

# NEW. DESIGNERS

27 JUNE – 7 JULY 2018  
BUSINESS DESIGN CENTRE, ISLINGTON

## PIONEERS OF PRODUCT: FROM SUSTAINABLE SURFACES TO POLITICAL STATEMENTS

HIGHLIGHTS FROM NEW DESIGNERS – WEEK 2



Afrofuturist ash-wood chair by Mac Collins (Northumbria University) New Designers Belmond Award-winner. Photography by Mark Cocksedge.

After a triumphant opening for **New Designers 2018** last week, which saw several thousand visitors pack into the halls of Islington's Business Design Centre to meet the next design generation, the venue has now been transformed for Week 2, with a different set of disciplines in the spotlight.

Yesterday, the industrial designer and founder of Layer, **Benjamin Hubert**, formally opened the second stage of the event, welcoming around 1,500 graduate designers working at the vanguard of **Product, Industrial, Automotive, Furniture and Interior Design**, alongside their peers in **Graphic Design, Illustration, Animation, Gaming and Motion Arts**.

*"New Designers is a great launch pad and melting pot of talent that can potentially make the difference in how we live in the future through the power of design"*

- Benjamin Hubert

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Week 2, New Designers. Photography by Mark Cocksedge.

From now until **5pm, Saturday 7 July**, New Designers visitors will come face-to-face with an astounding array of never-before-seen products, artworks, materials and ideas from graduates of around **200 universities**. Courses on show are from right across the UK, with exhibitors ranging from award-winning illustration from Falmouth University's BA Illustration course to live hand carving of car models by graduates of Coventry University's BA Automotive and Transport Design.

Over the course of the show, **more than 3,000 graduates** will have exhibited, alongside **100 freshly established design businesses** selected to showcase their unique products for **One Year In**.

Visitors can also take advantage of a diverse daily **talks programme** running throughout the next three days. Offering fresh perspectives and practical insights from industry-leading businesses and individuals. Talks range from crash courses in intellectual property and Kickstarter-funding design projects to panel discussions on the future of the design economy. Several of New Designers' **43 big-name brand sponsors** are hosting events, including a behind-the-scenes look at the product-design process from the **Sainsbury's/Argos Home design studio**; a hands-on (and potentially messy) colour workshop from **Dulux** creative director Marianne Shillingford where you can invent your very own colour; plus a masterclass in illustration, animation and motion design from creative network, **The Dots**.

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## WEEK 2 DESIGN TRENDS

Across the spectrum of disciplines on display, a number of **material, process** and **thematic trends** are clearly identifiable among this year's exhibitors – both on the graduate stands and at One Year In.

### HEALTH & WELLBEING

Many emerging designers are employing design thinking to address public-health challenges or nurture social wellbeing in ingenious new ways.

- **Qili Chen** (Kingston School of Art) has responded to the aridity of the climate in the Hong Kong region of China, where she grew up, with a sculptural ceramic object that hydrates the air – and, thanks to the use of aquachromic ink, changes colour when water levels are low.
- **Poppy Pippin** (Kingston School of Art) has also tackled air quality, with a series of tiles that are designed to promote moss growth and thus remove carbon dioxide.
- **Jamie Moseley** (University of Plymouth) has developed an alternative to existing lighting products designed to alleviate Seasonal Affective Disorder – Moseley's light rotates throughout the day, changing colour and shifting mood as time passes.



Sculptural ceramic object by Qili Chen (Kingston School of Art). Photography by Mark Cocksedge.

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## SUSTAINABLE SURFACES

Material sustainability is at the heart of a growing number of exhibitors' practice, and this year's New Designers presents an abundance of creative approaches to rethinking natural substances, recycling used products and repurposing waste to create intriguing new forms and surface textures.

- **Sam Lander** (One Year In) has converted a washing machine into a centrifuge that transforms waste polystyrene packaging into a structural material that can be coloured and used to construct furniture.
- **Antonia Packham** (University of Brighton) directly addresses the growing environmental problem of plastic with a project exploring the potential uses of 'plastiglomerate' – the stone-like material formed when sand, wood and shells meld with molten ocean plastic.
- **Laura-Jane Atkinson** (One Year In) presents the LIO collection from LINO LAB – a project designed to celebrate the lesser-known qualities of real, all-natural and environmentally friendly linoleum and explore its uses as a craft material, not just a floor covering.
- **Will Pankhurst** (Kingston School of Art) has repurposed high-street shopping bags to create an upcycled paper jacket, dipping the reclaimed paper in wax to make it waterproof and durable.



Plastiglomerate products by Antonia Packham (University of Brighton). Photography by Mark Cocksedge.

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## URBAN LIVING

As our cities expand, our living spaces contract, and homes become less permanent. The next generation of designers is responding to the constraints of increasing urbanisation, finding possibilities for innovation in smaller spaces and more itinerant lifestyles.

- **FELIX** (One Year In) has introduced the Nomad range of furniture to enable users to maximise the use of compact living space by making them easily reconfigurable. Each piece is designed to stay with its owner throughout their life, as they move from place to place.
- **Graihagh Watson** (Nottingham Trent University) presents Norma, a flat-pack curved-wood clothing rail that can be rapidly assembled by hand, without tools or fixings.
- New Designers Made TalentLAB Award-winner **Adele Marie Sison** (Nottingham Trent University) has created Alessia, a modular sofa range that can be quickly and easily transformed from a standard sofa to a corner sofa, chair footstool, and even a bed – with a mattress fitted into the sofa base and a feather duvet, pillow and mattress topper zipped into the cushions.

*“My project, Alessia, is a modular sofa that turns from bed to sofa and has multi-functional aspects to it. I definitely looked at a lot of research, but also at my own life – I’m young and I’ve moved country a lot of times and found that there’s a need for adaptability and versatility. I’ve designed something for my peers and people like me who need that versatility and freedom to move.”*

– Adele Marie Sison



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## GEOMETRICS

Striking, simple shapes and the patterns of geometry are widely in evidence across the exhibition hall – not only in graphic design, but informing the aesthetics in other disciplines too.

- **Elliot Beacock** (Norwich University of the Arts) expresses his interest in the visual language of shapes and symbols in both publication design and a range of patterned, UV-printed tiles.
- **Vanessa Stopforth** (One Year In), a former New Designers graduate exhibitor, returns to the exhibition with a range of laser-cut boxes and blocks featuring bold geometric shapes.
- **Anna Evseeva** (Manchester School of Art) presents her Spectrum table. Its hand-carved marquetry top is inspired by the abstract work of Wassily Kandinsky, with the artist's signature play of colour replaced by a geometric pattern of timbers in different hues.



UV-printed tiles by Elliot Beacock (Norwich University of the Arts). Photography by Mark Cocksedge.

## POLITICS, ETHICS & IDENTITY

From the playful and satirical to the urgent and earnest, in a period of considerable political and societal upheaval, it's no surprise that the designers are engaging with many of the issues and concerns facing their generation through their creative output.

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- **Poppy Booth** (Kingston University of Art) challenges consumerist models and the innovation impulse in the design industry itself with a collection of humorous but provocative products – including the Soapbox for Nihilists and Megaphone for Introverts, both a response to the age of protest.
- **George Goodwin** (Plymouth College of Art) has channelled his environmental beliefs and staunch anti-hunting stance into Don't Shoot The Long-Tailed Tiger, an intricately illustrated kids' activity book with all-ages appeal.
- **Isabel Goodman** (University of Brighton) has developed a playful but pointed array of products in response to the modern political landscape in the UK, encompassing Brexit, the NHS and Southern Rail strikes.



Soap Box for Nihilists and Megaphone for Introverts and Walking Stick Spade by Poppy Booth (Kingston University). Photography by Poppy Booth.

**New Designers Belmond Award-winner Mac Collins** (Northumbria University) has drawn inspiration from his African cultural heritage to create an Afrofuturist ash-wood chair in vivid ultramarine. With an imposing back and spearlike armrests, the throne-like chair frames and empowers its occupant.

*“Throughout the first two years of my course I based all of my designs on Japanese and European influences because they’re so good at furniture making, but then I realised I actually have a really rich heritage of my own that I could be commenting on. So I started looking into my own ancestry and how I ended up in the UK. It took me down quite a dark road to the beginnings of slavery and I felt really powerless and frustrated when I was reading these things. The throne I’ve created is a response to that, it throws it completely on its head and has the power to empower, rather than oppress. I definitely think designers have the power to change things. Throughout the research phase of project I was looking into movements that are becoming popular now, such as Afrofuturism and Afrocentrism. You take cultures that have been portrayed in negative ways and find the positives.”*

– Mac Collins, Northumbria University

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## NEW DESIGNERS AWARDS HIGHLIGHTS

Yesterday (4 July) also marked the second and final event of the **New Designers Awards Previews** – 29 Awards and Associate Prizes were presented to the most innovative and exciting of this year's exhibitors by New Designers and its sponsors. Prizes ranged from cash awards of up to £1,000 to placements and mentoring with the sponsors' design teams.

### Week 2 awards included:

#### **Business Design Centre New Designer Of The Year**

**Prize:** £1500 cash prize from the Business Design Centre and £1000 worth of legal advice from specialist intellectual property lawyers, Briffa, including a year's free membership to their DesignProtect insurance service.

**Winner:** Patrice Watson, University of the West of England, VC25

*"The Slavery Museum is my winning project. I am Arawak Indian and this topic is incredibly personal to me. I have different floors within my Slavery Museum: the ground floor explores slave voyages and the stories descended from those; the mistreatment and the harsh brutalities of being taken away from your motherland. The second floor, draws on the slave trade in Bristol, and references the harbourside where it was rife. The materials I have used are traded materials; brass which was melted down and referred to as liquid gold – a material cheap to make but considered rich because of the colour, and glass beads; both of which were traded in Africa in return for slaves. I feel really empowered by design and that I have this tool at my disposal to tell stories. I don't look at my work and think it is amazing, I just look at it and think I tried hard. The fact that someone else can look and be moved by my work is a really nice feeling."*



Patrice Watson (University of the West of England) winner of the Business Design Centre New Designer Of The Year. Photography by Mark Cocksedge.

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## New Designers One Year In Development Award

**Prize:** £500 worth of [Moo.com](https://www.moo.com) credit plus one-year free membership, a showcase exhibition at the National Centre for Craft & Design from Design-Nation and £500 worth of online training from Design Trust

**Winner:** Lucy Grainge

*"My project is all about dyslexia. I'm dyslexic and all my friends are at art school and I started questioning what the link between dyslexia and creativity is. I created a collection of books about it. I went into Waterstones and noticed there aren't books about what it feels like to be dyslexic, and that it's about more than just spelling.*

*I also do three days a week at a community arts job in Glasgow and I've also been on an employability course where I was an assistant art tutor. It was 16-18 year olds and a lot of them had dropped out of school and were dyslexic and hadn't had a lot of the support some people get. Some of them were struggling to find jobs because they couldn't write CVs. It made me realise how important this project is – dyslexia is a different way of looking at things. There are challenges and there are strengths, but unfortunately our education system doesn't suit the dyslexic mind."*



Lucy Grainge winner of the New Designers One Year In Development Award. Photography by Mark Cocksedge.

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## New Designers John Lewis Award for Design and Innovation

**Prize:** £1000 to support the development of the winner's design career, plus an opportunity to visit the John Lewis Design team at their Head Office.

**Winner:** Daniel Becconsall, Design For Industry at Northumbria University, FP7

*"My project is a set of modular magnetic wooden toys designed to enhance play, but not overtake it. I've done a few projects based around teaching through fun and play. The main reason I'm interested in it is because I have a younger brother who is autistic – I've spent a lot of time with him figuring out how he plays. I look at schools with kids going in at four or five years old and they're entering systems that they're not ready for. Learning through play is far more valuable than book-based learning. Technically, there is a correct way to assemble the toy, but there's far more value in doing it 'wrong'."*



Daniel Becconsall (Design For Industry at Northumbria University), winner of the New Designers John Lewis Award for Design and Innovation. Photography by Mark Cocksedge

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## New Designers Joseph Joseph Brilliantly Useful Award

**Prize:** A six-week paid internship with Joseph Joseph plus £500 to spend on Joseph Joseph products

**Winner:** Blair McIntosh

*“My project was called the hygienic home and it’s designed to improve the cleaning experience for the older generation. I wanted to design something more conscious of our modern behaviours and also the ways our homes are changing. It was a brief I picked ups from the RSA but I enjoyed the process so much I decided to bring it to New Designers.”*



Blair McIntosh, winner of the New Designers Joseph Joseph Brilliantly Useful Award. Photography by Mark Cocksedge.

## New Designers Virgin Atlantic Award

**Prize:** Two weeks’ work experience with the Virgin Atlantic in-house design team, and two Virgin Atlantic Premium tickets to New York

**Winner:** Charlotte Wilton, Loughborough University, FP42

*“My project is to empower the homeless and improve their lives through a cashless donation system, trying to breakdown the barrier between the homeless and the general public and to improve personal safety with a personal alarm. I worked with Crisis at Christmas and during my placement year I was working in King’s Cross, which is pretty much a homeless hub. I would come in half an hour early and just spend time chatting to people. I think the design industry can have a really positive impact on homelessness but it has to be done in the right way. We have to really work with the homeless people themselves. The only way you can effectively design for these minorities and groups without universal experiences is to engage with them, and I think there’s room for it.”*

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The full list of awards and winners for both Week 1 and Week 2 is available to view at [newdesigners.com](http://newdesigners.com)



Charlotte Wilton (Loughborough University), winner of the New Designers Virgin Atlantic Award.

Photography by Mark Cocksedge.

## NOTES FOR EDITORS

### ABOUT NEW DESIGNERS 2018

Bursting with ambition and radical ideas, New Designers 2018 unveils the imaginations set to shape the design world of tomorrow. Over two weeks, and spanning every discipline in modern making, the event presents the work of more than 3,000 hand-picked design talents currently in education. Discover disruptive new thinking, meet the pacesetters, and get a first look at our creative future.

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