

The future of creative higher education Ravensbourne University London launches new Institute for Creativity and Technology to kick-start careers, collaborating with industry at London's Design District



Ravensbourne University London's new Institute for Creativity and Technology is an exciting first-tenant announcement at London's Design District.

In April 2021, Ravensbourne University London will open the doors of a new, dedicated Institute for Creativity and Technology, in the heart of London's new creative hub, Design District on Greenwich Peninsula – just a minute's walk from North Greenwich Underground station.

The Institute will be a centre for postgraduate study, research and industry partnerships at the leading edge of creative technology, and will occupy the entirety of one of 16 buildings that make up Design District, which have been designed in pairs by eight leading architects. Ravensbourne has selected a four-storey building by Spanish architects Barozzi Veiga to house the Institute, creating a brand new centre for exploration, experimentation and innovation.



The brand new Institute for Creativity and Technology will occupy one of two Barozzi Veiga buildings at Design District from April 2021.

Design District is London's first ever dedicated permanent hub for the creative industries and has been designed to provide workspace for up to 1,800 people across its 16 buildings. From individual designers and makers to burgeoning start-ups and established studios, the district will house creative enterprises of all sizes and has been designed to encourage interaction, co-working and collaboration – the ingredients of a thriving creative ecosystem. This makes it the perfect setting for the new Institute, offering an architecturally significant building, an exceptional location where the Institute's evolving community will be immersed in real-world creative enterprise of all types, and an accommodating host in Design District who

understands and supports the invaluable contribution Ravensbourne University London makes to the capital's status as a global leader in creativity.

“Ravensbourne has a strong reputation for innovation in creative education and a successful track record in producing creative talent, with 90% of our graduates going in to work or further study. Design District addresses the need for flexible space in which London's creative industries can thrive and expand, and we're thrilled that our new Institute for Creativity and Technology is to be the development's first tenant. We can't wait to connect our community of creative practitioners, educators, students and researchers with the wider Design District network.”

– Andy Cook, vice chancellor, Ravensbourne University London



The Institute will bring a diverse group of postgraduate students, researchers and practitioners to Design District, both challenging the creative community there to adopt new modes of working and thinking, and also finding career opportunities once graduated. Image courtesy of Brinkworth.

Since 2010, Ravensbourne has been based on Greenwich Peninsula, a short walk from Design District, where it has played a key role in the area's development as a creative and cultural hub over the last decade. When it comes to equipping future generations of London's creatives with the skills they need to secure employment and thrive professionally, Ravensbourne is unrivalled. The university is renowned for providing highly vocational professional education in the creative industries – hugely valuable at a time when employment is at a low, the creative industries are under threat and graduate prospects are increasingly uncertain.

The new Institute will build on these foundations, giving members of a community that is working at the intersection of creativity and technology a dedicated, state-of-the-art facility to develop their practices, and putting them in the centre of a diverse and thriving community of creative practitioners.

“Education is the lifeblood of the creative sector. Having it represented at Design District is essential, and we could not wish for a better tenant and partner than the new Institute for Creativity and Technology from Ravensbourne University London. It is an inclusive, culturally diverse and naturally collaborative organisation which is already heavily involved in the Peninsula. Most importantly, the strength and real-world focus of their teaching gets students employed. Design District’s mission is to ‘Keep London Creative’; the Institute and the new courses it offers will play a huge part in doing exactly that.”

– Helen Arvanitakis, director, Design District

Brand new Masters courses in a hotbed for creative innovation

Positioned beside the main entrance to Design District, Barozzi Veiga’s extraordinary building will provide an inspiring setting for the Institute, with dramatic high ceilings and plenty of natural light thanks to its floor-to-ceiling glazing.

The four storeys will house GradSchool, Ravensbourne University’s rapidly expanding postgraduate department, which brings a unique creative perspective to the vanguard of emerging technologies, including AI, VR and 3D experimentation, initially offering four brand new Masters courses: MA Design Communication and Technology; MA Fashion Design, Management and Innovation; MA Illustration for Communication; and MDes Service Design, Social Innovation and Design Leadership; ResearchRave, a dedicated space for sector-leading researchers working at the forefront of creative technology; an in-house creative agency, CreativeLab; and the start-up hothouse Incubation+.

“Ravensbourne’s postgraduate department has an impressive track record in designing citizen-focused digital services which push technological boundaries. In partnership with organisations both in London and globally, we have deployed a range of creative methodologies addressing some of society’s most challenging questions, linking technology with social innovation and sustainability. Bringing all this together in our new Institute will

strengthen our drive to foster the leadership capabilities of the creative changemakers of the future. I envisage a rich exchange of ideas between our postgraduate community, Design District, and the wider business and creative community.”

– Paul Sternberg, postgraduate director, Ravensbourne University London



The Institute’s entrepreneurial spirit and on-site resources will add enormous value to Design District’s mix of creative professionals.

With 200 students and staff on site using the facilities at any one time, the Institute will be a future-focused home for experimentation at the intersection of creativity and technology. It will include The Workshop, a cutting-edge resource with prototyping facilities, a VR/AR lab and a print bureau, as well as offices, a hot-desking facility, meeting areas and an exhibition and event space that will be used for both university and public-facing programming.

Integrated design

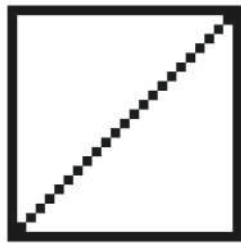
Interiors by Brinkworth; branding by Studio Makgill



Both interior design and graphic identity are conceptually integrated. Image courtesy of Brinkworth.

The look and layout of the Institute are being created by the award-winning East London-based interior design studio Brinkworth, using an honest and sustainable material palette featuring birch ply, powder-coated steel and linoleum. Furniture including desks, shelving and seating is designed to be flexible and easily reconfigured.

A system of digital readouts throughout the building will be used for wayfinding and to convey information about the Institute. This graphic interface references the Institute's identity and logo, which has been developed by the Brighton-based design and branding agency Studio Makgill with nods to Ravensbourne's existing identity. The Institute's visual language will be created through a digital platform that combines highly structured grids and random imagery via machine learning. This will create kinetic branding that is ever evolving and infinitely unique across all digital and printed marketing.



The Institute

Pixel-inspired logo, typeface and Identity by Studio Makgill.

In response to the Institute's role as a hub of technology and experimentation, Studio Makgill developed a pixel-inspired typeface with a digital-DIY feel, which is deliberately complemented by and referenced in Brinkworth's interiors – an example of exactly the sort of cross-disciplinary creative innovation and collaboration that the Institute – and Design District at large – seek to foster.

"The launch of the Institute for Creativity and Technology is an incredibly positive step for us at Ravensbourne. We're immensely proud to be part of Design District and we look forward to growing our culture of education, experimentation and excellence there."

– Andy Cook, vice chancellor, Ravensbourne University London

Notes to editors

For more information about this announcement, please contact Rupert Evans-Harding at designdistrict@zetteler.co.uk.

Design District

At the heart of Greenwich Peninsula, Design District is London's first permanent, purpose-built hub for the creative industries.

Conceived and developed by Knight Dragon, and designed by eight leading architects, the Design District's collection of 16 unique buildings supports an ecosystem of 1,800 creatives, encompassing individual makers, ambitious start-ups, ground-breaking enterprises and industry leaders.

The closest Tube station is North Greenwich (30 metres). The Jubilee line (24-hour on Friday and Saturday), gets you to London Bridge in eight minutes and Waterloo in 11.

designdistrict.co.uk

The Institute for Creativity and Technology

Designed to connect academics, researchers, students, practitioners and commercial partners, the Institute for Creativity and Technology explores the interplay between creativity and technology across education, industry and society. An open organisation dedicated to shaping sustainable and ethical interventions in the creative, technological, leadership, innovation, and social spheres, the Institute's postgraduate courses, leading edge research, and unique culture of innovation will put it at the forefront of creative experimentation.

ravensbourne.ac.uk/institute-creativity-and-technology

Ravensbourne University London

Ravensbourne University London is an innovative, industry-focused university located at the heart of London's newest creative community on the Greenwich Peninsula. A champion of creativity and collaboration, the university is dedicated to giving its learners the specialist skills and opportunities they need for outstanding careers in digital media and design. With a community of approximately 2,600 students, Ravensbourne offers practice-based digital media and design courses from foundation to undergraduate and postgraduate level. Driven by industry standards and supported by the latest high-performance technology, the university produces highly employable and enterprising graduates. It has a strong track record in graduate employability and business creation.

ravensbourne.ac.uk

Greenwich Peninsula

Greenwich Peninsula is fast becoming the capital's most boldly modern landscape, with 15,000 new homes, 13,000 new jobs and 48 acres of open public space emerging over the coming years. Here, a community of thousands of pioneers have the opportunity to live in new riverside homes, work in a cutting-edge Design District (launching in 2021) and enjoy a new linear park, the Tide – all wrapped by the River Thames. This is new London: a destination for modern urban living.

greenwichpeninsula.co.uk

Knight Dragon

Knight Dragon is an entrepreneurial urban regenerator and property developer. They create places, build properties and invest in related projects that bring new ideas and set new standards for urban living. The team uses creativity and collaboration to innovate. Backed by Dr. Henry Cheng, Chairman of New World Development Company Ltd and Chow Tai Fook Jewellery Group Ltd, and led by entrepreneur Sammy Lee, KD has a solid foundation and a global outlook. Their flagship project is Greenwich Peninsula in London where the team is delivering a new district that encapsulates Knight Dragon's approach and expertise in creative placemaking.

knightdragon.com