

ONE YEAR ON AT NEW DESIGNERS 2012

NEW DESIGNERS & JETHRO MACEY invite you to apply to One Year On 2012 an exciting and exclusive opportunity for designers in their first year of business.

For the thirteenth 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.

Jethro Macey will curate the show for the second year running continuing to grow on the success of the 2011 One Year On showcase.

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

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.

Apply now!

CRITERIA

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

- A) You're a graduate **or** in your first year of business which commenced after January 2011 (even if you graduated before 2011).
- 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
- 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
- Free online portfolio on Arts Thread www.artstthread.com
- 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 30th January 2012.**

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 2008



Ros Millar
One Year On 2011



BOSKKE
One Year On 09

We are delighted to announce Jethro Macey as curator of One Year On for 2012. Jethro Macey runs an award winning design practice. Working on a vast array of projects his work spans many disciplines including furniture, product & interiors. His clients include manufacturers in the UK, Italy and America alongside exhibitions with the Design Museum & educational projects with The V&A Museum and installations at Glastonbury Festival. He was voted the UK's "Top emerging design talent" by The Hospital Club, who, in association with The Independent Newspaper, selected the most influential people in the creative and media industries.
www.jethromacey.com

APPLY NOW

ENTRY DEADLINE: **Monday 30th January 2012**

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

£365 + VAT (20%) = £438 per individual including a free online portfolio plus web listing on newdesigners.com, Press and PR, dedicated 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 these 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 February 2012. 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.



Lucy Jane Foakes
One Year On 2011



Eight Years
One Year On 2011



Anthony Roussel
One Year On 2008

GOOD LUCK!

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.

VENUE:

Business Design Centre, London N1

One Year On is held in Room A on the gallery level of the Business Design Centre.

DATES:

Part 1: Awards Preview Evening 27 June 2012

Open days: 28 June – 30 June 2012

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

Part 2: Awards Preview Evening: 4 July 2012

Open days: 5 July – 7 July 2012

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

WEB: www.newdesigners.com

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

Contact:

Colin Wilary-Attew
Manager

New Designers

Direct line + 44 (0)20 7288 6453

Upper Street Events Ltd, 58 white Lion Street, N1 9PP



Sebastian Cox
One Year On 2011



Orawee Choedamphai
One Year On 2011



Abigail Borg
One Year On 09