

Part 1: 29 June–02 July 2011

Part 2: 06 July–09 July 2011

Designersblock and Cyber-Duck present Associate Prizes at New Designers 2011 - Part 2

The University of Dundee is celebrating the success of two of its students whose final year projects – exhibited at New Designers Part 2 – have won them Associate Prizes.

Designersblock Associate Prize

Designersblock is supporting an Associate Prize at New Designers for the first time this year. The prize was awarded to Patrick Stevenson-Keating from the University of Dundee for his Quantam Parallelagraph. Patrick graduated with a BSC in Product Design. Piers Roberts of Designersblock commented, 'Patrick has made a very complex idea accessible through technology.' Patrick wins exhibition space at their London and Milan shows, as well as mentoring and office space at its Shoreditch HQ.



Piers Roberts considers New Designers to be 'a unique platform for launching new and emerging design talent and internationally recognised for presenting the best contemporary design from the UK. We feel it's important to support and invest in the UK design education and resulting new talents.'

Cyber-Duck Associate Prize

Cyber-Duck – an award winning digital agency and leaders in the field of UX, Cyber-Duck gave its award of a 12 month apprenticeship and a Nintendo DS to Rory Colsell, a graduate in digital interaction design at the University of Dundee for his project 'Play Your Part'. The Cyber-Duck team had a hard time choosing the winner. The team had to review the best in UX (User Experience) Design and Interaction Design for the web, tablet and mobile (including web apps, native apps and gaming projects)



Danny Bluestone, Managing Director of Cyber-Duck said: “Cyber-Duck were very impressed with the high level strategic thinking and commercial opportunities of ‘Play Your Part’. The end-to-end delivery of the concept and commercial potential are very high. All the students from the University of Dundee demonstrated an exceptionally high level of work”.

The conceptual platform would potentially enable any user to become an ‘ethnographic participant’ by completing tasks set by the creators of a product, service or application. The data submitted would be uploaded into an interface where the designers, producers or ethnographers could easily use this data to learn about their product or service. The Cyber-Duck team were impressed with the app produced by Rory and felt that this concept has the potential to revolutionise how designers conduct ethnographic research by bringing such a powerful concept to the design community

“Its important for us to support new talent,’ explained Danny Bluestone, ‘not only do we get to encourage the new designers but we also find inspiration. In the sphere of user experience projects, this show has an incredible amount of talent on offer.”

ENDS

Notes for editors:

New Designers is a magnetic draw for the creative industries, acting as an important resource at which to discover the fresh talent, new ideas and directional trends. The support of organisations and companies who offer awards and prizes demonstrates the design professions commitment to supporting and nurturing new talent with the intention of getting design graduates into the creative industries.

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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