



Part 1: 29 June–02 July 2011
Part 2: 06 July–09 July 2011



Picture caption – see editors note

INVENTION AND PASSION CHARACTERISE THE WINNERS OF THE NEW DESIGNERS TOP DESIGN AWARDS

Wednesday 6 July 2011:

New Designers 2011 – the show that presents the very best of the year’s graduate design all together in one great exhibition at the Business Design Centre, Islington – tonight celebrated the remarkable and inspirational leaders of the class of 2011 in Part 2.

‘The UK is a global leader in design education and bringing everyone together here under one roof demonstrates the strength of teaching. It is vital for the growth and development of the creative industries,’ says Isobel Dennis, New Designers show director.

MICHAEL WOLFF OPENED THE SHOW WITH A THOUGHT PROVOKING CALL TO ACTION

Michael Wolff opened Part 2 and presented the prestigious New Designers Awards. He began his rollercoaster journey as the co-founding partner of the iconic brand and design consultancy Wolff Olins in the mid-sixties. Now working independently, he often says that experience is not a friend of creativity. Addressing the VIP visitors and this year’s graduates he called upon the audience to solve real problems and connect people with delight He highlighted the importance of curiosity, appreciation and imagination as the key tools in a designers repertoire and encouraged them to use their creativity to change the world.

The celebrated jewellery designer Stephen Webster presented the New Designers awards in Part 1.*

Sponsored by leading brands, important industry bodies and important commercial businesses a total of 13 New Designers awards marked out the most exciting new creative talents. The awards represent paid work placements, showcase opportunities, financial rewards and valuable industry-wide recognition.

More.

THE NEW DESIGNERS 2011 AWARDS PART 2 - winners details

The Business Design Centre New Designer of the Year 2011 (Part 2) is Brinley Clark from the University of Hertfordshire for his graphic design project 'Shit or Miss'. His prize includes £1500 plus professional career development advice from Briffa, Rhodes and Rhodes and Articulate Communication.

Judges citation: 'Brinley has got design in his bones. Passionate, inspiring and intelligent, with a wicked streak of humour. His pigeon project is 'shit' - go and find out more!'

Showing typical modest charm Brinley said, "I've never won so much as a lottery ticket.' At school he had the chance to be an artist or designer and Paul Rand's book inspired him into graphic design. His family has a fairground background, 'so showmanship must be in my blood,' he continued. 'I'd love to work for Michael Wolff. I was totally star-struck when he presented the award to me. I hope that this award helps to put my university (Hertfordshire) on the map."

Brinley Clark also won the New Designers Virgin Atlantic Award for Graphic Design, with a prize that includes 2 tickets to any global destination and he intends to travel to China with his girlfriend.

The Business Design Centre New Designer of the Year Runner-Up (Part 2):

James Uren, who graduated from Bucks New University with a degree in contemporary furniture and product design won the accolade for his furniture collection. The judges cited 'James is a complete designer. He made a fully realised series of pieces with passion and intelligent thinking. He has a great balance of independent maker and commercial thinking for production.'

THE LIST OF NEW DESIGNERS AWARDS 2011

- **The New Designers Habitat Innovation Award**

Winner: Luke Diaz from Bucks New University for his ecological furniture designs

Judges citation: We admired his innovative construction and use of material. We enjoyed his overall charm, warmth and character. The low storage with woven sliding doors is a product with soul.

- **The New Designers Wilkinson Award for Product Design**

Winner: Martin Jordan from Huddersfield University for his product that makes hammering a danger-free DIY activity

Judges citation: With a core heritage in DIY, we instantly warmed to Martin's innovative DIY product. His functional, practical solution for an everyday problem was presented with great care, attention to detail and supported with a well crafted product sample. His idea has great potential to expand into a broader range of DIY products.

- **The New Designers Virgin Atlantic Award for Product Design**

Winner: Steve Green from Bournemouth University for his indoor air pollution extractor

Judges citation: We admired Steve's pioneering approach to a global issue, rigorous in his investigation, pragmatic in his delivery, socially and commercially aware. We are very proud to select the 'indoor air pollution extractor for this year's award.

More.

- **The New Designers Virgin Atlantic Award for Graphic Design**

Winner: Brinley Clark, University of Hertfordshire for his graphic design project which whittily explore 'Pigeon shit'

Judges citation: Brinley's work stood out as a great example of beautifully crafted ideas with a distinctive personality. In particular the 'Great Britain' poster and 'shit or miss' book have strong visual impact, understated personality and irreverent wit. Both are big, robust ideas that keep giving with a real depth of thinking and attention to detail.

- **The New Designers Sky Award**

Winner: Luke Newman from De Montfort University, Leicester for his tree house Autonomous Retreat

Judges citation: Don't we all want to live in a tree house? We all felt inspired by his ideas and felt his green credential aren't just 1 dimensional but he's got a real passion for sustainability. We're looking forward to Luke exploring some more of his great ideas. Well done Luke.

- **The New Designers InterContinental Hotels Group Award**

Winner: Buster Palmano from Brunel University for his redesign of the ceiling fan

Judges citation: Buster resolved many common issues with existing fans to create a really innovative solution that has many environmental benefits whilst delivering a vastly improved consumer experience.

- **The New Designers Interior Design Association Award for Spatial Design**

Winner: Oksana Akishyna from American InterContinental University, London for her urban music hall

Judges citation: Oksana's portfolio showed refreshing clarity and at times mesmerising presentation that was refined and at a professional standard.

- **New Designers 100% Design Award**

Winner: Suzie Button from West of England University for her up-cycled stools using natural rubber latex and excess-to-production newspapers

Judges citation: Through her products Suzie demonstrates genuine energy and a commitment to sharing and developing sustainable design.

- **The New Designers Best Stand Award**

Winner: Northumbria University

Judges citation: Northumbria have a huge variety of inspirational products on display. The graduates have made clever use of recycled materials-creating a highly polished and professional presentation.

More.

- **The New Designers Hallmark Award**

Winner: Lucinda Ireland from Nottingham Trent University for her innovative typography designs

Judges citation: We love the mix of hand lettering, typography, illustration and overall graphic styling. Lucinda's portfolio showcased her creative flair through considered composition and format. She has a confident use of colour with a commercial approach.

THE ONE YEAR ON AWARD

This year Jethro Macey has curated the One Year On feature showcasing the work of 50 selected designer makers who have set up in business in the past 12 months. 25 makers are presented in each part of New Designers.

- **The New Designers One Year On Award Part 2**

Winner: Neil Conley, One Year On for his oil spill inspired snow globes

Judges citation: There is a depth to Neil's practice that uses designed and crafted objects as a vehicle to engage in social moves. He is constantly pushing beyond the single discipline practice to operate as a designer. An excellent new member of Design Nation..

THE BDC NEW DESIGNER OF THE YEAR

- **The BDC New Designer of the Year Part 2**

Winner: Brinley Clark from University of Hertfordshire for his graphic design project which wittily explore 'Pigeon shit'

Prize value: £1500; £1000 of legal advice from BRIFFA; £2000 accounting and taxation advice from Rhodes & Rhodes; £500 PR consultancy from Articulate Communication

Judges citation: Brinley has got design in his bones. Passionate, inspiring and intelligent with a wicked sense of humour. His pigeon project is 'shit' – go and find out more!

- **The BDC New Designer of the Year – Runner Up**

Winner: James Uren from Bucks New University for his furniture collection

Prize value: £500

Judges citation: James is a complete designer. He made a fully realised series of pieces with passion and intelligent thinking. He has the great balance of independent maker and commercial thinking for production.

ISOBEL DENNIS, NEW DESIGNERS SHOW DIRECTOR

"The judges have been particularly impressed by the professional presentation displayed throughout the show. The organisers of New Designers continue to encourage the universities and colleges to

More.

make their displays as professional as possible to meet the expectations of the visitors' said Isobel Dennis. 'Sustainability and recycling issues are now integral to most projects - its inclusion is intuitive. We had a great team of judges with broad cross-section of knowledge and experience who were looking for the best new designer. Whilst of course the work must be exemplary, they are also selecting the person, how they interact and present themselves and it is that element that really impresses the judges and is integral to the decision process.'

ENDS

Notes for editors:

PICTURE CAPTION – L-R: Joe Mullee, financial director of the Business Design Centre; Brinley Clark, graphic designer, Hertfordshire University, winner BDC New Designer of the Year 2011 Part 2; presented by Michael Wolff.

The individual New Designers Awards are sponsored by leading brands, companies and organisations whose representatives spend hours at the show to select the winners for their awards.

The BDC New Designer of the Year award is selected by a panel of judges who represent the breadth of the design disciplines presented in Part 2.

This year the judges were:

Nick Eagleton – The Partners

Russell Cameron – Innermost

Bethan Gray – Bethan Gray

Mockie Harrison – John Lewis

Brent Dzekciorius – Phillips de Pury & Co

Martin Glover – Foster + Partners

*Stephen Webster said, ' Now in its 26th year New Designers really demonstrates the incredible depth of creativity generated in universities and colleges around the UK. Companies are already looking to you all as the next generation of designers and creatives to emerge from this hot bed of creativity; the UK, on top of that New Designers, is the best possible arena for those companies to see so many potentials under one very large roof.'

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.

For further information please contact:

Karoline Newman, Articulate Communication

Tel 020 7420 7738, email newdesigners@articulate.co.uk

PRESS OFFICE TELEPHONE NUMBER AT THE BUSINESS DESIGN CENTRE: 020 7688 5224

6 July 2011