



# New Designers

29 June–02 July/06–09 July 2016

## New Designers 2016:

### Talks programme announced for 31<sup>st</sup> edition

**Part 1: 29 June – 02 July (Awards Preview 29 June)**

**Part 2: 06 – 09 July (Awards Preview 06 July)**

**Business Design Centre, Islington, London, N1**

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New Designers 2016 has announced an extensive and exciting programme of talks, tours and events for its 31<sup>st</sup> edition, offering a really important extension to any visitor's entry ticket. The sessions address current issues and topics pertinent to the design sector, offering invaluable support and advice to anyone in the design industry or with a love of design.

The broad programme considers topics such as entrepreneurship, the effect of the current economic climate on design, the role of design in education, micro-manufacturing, cross-disciplinary collaborations and sustainability in design. Contributing organisations include **notonthehighstreet.com**, **The Design Trust**, **Sky**, **Design-Nation**, **Just Got Made**, the **Knowledge Transfer Network (KTN)**, the **Design Museum**, **The Poundshop** and **Design Council**.

The programme features insights from established designers including, **Ella Doran**, **Shelley James**, **Rachael Taylor**, **Imogen Belfield**, **Michael Wolff** and **Ben Wright** as well as senior industry figures including **Simon Belsham**, CEO at notonthehighstreet.com, **Clive Grinyer**, Customer Experience Director at Barclays, **John Mathers**, Chief Executive at the Design Council, **Ruth Wassermann**, Head of Design at MADE.COM and **Annie Warburton**, Creative Director at Crafts Council.

**Part 1** highlights include Natalie Melton, co-founder of **The New Craftsmen** in conversation with ceramicist and woodturner Leah Jensen, and **The Design Trust Start-Up Day**, where sessions are geared at those wishing to launch and develop a successful creative business. Annie Warburton, Creative Director of the Crafts Council and makers Shelley James and John Grayson ask **What Can Science Learn from Craft?** and Selvedge founder Polly Leonard chairs **Country in the City: London's underground artisans**, talking to designers about living and working in a rural way in the context of an inner city.

At **Part 2**, Design Council Chief Executive **John Mathers** will talk to DesignStudio's **Ben Wright** on founding his own Agency, and The Design Museum present **From Hacking to Sharing: Open Design and the Role of the Designer** with curator Margaret Cabbage exploring new ways of thinking, doing and making. We all now know **3D printing**, but where will it go next? The Knowledge Transfer Network examines future applications for the technology, new materials and **Dementia-friendly** design at a series of talks.

New Designers also presents **Thursday Lates**, staying open until 8pm on 30 June (Part 1) and 07 July (Part 2), giving the opportunity to come along after work and meet this year's exhibiting designers whilst enjoying special events including tours led by **The Goldsmith's Company** and **John Lewis**.

Thursday Late Part 1: **Partnerships in the Making**, in partnership with design portfolio Design-Nation and micro-manufacturing directory Just Got Made, encourages creative cross-collaborations through **Designer Matchmaker** – a fun, fast, speed-dating style session promising one-to-one encounters between designers, curators, makers and manufacturers. Thursday Late Part 2: **Creative Thinking for Commercial Success**, in partnership with the Knowledge Transfer Network (KTN), helps accelerate innovation, solve problems and find markets for new ideas by encouraging better collaboration between science, creativity and business. Inspirational guest speakers include Clive Grinyer and Kevin McCullagh.

**All talks and tours are free to attend with a valid New Designers ticket.** Spaces are limited, so it is recommended to book places in advance to avoid disappointment. Further information can be found at: [www.newdesigners.com/talks](http://www.newdesigners.com/talks)

For more information and for tickets visit: [www.newdesigners.com](http://www.newdesigners.com)

**Ends**

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#### **Notes to editors:**

Ticket Prices:

Day Ticket: £12 in advance, £16 on the door

Valid for one day visit, Thursday – Saturday of either Part

VIP Pass: £23 in advance, £28 on the door

Unlimited access to both Part 1 and Part 2, including both Awards Previews on Wed 29 June and Wed 06 July

Preview Ticket: £18.50 in advance, £24 on the door

Valid for either Awards Previews, 3pm-9pm, Wed 29 June or Wed 06 July

Thursday Late Ticket: £7.50 in advance, £11.50 on the door

Valid for entry from 5pm-8pm on Thursday 30 June or Thursday 07 July

Concessions: £12.50

Valid Thursday – Saturday only.

Available to children aged 8 – 16 (must be accompanied by an adult), Senior Citizens, students and unwaged. Only available to buy on the door as proof of status must be shown.

Schools Day Ticket: £10 in advance

Valid on Thursday or Friday of either Part of New Designers.

Available for Year 10 and above (up to including Year 13) visiting as part of a supervised group of 6+ Must be booked in advance.

Children under 8 years (accompanied by an adult): FREE

A booking fee of £1.50 applies to all tickets purchased in advance and £2.50 per group. **Advance ticket prices end 27 June.**

# Talks & Tours Programme - Part 1

Thursday 30 June

## The Design Trust Start Up Day at New Designers



<b>10.30am</b>	<b>8 Steps to Get Started</b> Patricia van den Akker, Director of The Design Trust, kick-starts the day with inspirational advice
<b>11am</b>	<b>Myths and Howlers of IP</b> Dids Macdonald, CEO of Anti Copying in Design (ACID), will demonstrate how to protect creative ideas to maximise growth
<b>11.30am</b>	<b>Selling and Promoting Contemporary Craft</b> Invaluable advice from Clare Maddison, Director of Contemporary Applied Arts, and Grant Gibson, Editor of Crafts Magazine
<b>12.15pm</b>	<b>7 Creative Start-Up Tax Mistakes</b> Dean Shepherd, creative accountant at Tax by Design and Founder of Tax Toolkit, shows how to avoid tax mistakes
<b>12.45pm</b>	<b>Interview: Ruth Wassermann</b> Patricia talks to MADE.COM's Head of Design, revealing how the online retailer fosters emerging talent
<b>1.30pm</b>	<b>Marketing Yourself as a Creative Freelancer</b> Graphic designer, author and educator Neil Leonard shows how to attract the right clients in order to make the work you want to make
<b>2pm</b>	<b>20 Things You Need to Know About Becoming a Professional Surface Pattern Designer</b> Practical advice and tips from designer and entrepreneur Rachael Taylor
<b>2.30pm</b>	<b>Interview: Rachael Taylor &amp; Ella Doran</b> Patricia talks to two of the UK's most successful surface designers, revealing their ups and downs, diverse routes to market and tips for getting noticed.
<b>3.15pm</b>	<b>Crowdfunding for Creatives</b> How to go about launching a successful campaign with Alison Lewy, Founder of Fashion Angel
<b>3.45pm</b>	<b>A Picture is Worth a Thousand Sales</b> Photographer Yeshen Venema gives practical advice for achieving brilliant product

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Thursday Late, 30 June – 5.00pm-8.00pm

### Partnerships in the Making

In Partnership with Design Nation & Just Got Made:

6pm – 7.30pm



Have you ever wondered how designers realise ambitious projects, and which manufacturers and suppliers they need to work with to make them happen?

Join innovative design portfolio Design-Nation and micro-manufacturing directory Just Got Made to learn all about exciting, and sometimes unexpected, design collaborations. Get out of your studio! Be inspired, get involved and try brokering your own creative partnership.

#### 6pm: Collaborative Thinkers

Start thinking laterally with the help of short, lively presentations from some of the talented people that Design-Nation and Just Got Made work with.

Hear from designers, makers and micro-manufacturers, all working with their eyes, hands and minds, as well as technology old and new, to create progressive products.

Presenting will be:

- Liz Cooper – Design-Nation manager and independent curator
- Helen Kemp – founder of Just Got Made
- Katy Holford - glass and product designer and former creative director of Cumbria Crystal
- Jenny Wingfield - founder and creative director of textile manufacturer Flock
- Jayne Childs - award-winning lace designer and owner of J.C. Middlebrook
- Janet Warren - founder of digital textile printers Print Me Pretty
- Louis Ralli - product designer and founder of Ralli Design
- Snowden Flood - product designer and retailer, specialising in ceramics

#### 6.45pm: Designer Matchmaker

Stay on for a fun, fast, speed-date style session packed full of unique one-to-one encounters, both with the presenting designers and manufacturers with other special guests in the audience.

Ask the questions about processes and partnerships in craft and design that have significance for you, gain unique insight into the practices of others. Meet your creative match!

### Tours

6pm & 7pm

#### Jewellers to Watch

Join jewellery designer and New Designers alumni Imogen Belfield and The Goldsmiths'

	<p>Company and The Goldsmiths' Centre on a tour around some of the best new jewellery and silverware designers at the show.</p> <p>Tours last 45 minutes and start from The Goldsmiths' Company stand, S8, in Jewellery &amp; Contemporary Design Crafts.</p>
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## Friday 01 July

<p>10.45am – 11.30am</p> 	<p><b>Life in the Hallmark &amp; Tigerprint Studio</b></p> <p>Elaine Field, Art Director at Hallmark &amp; Tigerprint, reveals the life of the studio, from in-house libraries and art exhibits, to new product development brainstorming and workshops.</p>
<p>11.45pm – 12.30pm</p> 	<p><b>New Ceramics: Leah Jensen</b></p> <p>Natalie Melton, co-founder of The New Craftsmen in conversation with ceramicist and woodturner Leah Jensen, who was discovered at New Designers 2015. Leah will talk about her unusual process and concepts, which explore the intersection of mathematics and art, whilst Natalie will reveal what attracted The New Craftsmen to Leah work and the future plans in place for her.</p>
<p>12.45am – 1.30pm</p> 	<p><b>Empowering Creativity through Entrepreneurship</b></p> <p>CEO Simon Belsham and Creative Product Director Sally Bendelow give insight into what makes a great product for notonthehighstreet.com – from trends to design innovation – and advice on how to sell successfully online.</p>
<p>1.45pm – 2.30pm</p> 	<p><b>Creative Tools for Designers</b></p> <p>Learn about the creative possibilities of AVA's specialist software, which enables fashion, textile and surface designers to create innovative and attractive collections in the quickest possible time. Discover how you can use AVA's cutting-edge creative tools, including quick colour separations, colouring and mapping, to further your own practice.</p>
<p>2.45pm – 3.30pm</p> 	<p><b>What Can Science Learn from Craft?</b></p> <p>Annie Warburton, Creative Director of the Crafts Council, explores the role of making in science, engineering and technology. She will be joined by Shelley James and John Grayson, two makers currently participating in the Parallel Practices programme at King's College.</p>
<p>3.45pm – 4.30pm</p>	<p><b>That's My Work! Protect your designs and creativity from copycats</b></p> <p>The Intellectual Property Office's essential guide to patents, trademarks and copyright – crucial knowledge and assets for any creative business or designer.</p>

 <p>Intellectual Property Office</p>	
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## Saturday 02 July

<p>11.45am – 12.30pm</p> 	<p><b>Country in the City: London's underground artisans</b> Selvedge founder Polly Leonard talks to One Year On exhibitors Forest + Found and sustainable textile designer Carin Mansfield – successful practitioners that are living and working in a rural way, but in the context of an inner city.</p>
<p>12.45pm – 1.30pm</p> 	<p><b>Low Cost Production With an Eye For Design</b> The founders of innovative design store concept The Poundshop show you clever solutions for making low cost products. Find out how to redesign, reinvent and reuse without there being too much compromise of your creative vision.</p>
<p>1.45pm – 2.30pm</p> 	<p><b>Looking Ahead; Second Year Talk – Planning for New Designers 2017</b> An opportunity for second year student reps, course leaders, tutors and second year students to learn more about the value of exhibiting at New Designers.</p>
<p>2.45pm – 3.30pm</p> 	<p><b>Marketing Yourself on Zero Budget</b> Alex Brownless, co-founder of Arts Thread, uses his experiences of working with major brands to show how easy it is to set yourself up online and market your products or new business – and all for free!</p>

## Talks & Tours Programme - Part 2

## Thursday 07 July

<p>11.45am – 12.30pm</p> 	<p><b>DesignStudio's Ben Wright on Founding his own Agency</b>          John Mathers, Chief Executive of the Design Council, finds out how Ben started up DesignStudio, growing it into a successful global agency in just seven years. Find out how he inspires his clients to think differently about design and how he plans to keep DesignStudio at the cutting edge of creativity.</p>
<p>12.45pm – 1.30pm</p> 	<p><b>Empowering Creativity through Entrepreneurship</b>          CEO Simon Belsham and Creative Product Director Sally Bendelow give insight into what makes a great product for notonthehighstreet.com – from trends to design innovation – and advice on how to sell successfully online.</p>
<p>1.45pm – 2.30pm</p> 	<p><b>Sky Creative – an Insight into Sky's Multi-Media Creative Force</b>          Be inspired as Sky Creative takes you through the world of the multi-media agency that supports and promotes Sky on air and through nationwide 360 campaigns. A great opportunity to hear from and talk to some of the industry's most creative designers.</p>

## Thursday Late 5.00pm-8.00pm

### Creative Thinking for Commercial Success

<p>6.30pm – 7pm</p>   	<p>The Knowledge Transfer Network (KTN) accelerate innovation, solve problems and find markets for new ideas by encouraging better collaboration between science, creativity and business. Now, more than ever, cross-disciplinary thinking and ways of working are vitally important for the continuing success of the creative industries and UK economy.</p> <p>Start thinking big with inspirational words from the KTN's special-guest speakers. Find out how designers drive innovation in big business, and how creative thinking is intrinsic to commercial success.</p> <p>Hear from industry heavyweights including:</p> <p><b>Clive Grinyer - Customer Experience Director at Barclays</b>          Clive is a strong advocate for in-house design teams, having previously set up Samsung's European design studio, been Head of Design for Orange France Telecom (London and Paris) and headed up design for TAG McLaren Audio. Clive also previously worked for multi-national technology company Cisco, innovation consultancy IDEO and was one of the founders of design company Tangerine (along with Sir Jonathan Ive, head of design at Apple).</p> <p><b>Kevin McCullagh - Founder, Plan</b>          Kevin's background spans design, marketing, engineering and social forecasting. His London-based consultancy Plan focuses on product-service strategy for clients including Coca-Cola, Deutsche Telecom, Ford, HP, Lenovo, Mars, Nokia, Orange, O2, P&amp;G,</p>
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	<p>Samsung, Shell, Toyota, Unilever and Yamaha. In his previous role as a director at Seymour Powell, he founded one of Europe's first dedicated design research and strategy groups.</p> <p><u>Alex Mitchell</u>, Chair, IoD 99</p> <p><u>Barbara Walker</u>, Director, IORMA - Global Consumer Commerce Centre</p>
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## Tours

<p>6pm &amp; 7pm</p> 	<p><b>Designers to Watch – John Lewis Loves</b></p> <p>Join Philippa Prinsloo, Design Manager at John Lewis, on an exclusive tour around some of the best new designers at the show. Discover the aesthetic qualities and creative thinking that John Lewis loves, and gain an insight into the thinking of one of the world's most successful retailers.</p> <p>Tours lasts 45 minutes and start from the Tours Meeting Point on the Ground Floor.</p>
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## Friday 08 July

<p>10.45am – 11.30am</p> 	<p><b>Design for Alzheimer's and Dementia - The Inside Story</b></p> <p>800,000 people in the UK live with dementia; thoughtful design can make a real improvement to their daily experiences. Hear from an inspirational group of design-entrepreneurs as they share top tips and inside stories on bringing dementia-friendly products to market. You'll also learn about the KTN dementia innovation panel, which supports design-led start-ups across the UK with user and carer insights plus technical, financial and commercialisation advice.</p> <p>Speakers include Hazel Boyd, DesignAbility, Jon Wingrave, Alzheimer's Society and Michael Wolff, Michael Wolff &amp; Company.</p>
<p>11.45am – 12.30pm</p> 	<p><b>3D Printing Part One - Design Freedom</b></p> <p>3D printing is revolutionising many aspects of our lives - from replica aircraft parts to implants and even customised chocolates. Discover how top designers are pushing the creative possibilities of additive manufacturing technologies, and how future 3D software will make it even easier to bring your designs to life.</p> <p>Speakers include Paul Cowell, Simply Rhino, Duncan Fitzsimons, 7th Design &amp; Invention, Nick Grace, Adams Watt and Romain Kidd, My Mini Factory.</p>
<p>12.45pm – 1.30pm</p> 	<p><b>3D Printing Part Two - Material Choices</b></p> <p>Materials are key to the growth of 3D printing, and to the designer's freedom to be truly imaginative. Learn about the current realities of printing with metals, elastomers, polymers and composites and find out how designers and materials scientists might work together to improve future 3D material choices. Speakers include Sarat Babu, Betatype, Sally Beken, KTN and Richard Jackson, UCL.</p>

<p>1.45pm – 2.30pm</p> 	<p><b>From Hacking to Sharing: Open Design and the Role of the Designer</b>  Curator Margaret Cabbage and Design Museum 'Designers in Residence' alumni Clementine Blackemore and Hefin Jones, discuss the new world of 'Open' design. Hacking, co-creation, downloadable designs, and sharing of knowledge, mean that more people than ever can take on the role of the designer, whilst designers themselves are learning to adapt, becoming more outward-looking and opening the discipline to a world beyond objects that include services, environments and emerging technologies.</p>
<p>2.45pm – 3.30pm</p> 	<p><b>Life in the Hallmark &amp; Tigerprint Studio</b>  Find out what it's like to work with one of the largest groups of creative professionals in the world. Elaine Field, Art Director at Hallmark &amp; Tigerprint, reveals the hidden life of the studio, from fabulous in-house libraries and art exhibits, to new product development brainstorming and workshops.</p>
<p>3.45pm – 4.30pm</p> 	<p><b>The AOI's Guide to Being a Savvy Illustrator</b>  Get ahead of the game with all your business and industry essentials including self-promotion, copyright, licensing and the all-important skill of negotiating with clients, straight from the Association of Illustrators. Lou Bones, Membership Coordinator at the AOI, gives the advice and you can tweet questions in ahead of time to @theAOI #savvyillustration</p>

## Saturday 09 July

<p>10.45am – 11.30am</p> 	<p><b>That's My Work! Protect Your Designs and Creativity from Copycats</b>  The Intellectual Property Office's essential guide to patents, trademarks and copyright – crucial knowledge and assets for any creative business or designer.</p>
<p>12.45pm – 1.30pm</p> 	<p><b>Low Cost Production With an Eye For Design</b>  The founders of innovative design store concept The Poundshop show clever solutions for making low cost products. Find out how to redesign, reinvent and reuse without there being too much compromise of your creative vision.</p>
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