



Part 1: 29 June–02 July 2011

Part 2: 06 July–09 July 2011

History of New Designers 2011

In 2011 New Designers marks its 26th anniversary.

In 1985, Peta Levi MBE presented 'Young Designers' at the RIBA. It represented emerging design talent and showcased some 150 individual designers.

1986 – A new exhibition venue opened in London, the Business Design Centre (BDC), to promote design enterprise and excellence with ideas for promoting emerging design talent already in the planning. Andrew Morris, Sales and Marketing Director of the BDC, together with Peter York, the then head of marketing at the Design Council, created the 'Graduate Designers for Industry' event, opened by Sir Terence Conran at the Business Design Centre.

1988 - Both events shared similar aims and in 1988 the Business Design Centre invited 'Young Designers' to combine forces with 'Graduate Designers for Industry' and The New Designers exhibition opened at the Business Design Centre as a national showcase of the best young designers graduating from design courses throughout the UK. In its expanded format, it embraced a multitude of design disciplines ranging from industrial products, lighting and furniture to contemporary applied arts, jewellery and fashion textiles.

Until the early 1990s Peta Levi was commissioned by the Business Design Centre, to take the exhibition forward and to enhance the growing reputation of young British design talent at New Designers to an increasing audience of professional and public visitors.

From this time Upper Street Events has been evolving and developing New Designers. This dedicated team has grown New Designers' reputation, attracting sponsorship and support from the creative industries and commerce and widespread media interest in emerging design talent.

2006 – Celebrating 21 years, The Chancellor of the Exchequer, The Rt Hon Gordon Brown, MP opens New Designers. He said, 'New Designers is now a British institution; people look to it for the creative talent it produces. New Designers is unrivalled in Europe in its scope, in its scale, and in its size; in its ability to attract companies and people who are looking to hire designers in the future and I believe this is one of the most important exhibitions.'

2008 – New Designers 2008 was in memory of Peta Levi MBE 1939 – 2008 who played a crucial role in establishing New Designers and whose life was dedicated to supporting young creative talent.

2011 - New Designers marks 26 years of successfully bringing together education, private and public enterprises and the media and is a pivotal event for all involved in design. Now some 3,500 graduating designers present their creative excellence at New Designers. It is seen as the most important showcase for prospective employers, buyers, galleries, studios and public visitors who are seeking the UK's most talented new designers. New Designers is an essential resource for all who attend and an invaluable springboard for all who exhibit.