

# NEW. DESIGNERS

16 June 2021  
Press release



## CHAMPIONING THE FUTURE OF DESIGN: NEW DESIGNERS

Full of disruptive thinking, ambitious ideas and fresh approaches

30 June – 10 July 2021

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

New Designers presents the work of 3,000 hand-picked graduate design talents, exploring every corner of design from around the UK.

The virtual event takes place online 30 June – 10 July 2021 at [newdesigners.com](http://newdesigners.com) where you can explore thousands of students' works on the university profiles; connect with the freshest design talent and recruit the rising stars of tomorrow; attend the free talks programme which tackles the leading topics in design; and discover the winners of the **ND AWARDS**.

### DISCOVER EMERGING TRENDS

Presenting the perfect opportunity to meet the makers and identify potential recruits for your talent pool. Be the first to discover emerging design trends spanning all design disciplines from across the UK.

To explore cutting-edge products before they hit the market and engage with a new wave of design talent, visit the Class of 21 [university profiles](#) online, from **Wednesday 30 June**.

### CHAMPION THE FUTURE OF DESIGN

New Designers published a series of design briefs for the ND CLASS of 21 to respond to, celebrating design in all disciplines, from fashion and textiles, jewellery and precious metalwork, glass and ceramics, contemporary design crafts to furniture design, product and industrial design, spatial design, and digital design.

The bespoke briefs have been developed in conjunction with the awards partners, including John Lewis & Partners, Pentagram, Liberty Fabrics, The Conran Shop, The Goldsmiths' Company and Creative Conscience, among others. The finalists will be revealed on **Wednesday 30 June, 6pm on the [ND Facebook page](#)**.

### BOOK YOUR PLACE ON THE TALKS PROGRAMME

The [ND EDUCATES](#) programme is live and is bursting with inspiring talks and panel discussions hosted by industry leaders, covering the latest trends and topics facing the design community.

With support from industry partners including **Etsy**, **Creative Conscience**, **Liberty Fabrics** and **Ford**, the free programme aims to guide graduates in the next chapter of their professional development, whilst offering alternative opportunities to gain better insights into the industry and promoting the exchange of ideas, experience and knowledge.

[Book your place today](#) to be part of the programme taking place 1 – 10 July.

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## CONNECT WITH THE FRESHEST DESIGN TALENT & RECRUIT GROUND-BREAKING DESIGNERS

New Designers is the best place to find emerging talent. Whether you are a recruiter, buyer or simply looking for inspiration visit our virtual event to connect with the next generation of designers.

From 30 June – 10 July New Designers will be running a number of digital initiatives for networking and creating opportunities to connect with industry. Including the online graduate portfolio's which will be available for you to view during the show dates.

If you are searching for the very best graduate design talent for your business or have a graduate opportunity on offer, the New Designers Online '[Job Board](#)' is a great opportunity to advertise your graduate job vacancies on a complimentary basis.

### Social: #ND21

- Twitter [@NewDesigners](#)
- LinkedIn <https://www.linkedin.com/company/new-designers/>
- Instagram [@newdesigners](#)
- Facebook <https://www.facebook.com/newdesignerseven>
- Follow us on The Dots: <https://the-dots.com/pages/new-designers-73787>

– Ends –

### Notes to Editors

Following consolidation with partners and participants, the #OneYearIn section of the event will be postponed until 2021.

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### About New Designers:

#### ABOUT NEW DESIGNERS:

Now in its 36th year, New Designers provides a unique platform for fresh design talent to connect with design educators, professionals and consumers for creative exchange and collaboration. Taking place as a series of digital initiatives, New Designers is a place to discover new ideas, products and trends.

The show connects talented design graduates with businesses looking to bring in new design thinking; buyers looking to source the most innovative craft and design; and aspiring students wanting to explore the range of design courses available. New Designers champions and celebrates the future of design.

Due to the circumstances surrounding the COVID-19 pandemic, this year the event will take place digitally. New Designers plans to return for a physical showcase in 2022.

### ABOUT IMMEDIATE LIVE:

Immediate Live (the trading name of River Street Events Ltd and Upper Street Events Ltd) is a specialist producer of unmissable consumer experiences. Its events are at the heart of the UK's thriving art and design, craft, cycling, dance and specialist travel scene.

For over 30 years, its operational excellence, subject matter expertise and creative flair has secured them the leading position in all markets. Its people combine the very best in event industry know-how with a genuine, personal enthusiasm for their sector.

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**ND EVENT Sponsor:** Etsy

**List of ND AWARD sponsors:**

Aardman Academy

Affinity

Anglepoise

Belmond

Cambridge Consultants

Colour In Design Award

Creative Conscience

DCA Design

Ford

Habitat

Hallmark

John Lewis

Joseph Joseph

Kenwood

Kin

Lakeland

Liberty Fabrics

Mollie Makes

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Romo

Sanderson Design Group

Silentnight

Stannah

The Clothworkers'

Company

The Conran Shop

The Goldsmiths' Company

The Marandi Foundation

Thrown

Wilko