



NEW DESIGNERS

ND ASSOCIATE PRIZE
PARTNER PRESENTATION
BUSINESS DESIGN CENTRE,
ISLINGTON
WEEK 1: 26 - 29 JUNE 2024
WEEK 2: 3 - 6 JULY 2024

NEW DESIGNERS OVERVIEW

New Designers is the **longest running** and **leading design showcase** in the country and is widely loved and respected by the industry.

This year it's celebrates its **39th** anniversary and will bring together:

- Over 50 flagship university design course exhibitors.
- 1,000 of the country's finest design students showing.
- **Week 1 focus:** textiles and fashion, fabric surface pattern and print design, jewellery and ceramics, glass, costume design, contemporary design craft.

New Designers connects these future leading lights with industry for **creative exchange, collaboration** and **recruitment**.

To see the ND 23 highlight film, click to the right:



THE KEY-BENEFITS IN SUPPORTING AN ASSOCIATE PRIZE?

THURSDAY IN WEEK 1

The New Designers 'Associate Prize' day is presented on the Thursday of Week 1, 27th June 2024. It offers a strong affiliation with the event and includes some key marketing deliverables as outlined below. In addition, **it's a great way for you to activate this partnership and create some strong content with the winner of your prize**, be it a collaboration or offering them a strong platform to help kick-start their career.

Presentations are made directly to the individual on their stand during the Thursday afternoon in Week 1, 27th June 2024 - with winners uploaded and promoted on the website within 24 hours. The judging for the prize **will be from 9.30am to 2pm, we'll provide a light breakfast and lunch in the judges lounge.**

Key-Benefits:

Pre-show:

- **Dedicated listing under 'New Designers Associate Prize' web page on www.newdesigners.com** including website, criteria and logo web link.
- **Set your own criteria for your prize and we'll communicate it to universities prior to the event via a dedicated class of 2024 graduate e-newsletter and to our main e-newsletter approx. 65,500 subscribers.**
- Work in consultation with your brand to explore a set of criteria for your prize, to help support a strong narrative for marketing and PR.

On-site benefits:

- Judging will take place on the Thursday of Week 1 or 2: 27th June between 10.30am-2.30pm, Location: Business Design Centre, London
- Front of house listing, offering strong association to all of our visitors.

- Welcome in the Judges Lounge for 9.30am with your panel then able to explore the show from 10-2.30pm
- Present a prize of your own choice and value, directly to your chosen graduate onsite.
- A New Designers Winner Certificate supplied to present to your winner.
- 10 Multi-access invitations (allowing unlimited entry including both Preview Evenings).

Post-show benefits:

- Acknowledgement of your company and winner on newdesigners.com (approx. 500,000 unique visits a year)
- Promotion through our social media to our combined 175k followers, which will include a featured post on your support and the winner, through Twitter, Facebook and Instagram Stories.
- Your company listed on the event Preview Press Release.
- Highlighted feature in post-show e-bulletin (approx. 65,000 followers).

Partner to provide where possible:

- Completed Associate Prize form (includes award criteria, details of prize given, company bio etc).
- Certificate to present to your winner.
- Agreed posts on your support through your social channels, Facebook, Twitter and Instagram leading up-to the event.
- A feature through your website and company e-newsletter – content and number of features to be agreed in advance.
- These features may include the New Designers logo, weblink, show dates and preferential customer ticket offer.

INVESTMENT: £2,500 + VAT

AT A GLANCE: THE COLOUR IN DESIGN PRIZE

In 2023, Marianne Shillingford, Creative Director of Dulux, continued to support New Designers through an Associate Prize across both weeks, with the New Designers [Colour In Design Award](#) (CIDA).

The Colour in Design Awards were created to recognise and reward outstanding and innovative use of colour in design by new designers at the beginning of their creative careers. The [judges](#) who included the likes of Daniel Heath, Designer and Clarissa Hulse, Designer, were looking for a graduate who demonstrates high level of skill in the execution of their work, celebrates colour as a fundamental element in design and has drive, passion and professionalism.

Amber Lily was the winner in Week 1, from Manchester School of Art for her project '**Notice** the Unnoticed' and won a prize of £1,000, plus mentorship support and an opportunity to meet with industry experts to further her product and design ambitions. The judges commented: "An impressive body of work and a sensitive approach to colour and craft".



39
YEAR
ANNIVERSARY



150
EXHIBITING
UNIVERSITIES

2,500
DESIGNERS

50
AWARD &
PRIZE
CATEGORIES

WEEK 1

TEXTILES & FASHION
COSTUME DESIGN
JEWELLERY & PRECIOUS
METALWORK
CERAMICS & GLASS
CONTEMPORARY DESIGN
CRAFTS

WEEK 2

FURNITURE
PRODUCT, INDUSTRIAL
& SPATIAL DESIGN
GRAPHIC DESIGN
ILLUSTRATION
& ANIMATION
MOTION & DIGITAL ARTS
NEW MEDIA & GAMING

TYPICALLY WE
WELCOME:



15,000
TOTAL
ATTENDEES



3.5HRS
AVERAGE
DWEELL TIME

NEW. DESIGNERS



42,000
FACEBOOK
FOLLOWERS



57,000
TWITTER
FOLLOWERS



73,000
INSTAGRAM
FOLLOWERS



65,000
ENEWSLETTER
FOLLOWERS



2 MILLION
ONLINE ADVERTISING REACH

PR REACH

1.8 MIL

WITH KEY PIECES IN THE LIKES OF

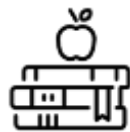
THE EVENING STANDARD
THE GUARDIAN
DEZEEN
DESIGN WEEK
WALLPAPER
SKY NEWS

AMONGST MANY OTHERS

2023 EDITION SAW:



350,000
UNIQUE PAGE
VIEWS (MAY-SEPT
2023)



2650
ND EDUCATES &
PORTFOLIO REVIEW
PROGRAMME BOOKINGS

64%
of our trade
visitors
planned to
offer
internships
or jobs



103
PRESS
VISITORS




30+
PREMIUM
MEDIA
PARTNERS

NEW DESIGNERS 23 HIGHLIGHTS, WEEK 1



Photo credits, Sam Frost, New Designers 2023



To discuss your options for
supporting New Designers
2024, please contact:

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