

ONE YEAR ON AT NEW DESIGNERS 2010

NEW DESIGNERS & THORSTEN VAN ELTEN invite you to apply to One Year On 2010 an exciting and exclusive opportunity for designers in their first year of business.

For the eleventh year running, New Designers is proud to present One Year On. This is a focused zone within the event showcasing a group of 50 young designers with an entrepreneurial flare and a strong body of work. The aim of One Year On is to both promote and nurture the wealth of talent of young designers & design entrepreneurs in the UK.

Buyers, collectors and press absolutely love One Year On, so this is a fantastic opportunity for you.

Thorsten van Elten will curate the show for a third year and with a new format and a new exciting location within the New Designers.

You should definitely apply if you

- Want to meet potential employers, buyers, press and industry professionals
- Have a professional attitude and are enthusiastic about your work and business
- Are committed to taking part and want to be discovered.

CRITERIA

There will be an independent panel of judges who will be selecting your work on the following criteria:

- A) You're within one year of graduating **or** have started your business after January 2009 (even if you graduated before 2009).
- B) originality and creativity in your design
- C) quality of making and presentation
- D) can show progression in your work
- E) commitment to the development of your work.

BENEFITS INCLUDE:

- Exposure to thousands of potential buyers and contacts
- 12 months' membership to www.newdesignersonline.co.uk, the most exciting design directory to hit the web.
- Opportunity to win the One Year On Award (£500 cash plus extras)
- One Year On web listing with profile and image on the main New Designers event website
- Training day to learn about presentation, costing/pricing, how to write a press release etc.
- PR and press opportunities

Due to the popularity of One Year On, and the limited amount of space, entries must be in by **Monday 15th February 2010.**

This application does not bind you legally and we require no money with your application, however you must plan to take part should you be selected for the final 60. (see dates below)



David Irwin
One Year On 08



Chloe Robertson
One Year On 09



BOSKKE
One Year On 09

thorsten van elten

For the third year running, we are delighted to welcome back Thorsten van Elten to curate One Year On for 2010. Since setting up his business in 2002 Thorsten van Elten seeks out and promotes young creative talent and produces products which are now sold in some of the best Design & Museum Shops in over 20 countries (including the Design Museum in London, MOMA in New York and Centre Pompidou in Paris). For further information about Thorsten van Elten please visit: www.thorstenvanelten.com

APPLY NOW

ENTRY DEADLINE: **Monday 15th February 2010**

It is very easy to apply and no money is required with application. Please complete the attached application form and follow all instructions carefully.

Don't let poor photography let you down – As the judges are unable to touch and feel your work, it is very important that you supply well photographed work as it is from these images that you will be selected.

COST

£333 + VAT (17.5%) = £391.28 per application, including 12 months' membership for newdesignersonline.co.uk and the One Year On training day (how to cost and price, how to get the most of the press, wholesale, trade and retail selling)

IMAGES

Images supplied must be in the following digital format: **Any application not following the guidelines cannot be considered for selection.**

Format	Labelling
<ul style="list-style-type: none">• PC ready CDrom• Format: .jpeg or .gif• Resolution: 300dpi• Image size set to approx 600 pixels wide• File size of image not to exceed 1MB	<ul style="list-style-type: none">• File Title: Each of the four images should be labelled A-D, followed by your name and a one or two word description of the image. e.g. A, John Smith, green chair.jpeg, B, John Smith, red chair.jpeg, C, John Smith, round stool.jpeg D, John Smith, oval stool.jpeg• An A4 sheet with colour thumbnails of all four images, and their corresponding file names, with your name and contact details to accompany your disc. (please note that we are unable to return your disc)• Write your name on the CD and its cover

SELECTION

A panel of industry experts will assess all applications in mid March 2010. Please Note: The selection panel's decision is final and unsuccessful applicants cannot be reconsidered*. A reserve list will be made and you will be informed if you form part of this.

*if you are not selected, you will, however, still be eligible for a discounted 12-month membership for newdesignersonline.co.uk at £50.00 + VAT (normal price £ 60.00+ VAT)

GOOD LUCK!



Suzy Masterson
One Year On 08



Linda Young
One Year On 07



Anthony Roussel
One Year On 08



Liana Pattihis
One Year On 08

GENERAL FACTS:

New Designers is unique in showcasing the work, talent and energy of Britain's leading graduate designers and is the largest and most celebrated event of its kind in the UK. Held every July in London and covering twenty design disciplines, New Designers is a pivotal event for the design industry.

newdesignersonline.co.uk is a comprehensive online directory of new design talent which has evolved from the main event. With over 900 designer members, it is an invaluable resource for the media, recruitment agencies, retail buyers and anyone interested in emerging design talent. Its user audience includes visitors Habitat, MTV, Penguin, Paul Smith, Dyson and Liberty.

VENUE:

Business Design Centre, London N1
One Year On is held in Room A of the Business Design Centre
(please see floor plan below)

DATES:

Part 1: Awards Preview Evening: 30th June 2010

Open days: 1st July – 4th July 2010

Disciplines represented: *Contemporary Applied Arts, Ceramics & Glass, Textiles, Fashion & Accessories, Jewellery & Precious Metalwork*

Part 2: Awards Preview Evening: 7th July 2010

Open days: 8th July – 11th July 2010

Disciplines represented: *Product Design, Furniture Design, Spatial Design, Visual Communication (including Graphics and Illustration)*

WEB: www.newdesigners.com www.newdesignersonline.co.uk

CHECKLIST for Applying for One Year On

- Contact details filled out including 25 word description
- Written statement
- Image description form
- (PC) CD rom with 4 images in correct format, *clearly* labelled as per instructions above
- A4 sheet of 'thumbnail' images with their respective file names to accompany CD rom

New Designers Contact: Louisa Pacifico, 020 7288 6453, louisap@upperstreetevents.co.uk



Jason Heap
One Year On 08



Jessica Preston
One Year On 07



Abigail Borg
One Year On 09