

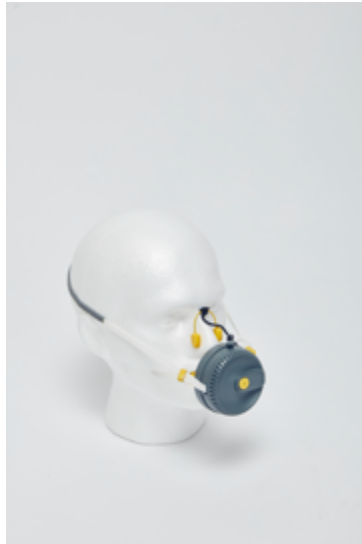
# NEW. DESIGNERS

26 JUNE – 6 JULY 2019  
BUSINESS DESIGN CENTRE, LONDON N1

**For immediate release: 4 July 2019**

## **DESIGN FOR TOWER BLOCK FIRE EVACUATION DEVICE WINS NEW DESIGNER OF THE YEAR AWARD**

An industrial design graduate who has created a fire evacuation breathing apparatus in response to tower block fire safety concerns has been awarded the £1,500 New Designer of the Year Award. The award was announced at the launch of Week Two of New Designers in London last night.



Rimal Bhatt, a graduate from the University of Hertfordshire and one of the 1,500 emerging talents currently showing their work at the New Designers exhibition, started developing his design following the Grenfell fire in 2017. His respirator mask design is coupled with radio frequency technology that tracks when people enter and exit a building and can also log the number of people still inside. The premise of the design is for it to be low-cost and easy to use, and the Award judges described it as *'a very simple solution to a very current issue.'*

The New Designer of the Year Award is the top accolade at New Designers, which runs an Awards programme in partnership with leading design brands and organisations. Other 2019 winners include the New Designer of the Year Runner Up, Jenna Maudlin, a University of Dundee graduate whose *Play.world* interactive playsuit has been designed to try and get kids to be more active by transforming screen time into a full-body experience; Belmont Award-winner Laila Laurel from Brighton University, whose 'a solution for man spreading' chairs reverse the typical seating positions of a man and a woman; and Linda Scerpella from Brunel University, who won the Pentland Brands Award for her motion-graphics plastic pollution awareness campaign.



New Designers is a two-week celebration of the future of design, bringing together emerging talents from over 170 creative courses. Week Two, which runs until Saturday 6 July, brings together 1,500 graduate design talents working in Furniture, Product, Industrial, Spatial Design, Graphic Design, Illustration, Animation, Motion & Digital Arts. The New Designers Awards reward the most creative and forward-thinking talents and in Week Two are presented in partnership with 20 design brands and organisations including John Lewis, The Conran Shop, 100% Design and LEGO. The prizes, which include cash, professional advice and paid work placements, offer graduates vital support as they embark on their creative careers.

New Designers Part Two was officially opened by celebrated homeware and furniture designer, Bethan Gray who commented: *'It is an honour to be asked to open New Designers Part Two. Twenty-one years ago – almost to the day – I won an Innovation Award at New Designers and it launched my career. It is a show that is very close to my heart.'*

New Designers takes place at the Business Design Centre, London N1, in two, four-day parts, each devoted to a different set of creative disciplines:

- Week One (which this year ran from 26 to 29 June) covering: Textiles & Fashion, Costume Design, Jewellery & Precious Metalwork, Ceramics & Glass, Contemporary Design Crafts, One Year In.
- Week Two takes place until Saturday 6 July covering: Furniture, Product & Industrial Design, Spatial Design and Interiors, Graphic Design, Illustration & Animation, Motion and Digital Arts, One Year In.

New Designers ticket prices start from £10.50 and are available on the door or from the website:

[www.newdesigners.com](http://www.newdesigners.com)

**ENDS**

For more press information, please contact Iliana Taliotis on +44 (0)7931 341 112 or [mail@ilianataliotis.com](mailto:mail@ilianataliotis.com)

## NOTES TO EDITORS

The full set of New Designers 2019 Award winners in Week Two are as follows, and images of their work can be downloaded from the following link:

[https://www.dropbox.com/sh/181ea7htwyk6agx/AADBdhMKdeUjqjy\\_IWebkV72a?dl=0](https://www.dropbox.com/sh/181ea7htwyk6agx/AADBdhMKdeUjqjy_IWebkV72a?dl=0)

### **Business Design Centre New Designer of the Year**

**Winner: Rimal Bhatt, University of Hertfordshire, Stand FP74**

**Title of work:** FEBA (*Fire Evacuation Breathing Apparatus*)

**Description of work:** A respirator mask design coupled with radio frequency technology that tracks when people enter and exit a building and can also log the number of people still inside.

**Judges' comment:** *'A very simple, easy to implement solution to a very current issue. Good to see a very positive and worthwhile response at a timely moment to a pertinent cause.'*

**Prize:** £1,500, plus £1,000 worth of legal advice from intellectual property lawyers Briffa and a year's free membership to their Design Protect insurance service.

### **New Designer of the Year: Runner Up**

**Winner: Jenna Maudlin, DJCAD University of Dundee, Digital Interaction Design, FP5**

**Title of work:** *Play.Suit*

**Description of work:** An interactive play suits to encourage kids to be more active and transform screen time into a more full-body experience. The playsuit comes with an app for parents to use to set goals, track development and give rewards.

**Judges' comment:** *'The depth of research Jenna has immersed herself in and the challenge she faced in realising this project was immense. As a designer she covered huge ground from game play to motion graphics. An effective solution to a social need.'*

**Prize:** £500

### **New Designers One Year In Award**

**Winner: Katie Putt, One Year In**

**Title of work:** *A collection of wall hangings*

**Description of work:** A collection of wall hangings influenced by traditional education posters exploring natural history and botanical themes.

**Judges' comment:** *'Exceptional detailed drawing skills representing traditional motifs in a contemporary context, encapsulating memory and narratives. Whilst already a complete package, we look very much forward to helping Katie realize the bigger dreams and potential of her practice.'*

**Prize:** £500 Moo.com credit, one-year free membership for Design Nation, a showcase exhibition at the National Centre for Craft and Design and £500 worth of online training with the Design Trust.

### **New Designers John Lewis Award for Design and Innovation**

**Winner: Richard Blizzard, Nottingham Trent University, Product Design, Stand FP48**

**Title of work:** *apt.*

**Description of work:** Adaptable open shelving system that's suitable for all stages in life. Custom framing and easy slot shelves, apt. is designed for people with busy lifestyles who have an appreciation for quality design.

**Judges' comment:** *'Flexible living and customisable displaying of possessions.'*

**Prize:** £1,000 to support their design career and an opportunity to visit the John Lewis Design team.

### **New Designers Sainsbury's Argos Home Award**

**Winner: Will Hudson, Sheffield Hallam, Product design: furniture, Stand FP61**

**Title of work:** *Thea*

**Description of work:** Modular seating incorporating lean thinking, sustainability and British sourcing into a beautiful light and efficient product.

**Judges' comment:** *'Will presented an impressive portfolio which demonstrated strong design aesthetics across a broad range of products. His modular seating product addresses current consumer needs while maintaining a strong sense of design.'*

**Prize:** £500 prize.

### **New Designers Kingfisher Design Talent Award**

**Winner:** James Parry, Liverpool John Moores University, Product design and engineering, Stand FP86

**Title of work:** *Servi+*

**Description of work:** An accessible HPV home testing kit that aims to break down the barriers for women to have smear tests.

**Judges' comment:** *'This piece reflects a deep understanding of consumer needs and demonstrates a clear solution and function. It gives back empowerment on a taboo subjects, providing a kit that is accessible, user-friendly, intuitive and stress-free. It is also commercial and shows a large long-term potential cost savings across multiple industry channels.'*

**Prize:** £1,000 and social media coverage on Kingfisher's channels.

### **New Designers Hallmark Studio Award**

**Winner:** Sarah Batchelor, UWE Bristol, Interior Design, Stand VC25

**Title of work:** *Paper Denim Chair*

**Description of work:** A chair that turns waste into resource. The work is created from a mixture of waste paper and used denim, which is shredded, blended with jesmonite and compacted to make a solid chair.

**Judges' comment:** *'We love Sarah's work because of her innovative and responsible use of materials. Importantly for us, she was an absolute pleasure to meet, truly engaging in all respects.'*

**Prize:** Four-week paid studio placement.

### **New Designers 'The Conran Shop' Award**

**Winner:** Huw Evans, University of Plymouth, 3D Design, Stand FP38

**Title of work:** *Concertina Collection*

**Description of work:** Chair, pendant shade, side table and table light created using a technique for methodically processing timber so that it can be stretched and made into different forms. These forms become components that have used in different aspects of the furniture collection, such as the seat of a chair or the diffuser from the pendant lampshade.

**Judges' comment:** *'An Innovative technique that has opportunities in both furniture lighting, and lifestyle products. All these categories are central to The Conran Shop edit. The design has a connection to early designs of Sir Terence Conran. Huw is also passionate and articulate about his design.'*

**Prize:** £3,000 towards career development OR a three to six-month placement/ internship in The Conran Shop's London headquarters.

### **New Designers W'innovate & Wilko Award**

**Winner:** Joe Deakin, Birmingham City University, Product & Furniture, Stand FP59

**Title of work:** *Embed*

**Description of work:** Range of kitchen accessories designed to utilise lost space within the kitchen environment, such as a knife locking system embedded into counter top and a pop-up salt and pepper storage holder.

**Judges' comment:** *'A simplistic solution to everyday kitchen safety that also utilises unused space.'*

**Prize:** £1,000 and a two-week work placement at W'innovate with a contribution of up to £500 towards expenses.

### **New Designers LEGO Award for Playful Creativity**

**Winner:** Katy Thomas, Nottingham Trent University, Product Design, Stand FP50

**Title of work:** *emoshi*

**Description of work:** a product designed to reduce children's stress and anxiety when staying in paediatric wards – helps them to learn how to communicate their emotions.

**Judges' comment:** *'Katy has designed a creative solution to a real world problem of kids expressing their emotions. Her play experience breaks down the communication barriers between children, parents and carers through the means of play. Katy has also shown a strong understanding of the target group. It's simple! It's feasible! And it's fun! Everything is awesome.'*

**Prize:** A visit to the LEGO headquarters in Denmark and professional coaching from the LEGO Creative Play's Vice President of Innovation.

### **New Designers Kenwood Appliances Award**

**Winner:** Jack Williams, Sheffield Hallam University, Product design, Stand FP1

**Title of work:** *Compact food processor*

**Description of work:** A self contained food processor designed to maximise storage and reduce clutter in small kitchens whilst not compromising on performance or functionality.

**Judges' comment:**

**Prize:** £1,000 towards career development, the opportunity to complete a design project under the guidance of the Kenwood Design office and the opportunity to present this to the Kenwood New Product Development team.

### **New Designers Belmond New Designers Award**

**Winner:** Laila Laurel, University of Brighton, Stand FP29

**Title of work:** *A solution for man spreading*

**Description of work:** a pair of wooden chairs encouraging reversal of the typical seating positions of a man and a woman.

**Judges' comment:** *'A bold, purpose-driven design that explores the important role of design in informing space, a person's behavior and societal issues of today.'*

**Prize:** A commission to design a product for one of Belmond's distinctive and much-loved properties.

### **New Designers Joseph Joseph Brilliantly Useful Award**

**Winner:** Ollie Mosley, Sheffield Hallam University, Product Design, Stand FFP1

**Title of work:** *Omos vault stove*

**Description of work:** An electrical alternative to the traditional gas camping stove.

**Judges' comments:** *'A strong commercial solution to a multi-layered problem. From insight through to branding and packaging, we were impressed with Ollie's holistic approach and attention to detail.'*

**Prize:** Six-week paid internship at the Joseph Joseph Head Office and £500 to spend on Joseph Joseph products.

### **New Designers Pentland Brands Award**

**Winner:** Linda Scerpella, Brunel University, Visual Effects and Motion Graphics, Stand VC13

**Title of work:** *Invisible plastics*

**Description of work:** A motion-graphics awareness campaign showcasing the beauty of ocean plastics to increase awareness of plastic pollution.

**Judges' comment:** *'Linda delivered a professional, thought-provoking presentation alongside demonstrating skills in a broad range of disciplines. We sensed Linda's hardworking ethos and excitement to learn.'*

**Prize:** Two-month paid placement with Pentland Brands.

### **New Designers Zizzi Fresh Talent Award**

**Winner:** Phoebe Gale, Manchester School of Art, Illustration & Animation, Stand VC14

**Title of work:** *City in Motion*

**Description of work:** A series of prints, books and book layouts inspired by Phoebe's move from rural Kent to the urban setting of Manchester. The work conveys the heartbeat of Manchester as a dense, diverse and ever-changing city.

**Judges' comment:** *'We were blown away by Phoebe's passion and energy that came across in her cityscape artwork. It tells an emotional story with energetic line work and layering, and we'd love to work with her in the future.'*

**Prize:** £1000 and the opportunity to create and install a bespoke piece of art for one of the Zizzi restaurants.

### **New Designers MADE.COM's TalentLAB Award for Standout Design**

**Winner:** Tristan Hibberd, Kingston University, Product & Furniture, Stand PF55

**Title of work:** *Clip shelving*

**Description of work:** Modular shelving system designed around the natural spring that you get when you laminate layers of plywood together. Brackets are all inter-changeable/ shelves can be moved around very quickly.

**Judges' comment:** *'Clever use of material, flexibility in function, understanding the material's character and providing an innovative fixing method. Great soft aesthetic-tactile, has the potential to be scaled.'*

**Prize:** Five, one-hour design mentorship sessions with one of leading MADE.COM designers.

### **New Designers GES Exhibit and Events Prize**

**Winner: Anika Chowdhury, Coventry University, Interior Architecture and Design, Stand FP66**

**Title of work:** *Creative co-working economy*

**Description of work:** A creative, hybrid co-working hub which brings art and design graduates together from diverse industries and cultures to collaborate and network with professionals in the design industry. The hub includes professional art studios, work hubs with different privacy levels, open plan co-working spaces and meeting rooms.

**Judges' comment:** *'Articulate description of her work, strong rationale and reasons for design direction. Enthusiasm was expressed well.'*

**Prize:** Full time Junior Designer position at GES Sheffield office working for blue chip clients in the Aerospace and Healthcare sectors.

### **New Designers Joseph Stannah Award**

**Winner: James Seal, Huddersfield University, Product Design, Stand FP32**

**Title of work:** Grace

**Description of work:** A colostomy bag designed to give holistic approach to ostomy living.

**Judges' comment:** *'Tackled a difficult subject matter with passion and commitment. He showed empathy, depth of research, resulting in a well-executed end design.'*

**Prize:** £1,000 towards career development and a six-week paid placement in the Stannah design office.

### **New Designers 100% Design Award**

**Winner: Benjamin Stanton, Sheffield Hallam, Product design & furniture, Stand FP61**

**Title of work:** Oak frame and denim shelving unit

**Description of work:** Looking to the fashion and textile industry and how we can harness waste that goes into landfill, this work is created from denim waste compressed with bio resin to make corrugated denim boards. These are used as shelves incorporated into the hardwood oak frame.

**Judges' comment:** *'This product was selected for its commercial viability, and made unique by repurposing of waste material produced by another industry. The judges were impressed with its potential for multiple applications beyond furniture design.'*

**Prize:** £500 Moo.com credit, free membership to Design Nation and The Design Trust Business Club and a showcase exhibition at the National Centre for Craft and Design.

### **New Designers Best Stand Award**

**Winner: University of Brighton, Stand FP16**

**Prize:** A trophy, certificate and champagne, acknowledgement in the event awards press release plus an image and details under award winners on [www.newdesigners.com](http://www.newdesigners.com)

### **About New Designers 2019**

Bursting with ambition and radical ideas, New Designers 2019 unveils incredible new talent 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. Visitors to the show will discover disruptive new thinking, meet the pacesetters, and get a first look at our creative future.

Instagram @newdesigners Twitter @newdesigners Facebook /newdesignersevent

#ND19