colors are possible, just ask.

DESERT

EMBER

CHARCOAL

NIGHT

**RED
HORIZON**

SKY

SPRING

SHADOW



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Indigenous Designs - Dot

By supporting Helena's work and showcasing Indigenous artistry, we actively contribute to cultural representation and recognition. Through these collaborations, Direct Ergonomics fosters economic opportunities for Indigenous artists, ensuring their voices are heard and their artistry appreciated on a broader scale.

At Direct Ergonomics, our dedication to empowering Indigenous communities and promoting inclusivity extends beyond business. We aim to create lasting change by championing Indigenous voices, supporting economic development, and celebrating the rich cultural heritage of Australia's Indigenous peoples.

Our exclusive design's, "Milky Way" & "Dot" showcases the richness of Indigenous culture and brings a touch of unique beauty to any environment. Customisable colors are possible, just ask.



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Indigenous Designs - Carpet Tiles - Sandhills

Direct Ergonomics proudly announces an exclusive collaboration with the esteemed Indigenous artist Helena Geiger and Milliken flooring, giving rise to the awe-inspiring Sandhill's Collection. This exceptional partnership combines Helena's captivating artistic vision with Milliken flooring's expertise in crafting innovative flooring solutions, reflecting our commitment to celebrating Indigenous artistry while delivering unparalleled quality and design.

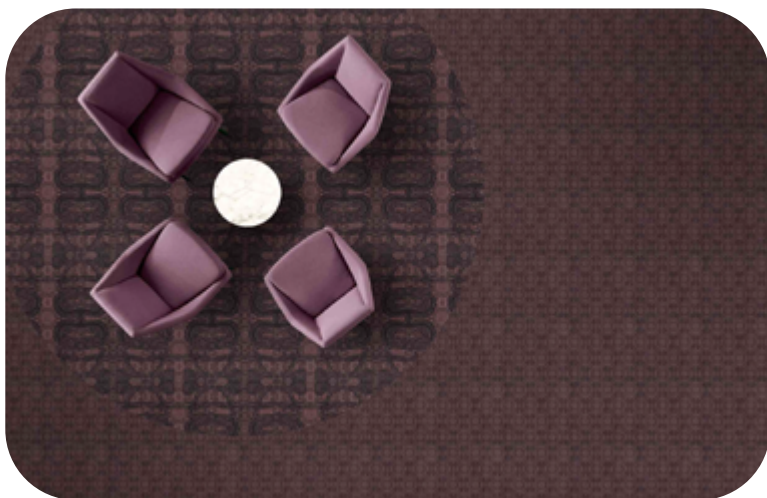


Helena Geiger's profound connection with nature and artistic talent inspire the captivating Sandhill's Collection.

Drawing from her experiences in the Northern Territory and the NSW South Coast, Helena's artwork beautifully captures the textures and beauty of landscapes, from waterfalls and deserts to rock formations and coastal environments.

The Sandhill's Collection, born from Milliken flooring's dedication to sustainability and technological excellence, presents a stunning range of flooring options showcasing Helena's designs with unmatched durability and performance. The collection includes carpet tiles and broadloom carpets, all featuring Helena's intricate patterns and earthy color palettes.

Direct Ergonomics partnership with Helena Geiger and Milliken Flooring for the Sandhill's collection not only brings visually striking flooring options to the market but also supports Indigenous artistry and cultural representation. This collaboration underscores our dedication to promoting economic opportunities and fostering appreciation for Indigenous creativity.



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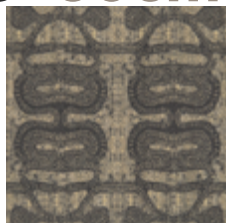


Indigenous Designs - Carpet Tiles - Sandhills

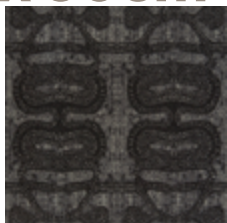
Sandhill - 50cm x 50cm or 1m x 1m tiles



Lilly Pilly



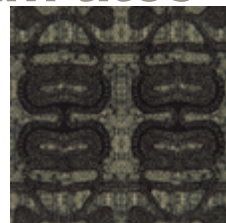
Paper Bark



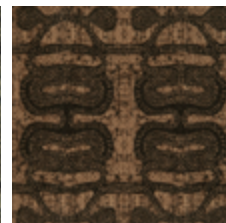
Powdered Rock



Red Earth



Spinifex



Wattle

Safari - 50cm x 50cm tiles



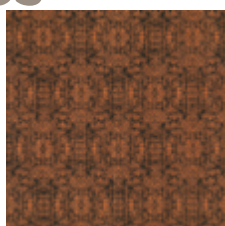
Lilly Pilly



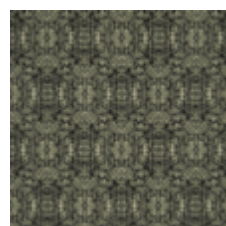
Paper Bark



Powdered Rock



Red Earth



Spinifex



Wattle

Passage - 25cm x 1m Planks or 1m x 1m tiles



Lilly Pilly



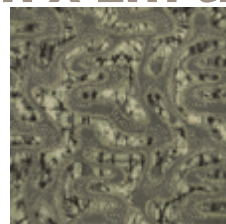
Paper Bark



Powdered Rock



Red Earth



Spinifex

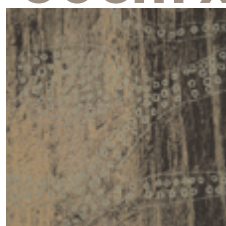


Wattle

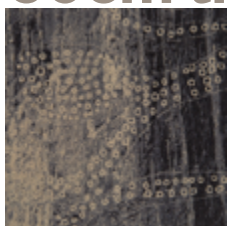
Cavern - 50cm x 50cm tiles



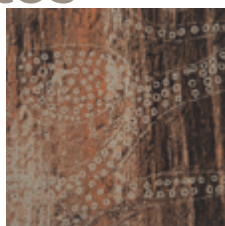
Lilly Pilly



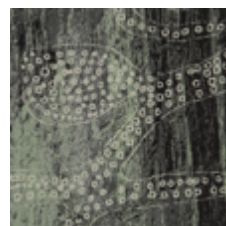
Paper Bark



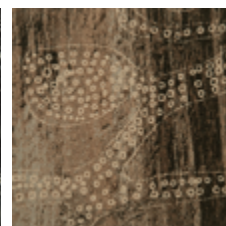
Powdered Rock



Red Earth



Spinifex

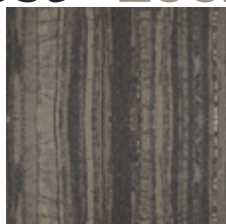


Wattle

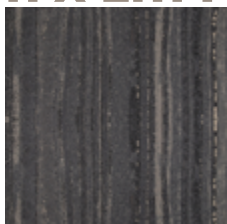
Rainforest - 25cm x 1m Planks or 1m x 1m tiles



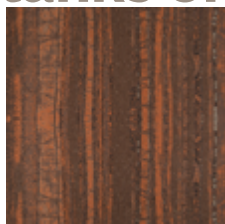
Lilly Pilly



Paper Bark



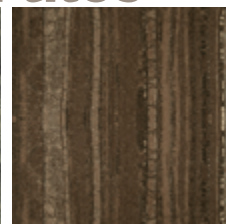
Powdered Rock



Red Earth



Spinifex



Wattle



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Indigenous Designs - Carpet Tiles - Water Yuludarla

Excitingly, Direct Ergonomics also introduces the Water Yuludarla Collection, a remarkable partnership with Milliken Flooring and the talented Indigenous artist Brentyn Lugnan. This collaboration celebrates Brentyn's profound artistic expression through Millikens high-quality commercial carpets.



Brentyn Lugnan, a gifted Gumbaynggirr artist, draws inspiration from his family and connection to country to create the captivating artwork "Water Yuludarla" (Water Dreaming) as the design inspiration for the Water Yuludarla Collection, reflecting the richness of Gumbaynggirr culture and the significance of water in their lives.

The Water Yuludarla Collection, available through Direct Ergonomics partnership with Milliken flooring, magnificently captures the essence of Gumbaynggirr storytelling, featuring flowing rivers, ancestral figures, and the interconnectedness of family and country. The collection symbolizes the sacredness of the land with the use of circles and dots.



Partnerships with Helena Geiger, Brentyn Lugnan and Milliken flooring, exemplify our commitment to celebrating Indigenous artistry, supporting cultural representation and fostering economic opportunities for Indigenous communities.

Explore the Sandhill's collection by Helena Geiger, the Water Yuludarla Collection by Brentyn Lugnan, and a wide range of flooring solutions by Milliken flooring at Direct Ergonomics. Celebrate the rich tapestry of Indigenous art and culture with us.

Together, let's create spaces that honor tradition, inspire creativity, and forge a deep connection to our shared heritage. At Direct Ergonomics, we cherish and preserve the diverse beauty of Indigenous art and culture in everything we do.



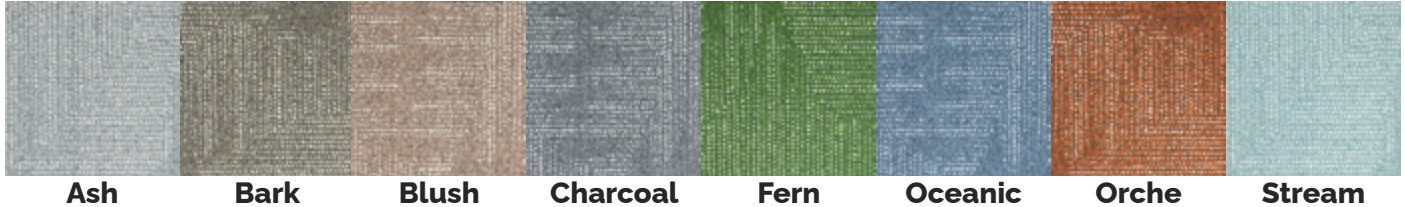
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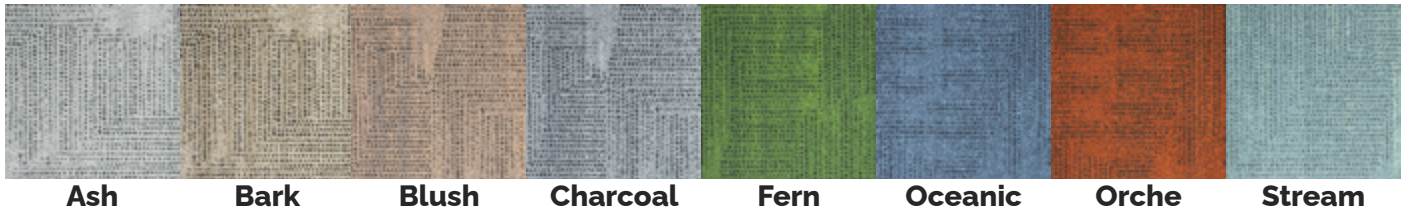


Indigenous Designs - Carpet Tiles - Water Yuludarla

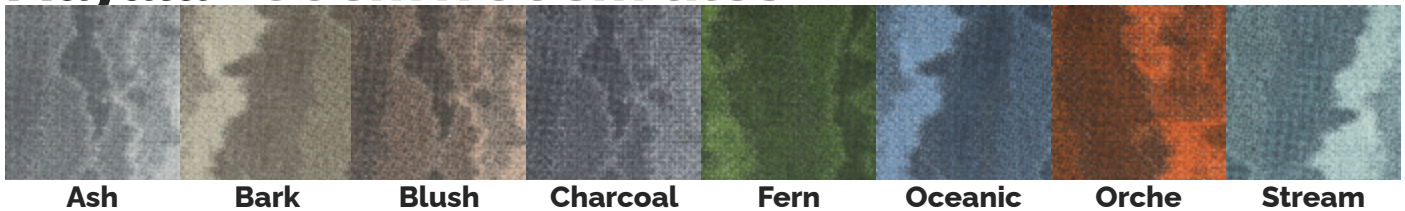
Guunu - 50cm x 50cm tiles



Yildaan - 50cm x 50cm tiles



Mayala - 50cm x 50cm tiles



Water Yuludarla - Feature Artwork

Featured artwork tile format was re-created from Brentyn Lugnan's original "Water Yuludarla" artwork and can be placed in impactful interior spaces, complemented with other "Water Yuludarla" designs.

Standard sizes include:

6 x 4 TL (24 tiles) and 8m x 12 TL (96 tiles) | Monolithic installation



Cool Colourway

Warm Colourway



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