



Rising star design agency, *Its Nice That* says ‘Hello’ to New Designers

A new creative campaign devised by *Its Nice That* for the New Designers exhibition will be saying ‘hello’ to thousands of prospective visitors and exhibitors. *Its Nice That* has captured the essence of the popular exhibition, where every year the UK’s most exciting and dynamic design graduates welcome public attention, presenting their individual talent, seizing this unique opportunity to meet and engage with prospective employers, collectors, press and trend spotters.

The creative campaign highlights numerous designers who are linked to New Designers ; current students participating this year, previous award winners and One Year On exhibitors, whose faces are already familiar, all keen to say ‘Hello’ to design hungry audiences eager to discover the fresh ideas that New Designers is known for . It captures the energy and excitement of the event; it reflects New Designers diversity. It emphasises the enormous range and breadth of talent that visitors can expect to discover.

Print and online marketing will feature portraits of designers’ faces with the welcoming tagline of ‘Hello’. According to Alex Moshakis, creative director, at *Its Nice That*, ‘Hello’ is the perfect word for New Designers – it’s a warm greeting, an invitation, the start of a conversation. The show is all about meeting new designers and creating a connection that’s personal and full of opportunity.’

We are very excited to be working with a new creative agency and we are particularly pleased to see that they understood the importance of a face to face communication that is so much a part of New Designers. Exhibitions still provide the most efficient platform for connecting with the right people and this campaign reflects the expectations and attitudes we received through our visitor and exhibitor research. New Designers is about new beginnings, careers, thoughts and ideas. A place for new opportunities and relationships and place to meet and, as *Its Nice That* have so simply put; ‘a place to say hello’.

- Ends -

Note to editors:

**New Designers 2011 - NEW and MORE ACCESSIBLE opening times:
Premium preview days, early public day opening, additional late night**

Wednesday 29 June & Wednesday 6 July – Premium preview from 3pm – 9pm including Awards Ceremony

Thursdays (30 June & 7 July) from 10am to 8pm (new late night)

Fridays (1 & 8 July) from 10am to 6pm

Saturdays (2 & 9 July) from 10am to 6pm

Sunday CLOSED

Tickets available in advance online at www.newdesigners.com from 28 March 2011

or booking line 08448 480140 from 1st May 2011

New Designers has formed an alliance with Arts Thread which sees the newdesignersonline.co.uk directory and commissioning resource become integrated with artsthread.com to provide a comprehensive index, directory and sourcing facility, enabling anyone, wherever they are in the world, to view new and emerging design talent, whether for commission, freelance or full-time employment.

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