

## BOLD DESIGN THAT RETHINKS WELLNESS WINS NEW DESIGNER OF THE YEAR AWARD



- **Week Two ND Awards winners announced as part of the annual two-week celebration of the future of design**
- **New Designers runs until Saturday 8 July, tickets are available on the door or from the website: [www.newdesigners.com](http://www.newdesigners.com)**
- **Images: <https://mediacentre.kallaway.com/new-designers/image-library>**

A Graphic Communication Design student who has created a punky take on the self-help book - has been awarded the £1,250 New Designer of the Year Award. The award was announced at the launch of Week Two of New Designers in London last night.

**Tabitha Dudley**, a graduate from the **Northampton University** and one of the 3,000 emerging talents who have showcased their work at New Designers, created a 220 page graphically designed art book, which moves away from traditional writing and design around wellness. The work is designed with a frank and interactive text and broken down into chapters dedicated to the five senses and in-book QR codes which lead to webpages and animations made by Tabitha - giving readers a sense of how to articulate themselves when times get tough.

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The New Designer of the Year Award is the top accolade at New Designers, which runs an Awards programme celebrating the most creative and forward-thinking exhibitors in the show, in partnership with leading design brands and organisations: **Affinity, Anglepoise, Creative Conscience, DCA, Habitat, Hallmark, Joseph Joseph, Stannah, Kenwood UK, NewTerritory, Pentland Brands, PepsiCo, Tom Faulkner, Viaduct Furniture, and Unilever.**

In second place was **Loughborough University** Industrial Design and Technology student **Ellen Callaghan** who has created **Rae** - an at-home cervical screening tool and process that means users can conduct their own screenings in the comfort of their own home with an applicator similar to using a tampon. Ellen created **Rae** to help provide a cervical screening method with dignity to combat the difficult statistic that 1 in 3 women aged 25-29 do not attend their cervical screening appointments. Ellen also won the **Anglepoise Abandon Darkness Award.**

New Designers is a two-week celebration of the future of design, bringing together emerging talents from over 200 creative courses. Week Two, which runs until Saturday 8 July, brings together 1,500 graduate design talents working in Furniture, Product Design, Industrial & Spatial Design, Graphic Design, Illustration & Animation, Motion & Digital Arts. Week One (which this year ran from 28 June to 1 July) covered Fashion & Costume, Contemporary Design Crafts, Textiles, Ceramics, Glass, Jewellery & Precious Metalwork.

New Designers ticket prices start from £18.00 and are available on the door or from the website: [www.newdesigners.com](http://www.newdesigners.com)

**ENDS**

## NOTES TO EDITORS

For more press information, please contact Kallaway on [newdesigners@kallaway.com](mailto:newdesigners@kallaway.com)

**The full set of New Designers 2023 Award winners in Week Two so far are as follows:**

### **New Designer of the Year Award**

**Winner:** Tabitha Dudley, Northampton University, VC63

**Title of work:** Frisson

**Description of work:** Frisson is a 220 page art book focussed on promoting the notion of self-soothing to 18-24 year olds. Through six chapters, each dedicated to a sense, the reader is encouraged to articulate themselves via their senses when times get tough.

**Prize:** £1250

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

**Winner:** Ellen Callaghan, Loughborough University, FP42

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**Title of work:** Rae

**Description of work:** 1 in 3 women aged 25-29 do not attend their cervical screening appointments, yet Cervical cancer is 99.8% preventable with regular screening and vaccinations. Loughborough University Industrial Design and Technology student Ellen has created Rae, an at-home cervical screening tool and process that means users can conduct their own screenings in the comfort of their own home with the application similar to using a tampon.

**Prize:** £750

## **The Habitat Future Design Award**

**Winner:** Harvey McKellar, Sheffield Hallam, FP1/2

**Title of work:** 25° Bench

**Description of work:** Furniture designer Harvey explores how furniture can act as more than a decorative or functional piece and wanted to create something that has a positive impact on people's mental health, a cause Harvey is especially passionate after experiencing a suicide within his family in his teens. Harvey created a park bench which uses 25° angles, enabling users to see each other in their peripheral visions, in turn encouraging conversation and connection to help combat feelings of loneliness.

**Judge's comment:** Harvey is an example of how the struggling years of COVID have enabled us to all think differently and has designed a bench that encounters the importance of communication and connection.

**Prize:** Mentoring from our award-winning Habitat design studio to gain invaluable industry experience and a six month paid placement.

## **Hallmark Connection Award**

**Winner:** Federica Caputo, University of Westminster, VC5/6

**Title of work:** The Circle

**Description of work:** Federica is a self-confessed circle-holic and created a project inspecting the circle's presence in everyday life - from day to day visuals, to typography, art, culture and more. All imagery within Federica's impressive portfolio was created by Federica herself.

**Judge's comment:** We love her clever interpretation and expansion of such a simple form, executed with a beautiful graphic sensibility and delivered through engaging storytelling.

**Prize:** Paid internship in the Hallmark creative studio with mentoring and coaching from their in-house design team.

## **The Affinity Digital Design Award**

**Winner:** Anna Elias, Nottingham Trent University, VC9

**Title of work:** Mellea

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**Description of work:** Anna, a Graphic Design student, has created a range of sustainable walking shoes as well as the bespoke branding. The work's title comes from *Armillaria mellea* - the latin word for honey fungus - which speaks to the prospective shoe collection which will be made from sustainable mushroom leather.

**Judge's comment:** Cohesive and comprehensive body of work with a clear visual voice and very professional standard already.

**Prize:** MacBook Air, Affinity software and £1,000 cash.

## **Anglepoise Abandon Darkness Award**

**Winner:** Ellen Callaghan, Loughborough University, FP42

**Title of work:** Rae

**Description of work:** 1 in 3 women aged 25-29 do not attend their cervical screening appointments, yet Cervical cancer is 99.8% preventable with regular screening and vaccinations. Loughborough University Industrial Design and Technology student Ellen has created Rae, an at-home cervical screening tool and process that means users can conduct their own screenings in the comfort of their own home with the application similar to using a tampon.

**Judge's comment:** Great solution to a widespread problem.

**Prize:** £500 cash prize, mentorship, and an Anglepoise lamp.

## **Creative Conscience & New Designers: Ethical Designers' Award 2023**

**Winner:** Rosie Lee Hood, Bath School of Design, FP31

**Title of work:** Floccus

**Description of work:** Rosie, a lifelong knitter, wanted to shine a light on Britain's forgotten fibre - wool. For her Furniture and Product Design final project she created three lamps with woollen shades, highlighting the material's versatility and natural beauty, directly combatting the fact wool has become vastly less desirable and valuable over the past 50 years - costing less per kilo than it costs to farm it.

**Judge's comment:** Beautifully made products which support the local economy and add value back to a traditional economy. We love its local focus with the potential to expand and create a sustainable and profitable business.

**Prize:** Access to Creative Conscience's CREATIVE IMPACT PROGRAMME (CIP) worth £1,000, eight weeks of online training from design industry experts, and live mentorship support with a social or environmental impact project for three months.

## **DCA Futures Award**

**Winner:** Gruff Jones, Northumbria University, FP7

**Title of work:** Terry Nova

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**Description of work:** Gruff Jones showcases a set of three products that reframe what 'smart products' are. Replacing conspicuous tech with something more 'shy', Gruff has created a discrete thermostat, smart assistant, and light controller all made out of terracota. Gruff's smart technology promotes interactions that are more about human feeling and less about digital information - for example, to warm your home you cup your hands around the thermostat to make it hotter.

**Judge's comment:** Gruff probed the status quo of consumer electronics within the home, encouraging interaction with the physical world through clever use of materials and unique interaction.

**Prize:** £1,000 cash prize

## Joseph Stannah Award

**Winner:** Imogen Bags, Loughborough University, FP42

**Title of work:** Helo

**Description of work:** A nasty cartilage piercing infection led to Imogen's product - Helo is an ear piercing aftercare device that allows people to clean their new piercings at home with ease. Helo's touch-free method massively reduces the chance of introducing bacteria to a new piercing meaning there is a far lower chance of infection.

**Judge's comment:** Great path through product design.

**Prize:** £1,000 cash prize to support the development of the winner's design career

## Joseph Joseph Brilliantly Useful Design Award

**Winner:** Jake Leach-Perry, Bournemouth University, FP38

**Title of work:** Tundra

**Description of work:** Product Design student Jake, designed a water bottle which can melt, store and filter snow to help counter dehydration when people are doing any form of outdoor alpine activity. Alpine hikers traditionally have to melt snow using large, bulky equipment like pans and stoves. Jake's sleek, compact device means water can be accessed on the go, and is designed for the cold to both effectively filter and store water.

**Judge's comment:** Jake's product Tundra, is an inventive solution to a unique problem. A thorough design process led Jake to a clever, well executed, commercial solution with a form - follow - function aesthetic.

**Prize:** The prize comprises a 3-month paid internship at Joseph Joseph's Head Office based in Southwark, London. The winner will also receive £500 to spend on Joseph Joseph products

## Kenwood Appliances Award

**Winner:** Anna Hardie, Edinburgh Napier University, FP14

**Title of work:** Tabs

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**Description of work:** Tabs is an app which provides stress free shopping and recipes that makes slow consumption more achievable for the average consumer. Anna has created a food tracking system which allows consumers to make shopping lists and recipes based on the exact food they already have in their home. The Tab itself has RFID tech which, when attached to existing food containers, sends data straight to the app, turning it into an intuitive and less wasteful shopping list and recipe creation method - all helping reduce food waste and overconsumption.

**Judge's comment:** Got the whole package, product, journey, story, sustainability, relevant to Kenwood's industry.

**Prize:** The chosen winner will receive a top of the range Kenwood Stand Mixer and a day with the Kenwood Design Team in Havant.

## **NewTerritory Award**

**Winner:** Helen Wat, Northumbria University, FP7

**Title of work:** Chá Table

**Description of work:** Inspired by her own Hong Kong/British diasporic heritage, Helen made a low tea table for her Industrial Design course. Tea is symbolic of hospitality and 'coming together' in Chinese culture. Helen has adopted the ritual in a contemporary way with this bold and bright take on the tea table.

**Judge's comment:** Wonderful storytelling and energy, great execution. Very broad interests intelligently brought together.

**Prize:** Mentorship and internship.

## **Pentland Brands Award**

**Winner:** Caitlan Gledhall, University of Huddersfield, VC47

**Title of work:** Hemoglobins

**Description of work:** Graphic Design and Animation student Caitlan has created a period brand that brings humour and levity to menstruation, helping to move away from a culture of shame. Using period euphemisms and brash branding which challenges the typical discrete style of feminine products - Caitlan has created a style which is unashamed, and in your face.

**Judge's comment:** Great conceptual thinking, really showed personality and point of view.

**Prize:** Two month placement in London HQ.

## **The PepsiCo Design & Innovation 'Unicorn' Award**

**Winner:** Kira Roberts, University of Wales Trinity St Davids, Swansea College of Art, VC51

**Title of work:** Hi♥neken

**Description of work:** Hi♥neken, Kira's Creative Advertising project for Heineken, explores 'how to make a fresher world'. Kira came up with the tagline of 'let's start with hi' to provoke conversation - which speaks to her research that discovered issues troubling her peers included

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feelings of isolation and connection. Her project included bright, bold illustrations of these issues on branded Heineken products. Kira's conversation starting toolkit features playing cards, bottles, bottle openers, chairs, and even a social media filter for Instagram and Facebook to help start conversation and make a positive change.

**Judge's comment:** Great confidence, passion, and enthusiasm when talking about work. Big ideas, story, execution, breadth of work. Unicorn in the making.

**Prize:** A paid internship in PepsiCo's London design studio working as part of their Global Design function

## **Tom Faulkner Award for Distinctive Furniture Design**

**Winner:** Fred Dunbar, Northumbria University, FP35

**Title of work:** Shiver

**Description of work:** 3D Design student Fred showcased a collection of products which share a sense of drama, paying homage to moody photography from archives and Fred's personal collection. His product creations include three bronze bowls, an ash stool, and an ash dining chair made with a level of precision and elegance which take inspiration from various subjects like cars, birds and sharks.

**Prize:** £750 cash prize and a tour of the Tom Faulkner workshop in Wiltshire.

## **Persil Clean Futures Innovation Award**

**Winner:** Mumtaz Karim, Manchester School of Art, FP15

**Title of work:** Spinr

**Description of work:** Mumtaz has created a hand powered washing machine named Spinr, which has been made with students in mind. On average, students who have to use Circuit Laundry pay £7.50 a wash. Understanding that this was financially unsustainable, especially for students from lower income socio-economic backgrounds, Mumtaz wanted to reduce student reliance on Circuit Laundry with a portable washer which is not powered by electricity

**Judge's comment:** We were impressed by Mumtaz's approach to the challenge as much as the product design itself. Through the research, prototyping and testing with users, she has developed an innovative yet sustainable cleaning product

**Prize:** £1000 and a visit to Global Innovation Centre in Port Sunlight

## **Viaduct Contemporary Furniture Designer of the Year Award**

**Winner:** Guto Davies, Nottingham Trent University, FP48

**Title of work:** 1282 Chair and Stream side tables

**Description of work:** Based on traditional Welsh stick chair designs found in Welsh homes for centuries, Furniture and Product Design student Guto was inspired by Rotterdam architecture when redesigning this iconic piece of Welsh furnishing. His 1282 Chair retains classic features -

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such as the stick chair's curved back and high arms for miners to rest their shoulders - in a contemporary way using tube metal rolling.

**Judge's comment:** Good sense of proportion and lightness. Blend of traditional and contemporary design. Simplicity and creativity of approach

**Prize:** 4 weeks work placement

## **New Designers ND Selects Award**

**Winner:** Will Atkins, Make Relief, NDS18

**Description of work:** Make Relief is the multidisciplinary art & design studio by Will Atkins. Will uses his Architecture experience to inform his furniture designs - considering aesthetics alongside the function of products. With Make Relief, he is focused on creating art and furniture with sustainable materials like cork.

**Judge's comment:** A cohesive well presented collection of art and furniture, showcasing sustainable materials with a strong design language. Well thought out business case with exciting prospects.

**Prize:** Exhibition space at Future Icons from 15-25 May 2024

## **Best Stand Award**

**Winner:** Nottingham Trent University - BA HONS Illustration, VC16

**Judge's comment:** Innovative idea behind the layout of the stand, really fun ideas and great work! Love the live drawings by one of the students.

## **ASSOCIATE PRIZES**

### **Cambridge Consultants Associate Prize for Breakthrough Design**

**Winner:** Thomas Ledsome, Brunel University, FP46

**Title of work:** Cordalt

**Description of work:** Cordalt is the first active achilles injury prevention device which works to avoid overuse that can lead to achilles tendon injuries - the most common injury across a multitude of different sports. Noticing that, at present, there's two sides to this market - and having previously experienced an achilles injury himself - Thomas created a solution which sits between high-tech medical products and the more affordable but passive wellbeing approach.

**Judge's comment:** Innovative integration of sensing tech and AI to elegantly solve a real world problem

**Prize:** £500

### **The Collaborators Creating the Remarkable Prize**

**Winner:** Jesse James, Swansea College of Art UWTSD, VC67

**Title of work:** My Mori

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**Description of work:** Inspired by the differing attitudes towards death across the world, Jesse created a product that challenges the statistic that 1/3 people in the UK are afraid of talking about death. My Mori encourages you to confront their mortality in a comforting manner, by answering probing questions which create a book documenting your life and leave behind a warm, well-rounded legacy for future generations.

**Judge's comment:** Remarkable storytelling and strong graphic execution

**Prize:** 2-4 week paid internship

## Colour in Design Award

**Winner:** Alice Coomber, University of Brighton, FB39

**Title of work:** Filtered Light

**Description of work:** Alice knew that she wanted her textile project to explore sustainable materials and so investigated recycled plastics. She quickly became fascinated with polyethylene which becomes static and attracts microplastics once in contact with airflow. After much challenging experimentation, as using waste plastics greatly limits what colours you can use, Alice created a beautiful collection of bright textiles which play with transparency, light and colour

**Judge's comment:** Innovative, beautiful, promising, future thinking, sustainable

**Prize:** £1,000 plus mentoring from industry experts

## CMS Future Design Star Prize

**Winner:** Jess Gardner, Loughborough University, FP42

**Title of work:** pip

**Description of work:** Jess has created pip - a portable injection guidance and pain relief device specifically focussed for IVF. pip guides you through the injection process whilst also including various pain relief elements like Peltier cold numbing and vibration. Seeing that there were no products in the market designed to help with what is already an emotional and difficult process, Jess' product makes the IVF injection process less difficult

**Judge's comment:** Real world solution to pain and discomfort of IVF injections which has uses beyond IVF

**Prize:** One free UK trade mark application for a brand name / product name [in up to 5 classes], one free EU trade mark application for a brand name / product name [in up to 5 classes], a free UK Registered Design application for one product/design, a free Community (EU) Registered Design application for one product/design\*

## The Design Innovation in Plastics Award

**Winner:** Thomas Ledsome, Brunel University, FP46

**Title of work:** Cordalt

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**Description of work:** Cordalt is the first active achilles injury prevention device which works to avoid overuse that can lead to achilles tendon injuries - the most common injury across a multitude of different sports. Noticing that, at present, there's two sides to this market - and having previously experienced an achilles injury himself - Thomas created a solution which sits between high-tech medical products and the more affordable but passive wellbeing approach.

**Judge's comment:** The use of additive manufacturing in addition to reaction injection moulding is innovative thinking for application

**Prize:** £250

## London Design Fair Emerging Talent Award

**Winner:** Fred Dunbar, Northumbria University, FP35

**Title of work:** Burnt Wood Chair

**Description of work:** 3D Design student Fred showcased a collection of products which share a sense of drama, paying homage to moody photography from archives and Fred's personal collection. His product creations include three bronze bowls, an ash stool, and an ash dining chair made with a level of precision and elegance which take inspiration from various subjects like cars, birds and sharks.

**Judge's comment:** Has the potential to fit the OYOY living range, scandi style, beautiful surface design, potential to develop commercial ability

**Prize:** Graduate stand at London design fair plus finalist for the OYOY living, togetherness design award

## Formula2gx Passionately Purposeful Creative Innovation Award

**Winner:** Jon Fisher, Brunel University , FP46

**Title of work:** Peter

**Description of work:** Peter is named after Jon's father who has Parkinson's disease and is a device that helps people with Parkinson's improve their mobility. As audio cues can help people with Parkinson's focus and distract themselves from the freezing of gait, Peter uses bone conduction technology on the collar bone to help its wearer hear both the noise from the device as well as their surroundings but in an invisible and discrete manner that a speaker is unable to achieve. Jon hopes that the product can give people freedom, confidence, and the agency to be themselves again.

**Judge's comment:** Good research, purposeful innovation, impactful and aesthetically pleasing. Real cause solution and personal story

**Prize:** £500 & internship

## Graphic Designer of the Year

**Winner:** Martin Grigorov, UAL: London College of Communication, VC65

**Title of work:** Pero

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**Description of work:** Pero is a skincare brand catered towards men. Pero means however and is designed to show there's another way, the brand intentionally avoids falling into the trap of aggressive masculinity. Pivoting from the classic palette of blacks, army green, greys and navy - Martin created a sleek, warm brand inspired by the disco and masc italian culture of the 1980s. Pero should invoke confidence and make everyone feel as sexy as Martin's icons - Barry White, Sly and the Family Stone, and Pino D'Angio.

**Judge's comment:** Multi-disciplinary, exceptional craft, beautiful execution, motion-first branding

**Prize:** 6 week paid internship

## **Seymour Powell Innovation Award**

**Winner:** Leia Milburn, Loughborough University, FP42

**Title of work:** Warmi

**Description of work:** Warmi is a wearable warming device for elderly people, it is worn as a belt and uses a water perfused system to warm the wearer and regulate a safe temperature of 45 degrees celsius. Leia decided to pursue this idea in the context of rising energy costs in the UK and after investigating who this crisis is impacting the greatest - which is the elderly population who have higher energy costs due to a greater dependence on heating.

**Prize:** £500 + 5 hours mentorship

## **Turner Duckworth Distinctive Design Award**

**Winner:** Philip White, University of Central Lancashire, VC56

**Title of work:** Heineken presents Dutch Courage

**Description of work:** Philip's experiential marketing campaign is an event where individuals confront their fears to gain entry. Recognising the power of trauma bonding, Philip seized the opportunity to foster community, collaboration, and connection through a campaign that encourages people to face their fears together

**Judge's comment:** Great idea and observation to bring relevance to an established legacy brand through engaging copy and building on distinctive assets. Very memorable - a great idea, beautifully executed

**Prize:** One month paid internship at Turner Duckworth

## **Author's Choice - ND Selects**

**Winner:** Will Atkins, Make Relief, NDS18

**Title of work:** Make Relief

**Description of work:** Make Relief is the multidisciplinary art & design studio by Will Atkins. Will uses his Architecture experience to inform his furniture designs - considering aesthetics alongside the function of products. With Make Relief, he is focused on creating art and furniture with sustainable materials like cork

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**Judge's comment:** Will's broad spectrum of material choice and level of skill combine to create market ready pieces with soul

**Prize:** Feature on Author Interiors Meet the Makers and have their chosen piece exhibited at London Art Fair 2024 Collectors Lounge

## **About New Designers**

New Designers is an annual showcase of the UK's most innovative emerging design talent. Since its inception 38 years ago, New Designers has provided a platform for over 3,000 graduates to present their visionary ideas to industry professionals and the public every year. The event takes place over two weeks, with different disciplines highlighted in Week 1 and Week 2, spanning fashion, textiles, furniture, product design, illustration, and more. With a focus on creativity, innovation, and sustainability, New Designers is a must-attend event for anyone interested in the future of design. Whether you're a design enthusiast, a student, or a professional in the industry, there's something for everyone at New Designers.