

ARDS AND AWARDS

ROYAL DOULTON

LONDON 1815

THE ROYAL DOULTON TABLEWARE AWARD

SPONSORED BY: ROYAL DOULTON

BACKGROUND

London is a City of Stories and Flavours - a melting pot for open minds and cultures, where imperfections spark ideas and food is an invitation. To connect with meaning, form friendships, explore, inspire and be inspired. Share the plate, the story, Royal Doulton a life made of meaningful moments.

Since 1815, Royal Doulton has been at the forefront of contemporary design and craftsmanship, bringing premium quality tableware with a unique and individual look to everyone's table. For over 200 years Royal Doulton has embraced cultural diversity and been inspired by the stories and flavours from the colourful urban villages of our home city - London.

Today Royal Doulton is a global lifestyle brand with products designed to create meaningful and authentic connections around food. Royal Doulton continues to work with leading talent from many creative disciplines - recent design collaborations have included Barber Osgerby, Gordon Ramsay and Ellen DeGeneres.

THE BRIEF

Their award for New Designers seeks to uncover the next new name and trend in contemporary tableware. With a view to the future, their work should demonstrate not only the designer's personality but also fit with the Royal Doulton design ethos understanding of the changing needs and wants of the modern consumer and their lifestyle.

Supporting Documents: [Royal Doulton 2020 Campaign Press Release](#)

PRIZE

The prize given includes a two-week internship with our design team based at the UK headquarters in Stoke-on-Trent; a chance to see new product realisation from concept through to launch and gain invaluable inside knowledge of the design process within a global design-led company. A Royal Doulton 16pc dinner service of their choice will also be gifted. A £500 monetary prize is also offered.

CRITERIA

The award will be given to a product that recognises the aspirations and requirements of today's cus-

tomers and demonstrates creativity, market research, sustainability and commercial understanding. Designs can be from across the 'tableware' category, e.g plates, bowls, mugs, serveware...

SUBMISSION

All applications are digital submissions only and may be supported by overview description, digital images and/or video.

Accompanying text should be no more than 500 words and be contained to five slides maximum.

All awards submissions must be emailed to NDAWARDS@UPPERSTREETEVENTS.CO.UK

Please make sure you carefully read our Terms and Conditions before submitting your work and only send one email per application.

If your file size is too large to send via email you may use the file transferring site wetransfer.com

You must include the below information within the email in this format (whether sending via email or wetransfer.com) for your submission to be valid:

NAME

UNIVERSITY

COURSE

UNIQUE ID NUMBER (these have been sent to your course leader and are the way we will validate your entry)

AWARD ENTERED

TITLE OF PROJECT

**Please note NDAWARDS@UPPERSTREETEVENTS.CO.UK is an unmonitored inbox and we will not be responding to queries sent to this address.



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Rules for Entering

Presented by Upper Street Events, Organisers of New Designers

Rules and Terms of Entry into the Virtual Competition 2020

In addition to the specific requirements of each competition category, the following rules and regulations are common to all:

1. The submission deadline is 23.59 on Friday 14th August 2020. Entries received after the closing date will not be considered.
2. One submission per designer may be entered into each category
3. Designers can enter multiple award categories.
4. The submission for each category must be individual to that brief. The same project can not be entered into multiple categories.
5. All entrants must be aware that through their participation, both the organisers(Upper Street Events Ltd) and the award sponsor will have the right to utilise photographs of the work within their own promotional publications and digital platforms, approved publications or within magazines and newspapers. Occasionally, work may be also seen on television. Where possible, the artist will receive full credit. Entrants shall retain the copyright in the work but shall grant to New Designers, and all of the websites, social media sites and other businesses run by Upper Street Events Ltd, a free and unlimited license to use, edit and reproduce your picture in our products and marketing.
12. The work submitted must have been generated by the person entering the project.
13. All entries must be made via the official process outlined on newdesigners.com, alternative forms of entry will not be accepted.
14. The judges' decision is final.
15. The promotion is subject to the laws of England.
16. The promotion is open to final year students of qualifying educational institutions participating in the New Designers Awards only. A unique code ID (provided to students by their educational institution) must be provided by each entrant or the entrant's submission will not be considered.
17. Upper Street Events Ltd will process the personal data of entrants in accordance with the Immediate Media Privacy Policy, which can be access via www.immediate.co.uk/privacy.

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