

Make a job,

QUT graduates are consistently in high demand by employers, yet for a growing number of Gen Y grads a QUT degree is the entrée into their own world of business.

Relax on a soundwave

YOU can actually "feel the vibe" as you relax onto Jenni Baxter's Soundscape chair.

The gentle undulations of this sleek chaise lounge please the eye and cradle the body in extreme comfort so that it's not difficult to believe you are resting on a sculpted soundwave.

The chair, constructed from Eco-core multi-ply, along with her Oops rug (featured on the back of Links August 2006) are signature pieces that have helped launch her well on the way to a thriving career as a freelance designer.

She developed the chair during a mentorship in the final year of a Bachelor of Built Environment (Interior Design) with furniture designer Lasse Kinnunen from Dekka, funded by Craft Queensland Mentorship Grant for Emerging Designers. The chair was also selected for the ARC Biennial Art and Design Exhibition.

"I am very passionate about experimentation and work that blurs the line between art and design," Jenni said.

"The Soundscape chair was developed with the assistance of sound designer Tim Opie and is the prototype for what will be a commercially produced Soundscape furniture collection."

Jenni's plan is to open her own studio and bring quality design to the people by producing one-off pieces that are stand alone artworks as well as commercial products accessible to an "everyday consumer audience".

A fresh idea

SARAH Frith, pictured opposite page, always knew she would have her own business/es. A self-taught entrepreneur, she began in Year 4 by saving up, buying her own chooks and selling eggs in town and on the school bus run.

For her next venture she started a craze in plaited key rings that she designed and made.

"I sold so many at 20 cents a pop that I'd banked \$88 before my school banned the key ring trade because students were spending all their lunch money on them," Sarah said.

She took her talent to QUT and formalised it with a Bachelor of Business in public relations and integrated marketing.

Fast forward through a mosaic of PR and marketing positions including setting up her own marketing consultancy and Sarah, 24, is now managing director of Farm Fresh Central.

It's an online and Bowen Hills bricks and mortar store she established to home deliver ultra fresh food from Queensland farmers to the doorsteps of eager Brisbane consumers.

It harks back to her Roma roots and early egg business, where Sarah discovered people were keen to buy from the producer and know where their food had come from.

Her more than 1400 regular customers can choose from 400 products from 35 suppliers of fruit, vegetables, cheese, honey, meat, prepared meals and more.

After doubling the business last year, Sarah can confidently set a 150 per cent growth target.

"In a year we'll look at bringing in investors and franchising but in the meantime we'll work on refining systems and procedures."

