



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

1 July 2011

NEW DESIGNERS 2011 ANNOUNCES DETAILS OF ASSOCIATE PRIZE WINNERS

Friday 1 July: New Designers awards the next generation of creative talents

Four organisations awarded Associate Prizes at New Designers Part 1, demonstrating their support and encouragement to creative enterprise and fresh design talent.

Nottingham Trent University are celebrating a double win for graduate Toni Lake who was awarded the Clothworker's Company Associate Prize as well as the Christy Carpet Associate Prize for her beautifully illustrated collection of textiles that feature intricate surface pattern. Upon receiving the awards, Toni stated "I am still in shock. I am proud of my work and university, and this gives me hope for the future and my business ambitions." Toni hopes to use the prize money to fund her dream of working for herself, using it as an initial investment to set up her own business.

Amanda Briggs-Goode, the course leader at Nottingham Trent University said, 'It is really exciting for Toni and Nottingham Trent University to be awarded two prizes at New Designers 2011. Toni's drawing and design skills have always been exceptional and we hope that this is just the beginning of her fantastic career in textile design. We are delighted that Toni has recognition amongst such creative and skilled graduates on a national stage.'

Nancy Thomson from Central St Martins won The Worshipful Company of Weavers Associate Prize, whilst Sara Fell from Plymouth College of Art and Design was awarded the Contemporary Glass Society Associate Prize. Both were delighted to have their hard work recognised and rewarded, using the prestige of the awards to further the promotion of their careers.

The outstanding level of work on display at New Designers this year is testament to the huge volume of emerging talent present across a range of design disciplines. Interestingly, two out of three of the associate prize winners were mature students, proving that it is never too late to turn creative passion into a career.

THE LIST OF NEW DESIGNERS ASSOCIATE AWARDS 2011

- **The New Designers Clothworker's Company Associate Prize**

Winner: Toni Lake, Nottingham Trent University

Judges citation: Toni Lake had an extensive, exceptional and original body of work. She showed brilliant skills in painting and drawing. Her translation from sketchbook onto fabric showed an excellent use of colour and painting technique.

- **The New Designers Worshipful Company of Weavers Associate Prize**

Winner: Nancy Thomson, Central St Martins

Judges citation: Nancy has produced an outstanding collection of beautifully woven and coloured dobby woven fabrics. Her work shows versatility and creativity with a wide commercial potential.

- **The New Designers Christy Carpets Associate Prize**

Winner: Toni Lake, Nottingham Trent University

Judges citation: We chose Toni's work because it encompasses all of the basic principles of design, demonstrating creativity and innovation. We were totally stunned and captivated by Toni's natural talent and complete collection.

- **The New Designers Contemporary Glass Society Associate Prize**

Winner: Sara Fell, Plymouth College of Art and Design

Judges citation: An outstanding body of work that both separately and collectively delivered a sophisticated and elegant concept.

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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