



# 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 **39<sup>th</sup>** anniversary and will bring together:

- Over 75 flagship university **design course exhibitors**.
- 1,000 of the country's finest design students showing.
- **Week 2 focus:** furniture and product design, digital media, visual comms; graphic, animation, illustration, interiors and spatial, gaming.

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 2

The New Designers 'Associate Prize' day is presented on the Thursday of Week 2, 4<sup>th</sup> July 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 2, 4<sup>th</sup> July 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](http://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 2, 4<sup>th</sup> July 2023 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.

Alice Coomber was the winner in Week 2, from Brighton University for her project **'Filtered Light'** 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: **'Innovative, beautiful, promising, future thinking, sustainable.'**



**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  
DWELL 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

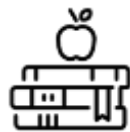
THE EVENING STANDARD  
FINANCIAL TIMES  
THE GUARDIAN  
DEZEEN  
DESIGN WEEK  
WALLPAPER  
SKY NEWS

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 22 HIGHLIGHTS, WEEK 2







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

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