

G . F Smith creates revolving paper stations for university design departments

Paper Specialist G . F Smith has a long-standing tradition of working closely with design schools and universities in the UK and beyond. Now the company is strengthening its ties with the country's emerging talents further still, with the creation of a custom-made paper stand that will introduce design students to the astonishing selection of papers they're likely to use in their future careers.



Part of the G . F Smith philosophy is to educate and inspire students and graduates who are about to embark on a career in the creative industries. We want them to have access to as many of our papers as possible. If they'd like to, they can take away a few of the sheets they most like. These might be used for a small project or just for inspiration; they can then visit the Paper Smith if they want to order more. We will also update our Colour Forecast and Specialities & Textures every six months, so the stand will provide a continuous source of seasonal inspiration.

Jo Pitts, Marketing Production Manager

G . F SMITH

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PRESS RELEASE, October 2016



Designed by **G . F Smith**'s regular collaborator, graphic design agency **Studio Makgill**, and decorated in the eye-catching pop colour shades of the **Colorplan** paper range, the stand allows students to explore and choose samples that inspire them from 17 varieties of paper. Divided into three categories – **Colour Forecast**, **Specialities and Textures**, and **Colorplan**, the selection includes A4 samples in a broad range of textures, colours, effects and finishes to support creative applications of every kind.

The stands' design allows it to be updated and restocked frequently – either in accordance with changing colour trends (as identified by G . F Smith's futures research agency **Franklin Till**) and emerging new paper styles, or in response to the specific needs of university course leaders. G . F Smith plans to update the sample selection in tune with AW and SS fashion seasons.

G . F Smith already works closely with a number of UK universities, including **Central St Martins**, where it runs paper workshops and provides ongoing support to design tutors, course leaders and students, and London College of Fashion, where it regularly exhibits at the Materials Fair.

The first set of stands is to be distributed to **five universities** noted for their design departments, selected by G . F Smith's network of paper consultants:

- University of the Creative Arts, Epsom
- University of Liverpool
- Manchester Metropolitan University
- University of Nottingham
- University of the West of England, Bristol

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After the initial outreach, G . F Smith hope to produce **10 more stands** every year to be installed at more universities in the UK and internationally, thus extending the 130-year-old company's reach into a network of design-education institutions across the world.

Compact and easy to move – with the same footprint as a standard postcard display – each **1600mm x 700mm** stand is intended to be installed in university libraries or design workshops, where students will have easy access to an inspiring array of papers to help them enhance their creative work and, G . F Smith hopes, instil a passion for paper as enduring as the company's own.



NOTES FOR EDITORS

About G . F Smith

After a career travelling the globe selling stationery to printers and publishers, George Frederick Smith founded G . F Smith in London with his son in 1885. Over the following century, George's paper merchants built a reputation for quality and service, and became renowned as passionate pioneers of the paper industry. By 1972, when Bill Mackay and John Alexander launched the revolutionary Colorplan range of coloured papers, G . F Smith had become Britain's foremost suppliers of specialist papers to the creative industries – a position it retains today.

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