



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



Louise Tiler, BDC New Designer of the Year Part 1

THE NEW DESIGNERS EMERGING TALENTS WIN TOP DESIGN AWARDS

Wednesday 29 June 2011: New Designers awards the next generation of creative talents

Louise Tiler, Leeds College of Art & Design wins the BDC New Designer of the Year Award Part 1

A new star on the horizon wins 3 accolades

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. And one new designer in particular caught the judges’ eyes, winning 3 different awards.

‘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.

STEPHEN WEBSTER OPENED THE SHOW

The celebrated jewellery designer Stephen Webster presented the prestigious New Designers awards to the innovative and inspirational graduate designers emerging from the class of 2011 on 29 June at the Business Design Centre. 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.

‘It’s a great honour to be asked to be part of the opening of one of the most exciting events in the design calendar,’ said Stephen as he addressed the audience and opened the show. ‘Now in its 26th year New Designers really demonstrates the incredible depth of creativity generated in the art schools 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.’

THE NEW DESIGNERS 2011 AWARDS - the names to watch

The BDC New Designer of the Year 2011 (Part 1) is Louise Tiler from Leeds College of Art & Design for her collection of surface patterns and textiles. Her prize includes £1500 plus professional career development advice from Briffa, Rhodes and Rhodes and Articulate Communication.

Judges citation: Louise's strong sense of colour and design, combining a multiplicity of hand and digital techniques were what stood out the most for the judges, together with the clear vision for the commercial potential for her work.

Louise would love to set up on her own business in due course. She has already had numerous requests for commissions. Upon hearing she had won the top award she said, 'receiving compliments from contemporaries is nice, and I have been lucky enough to win some other student prizes, but to receive recognition in the wider world from your peers confirms you are on the right track. I am doing something I love; I work my hardest at all time and I can't wait to grab all the opportunities ahead.'

Triple success for the Runner-Up:

Jill Shaddock, who graduated from Manchester School of Art, part of Manchester Metropolitan University having studied 3 dimensional design was celebrating a triple success. Her beautiful slip cast ceramics won 2 awards (the Habitat Innovation Award and the Pulse Award) and was also recognised as the Runner Up for the BDC New Designer of the Year. (see details below)

THE LIST OF NEW DESIGNERS AWARDS 2011

- **The New Designers Goldsmiths' Company Award for Jewellery**

Winner: Filipa Oliveira, Duncan of Jordanstone College of Art & Design

Judges citation: Filipa's work mixes contemporary form with the tradition of filigree bringing it into a refreshingly modern context.

- **The New Designers Goldsmiths' Company award for Silversmithing**

Winner: Bryony Jackson, Bucks New University

Judges citation: Bryony's candlesticks show a nice fluidity of movement and are designed to create a strong presence on the table.

- **The New Designers British Contract Furnishing Association Award**

Winner: Laura Daley, University for the Creative Arts, Farnham

Judges citation: Laura used photography as the inspiration to capture light and reflection to create an outstanding textile concept that transcends all market sectors.

More.

- **The New Designers Graham and Brown**

Winner: Henrietta Scholes, Bath Spa University –

Judges citation: The beautiful simplicity of this design is underpinned with carefully crafted sketches. The embossed quality will work perfectly for us. Henrietta has also demonstrated how it can be translated onto wall art products.

- **The New Designers Habitat Innovation Award**

Winner: Jill Shaddock, Manchester School of Art, part of Manchester Metropolitan University

Judges citation: This is a refined and beautifully finished collection which has clearly had to go through many processes and experimentation to arrive at this original and innovative result.

- **The New Designers Harlequin Award**

Winner: Sam Fenn-Johnson, Herriot Watt University

Judges citation: A new interior direction - we liked the qualities used, including the abstract architectural influences and directional, inspirational use of colour.

- **The New Designers Tigerprint Award**

Winner: Carrie Osborne, Leeds College of Art

Judges citation: Carrie's ebullient, lively approach to illustration wowed us. It was love at first sight! Her work is very versatile, with a personality to boot!

- **The New Designers Wilkinson Award for Commercial Surface Design***

Winner: Laura Jean Davenport, University of Huddersfield

Judges citation: An intricate and quality design. She shows a good use of illustration and colour, original mix of subject matters. We felt that this would translate really effectively onto a range of home textiles and accessories.

- **The New Designers Pulse Award**

Winner: Jill Shaddock, Manchester School of Art, part of Manchester Metropolitan University

Judges citation: Jill's ceramics are the result of ground breaking technical processes featuring sophisticated shapes and colours. Her taste and flair could also be applied to industrial products.

- **The New Designers Best Stand Award**

Winner: Hereford College of Art

Judges citation: They have created an amazing exhibition out of such an unusual space with little extra cost that allows the work to really shine.

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 1**

Winner: Elizabeth Humble, One Year On

Judges citation: Elizabeth's clarity of her brand and her ability to bring design, jewellery and trend together demonstrates her commitment to her jewellery practice over the past 12 months. A great new member for Design Nation.

THE BDC NEW DESIGNER OF THE YEAR

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

Winner: Louise Tiler, Leeds College of Art & Design

Judges citation: Louise's strong sense of colour and design, combining a multiplicity of hand and digital techniques were what stood out the most for the judges, together with the clear vision for the commercial potential for her work.

(Louise, who gained a 1st class honours degree in printed textiles and surface pattern design, has previously won various awards including Grand Prize Winner – Design X (Surtex); International Student Competition 2011; Tigerprint online card competition 2010; 1st prize – Bradford Textiles Competition (category: Prestigious Textiles Award) 2011.)

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

Winner: Jill Shaddock, Manchester School of Art, part of Manchester Metropolitan University

Prize value: £500

Judges citation: We were impressed by Jill's attention to detail, simplicity of form and a focus on keeping a high finish. We were also fascinated by the way she incorporated the working process into the surface decoration.

ISOBEL DENNIS, NEW DESIGNERS SHOW DIRECTOR SUMMARISED THE AWARDS

Following an exhilarating day with the judges Isobel Dennis, New Designers show director remarked, 'as always they (the judges) are overwhelmed by how much talent there is and wonder how they are going to make a decision. They commented on how strong contemporary applied arts is this year. There was a sense the overall standard of presentation is more professional and polished. Interesting discussion from different perspectives and knowledge and expertise.

The final six shortlisted for the top award represented the whole breadth of Part 1. Louise Tiler, the winner of the BDC New Designer of the Year Award was selected because she had a distinctive voice; her work is beautifully drawn and it hangs together as a strong body of work. She fulfils all the

criteria in that she is passionate and driven; has a real understanding of her direction and we felt will benefit from all the professional aspects of the award.

The runner up Jill Shaddock was a close contender for the beauty and simplicity of her ceramic work which the judges could see bridging contemporary craft and the commercial world.

I never tire of ND – it never fails to uplift, inspire and excite me. The spirit and expectations of the graduates is palpable.'

ENDS

Notes for editors:

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 1. This year the judges were:

Lesley Craze, Lesley Craze Gallery

Jeremy Theophilus, A FINE LINE

Liz Cichon, GP&J Baker

Beatrice Mayfield, Crafts Council

Abigail Borg, designer and past winner of the BDC New Designer of the Year 2008

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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