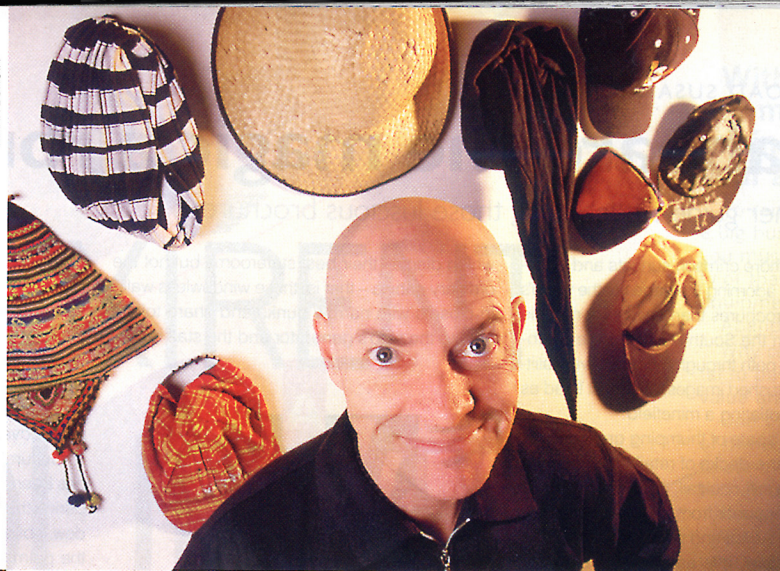




MARK BURGIN



STYLE OF ONE MALCOLM ENRIGHT

## The possible dream

This designer should come with a warning: anything goes

To spend half an hour with Mal Enright is to know that anything is possible. Yogic clarity, stylistic verve, adolescent energy and dynamic focus characterise this Corporation of One, a designer and strategist, whom clients consult about all aspects of their corporate image, from graphic design and communication material to marketing strategies.

His jump, in 1985, from the world of advertising, was in pursuit of a holistic approach to life, business and design solutions, and the break represented the dawn of his "third adolescence". His approach integrates unorthodox methodologies, paradigm-busting boldness and space that accommodates positivity and a healthy lifestyle. It has an element of sheer fun, and is grounded in long-held beliefs about the direction of design. "Designers get caught in a paradigm trying to do everything for the client. Instead, I put the client in the driver's seat."

And if clients are not disconcerted by Enright's arrival at meetings on a skateboard, it's because he subverts stereotypes with substance as well as style. His life, art and business are integrated. In his techno-driven home office, walls are created only to be mowed down. His collecting habit is reflected in ephemera, photographs and memorabilia stacked in labelled boxes: animals, urbane, badges, graphic, rocks, twos, threes, fours, fives.

Clearly, the man is choosy about any object with which he comes into contact. His choices reflect a restless eye, a critical mind, and an awareness of design as a tool for brain invasion – even when it comes to fashion. Japanese designers are pre-eminent in his wardrobe, mingled with classics from Italy, usually bought during an annual New York sojourn. Matsuda, Comme de Garçons and Yohji Yamamoto appeal for their spare, strong aesthetic.

**Louise Martin-Chew**

