

NEW. DESIGNERS

27 JUNE – 7 JULY 2018
BUSINESS DESIGN CENTRE, ISLINGTON

ORLA KIELY OFFICIALLY OPENS NEW DESIGNERS 2018 – A RIOT OF COLOURS AND RADICAL IDEAS

Highlights from New Designers – Week 1



New Designers at the Business Design Centre yesterday, photography by Mark Cocksedge

Right now, **1,500** creative minds set to shape the design world of tomorrow are gathered in London to showcase and share their talent. Yesterday, legendary fashion designer **Orla Kiely** opened Week 1 of **New Designers 2018** – the UK's biggest and widest-ranging exhibition of emerging talent in every contemporary design discipline.

Running until Saturday 30 June, Week 1 features the work of emerging makers and ambitious graduates in the fields of **Textiles & Fashion, Costume Design, Surface Pattern Design, Ceramics, Glass, Jewellery** and **Contemporary Design Crafts**.

“What a treat to come here to New Designers. The standard of work this year across the different disciplines is exceptionally high. All showing here must be very proud and we too in the industry can be proud of the talent nurtured and developed through our amazing universities. These graduates can assure us that there will be innovation, beauty and joy through design in our future, while also clearly considering the wider concern of the environment and sustainability.”

– Orla Kiely

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Orla Kiely yesterday at New Designers, photography by Mark Cocksedge

Exhibitors have come from over **200 universities across the UK**, representing hundreds of design, craft and creative courses, with pieces on show ranging from fine needlework to intricate watchmaking (care of Birmingham City University's unique BA Horology course, showing at New Designers for the first time this year).

The recent fire at **Glasgow School of Art** almost prevented the institution from exhibiting, but the school's students were able to convince fire marshals to allow them to salvage their work from the campus. Their stand is very much a highlight of this year's event with two graduates already scooping awards from **The Hallmark Studio** and **John Lewis** – jewellery designer Ailsa Marrant and Eve Campbell with her printed tiles and textiles.

As well as exhibiting the work of graduates, New Designers presents **One Year In**, a dedicated showcase of the 100 most promising, intriguing and adventurous designers, studios and enterprises in their first year of business.

Against the backdrop of the exhibition, the event includes a programme of **talks and workshops** from industry-leading thinkers and makers, offering essential practical insights and guidance to exhibitors and visitors alike. New Designers' roster of **43 world-leading brand sponsors** are taking in active role in the event, supporting the **awards programme**, hosting exhibition stands and – in the case of Sainsbury's Home and Argos Home and Hallmark, providing on-site portfolio reviews to graduates.

Despite the astonishing variety of ideas and disciplines on show this year, several **key trends and creative themes** are emerging in the products and practices of the Week 1 designers:

Colour

New Designers 2018 is looking like the event's most colourful edition yet, with a preponderance of pastel shades and pops of primary colour adding depth and dynamism to the exhibition as a whole. Clashing patterns and intriguing textural and material contrasts abound.

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→**Diane Bresson** (Central St Martins, T46) has created a series of wallpapers featuring abstract shapes and psychedelic colours.

→**Kitty Lambton** (Gray's School of Art RGU, T28) has explored photography and collage to extract shapes and textures, using flock, foils and other sensory printing methods for her boldly patterned screen prints.

→**Cher Qie Yin** (Central Saint Martins, JC1) presents a range of totem-like ceramics inspired by the playful patterns and strong colours of the Memphis movement.



Kitty Lambton, Gray's School of Art RGU, BA (Hons) Fashion & Textiles Design, T28, photography by Mark Cocksedge

Architecture

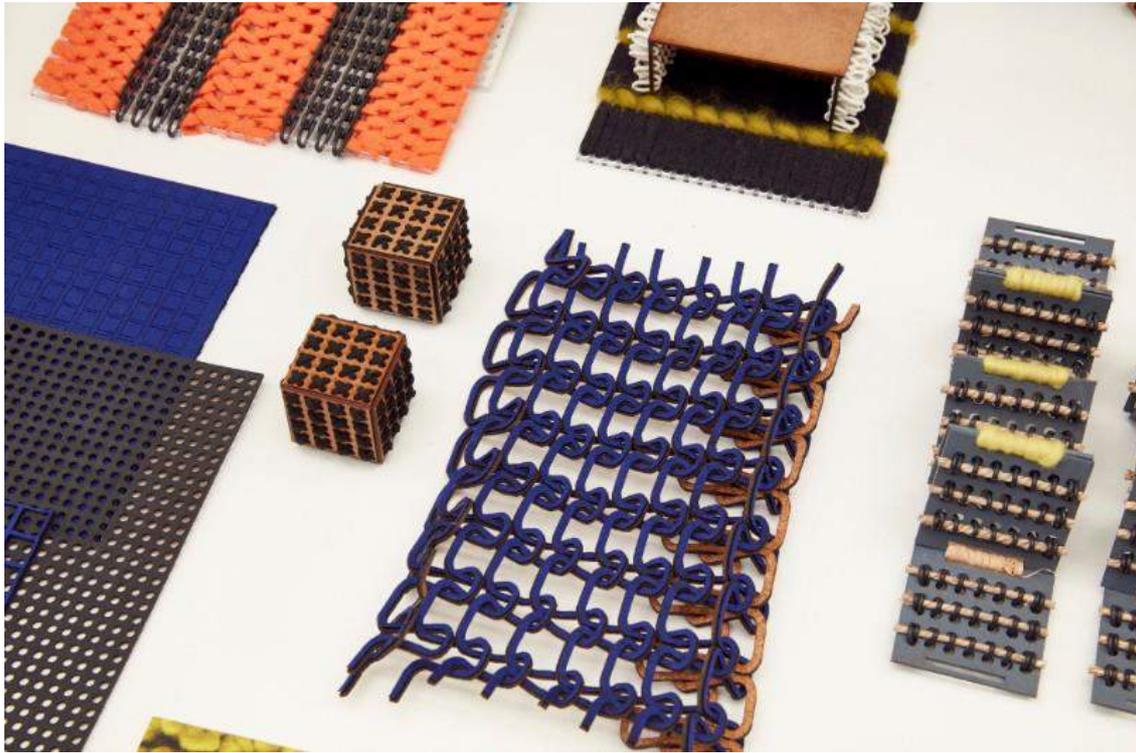
Many designers are looking to the forms and typologies of architecture for inspiration, translating core concepts into their own disciplines and materials.

→**Alice Percy Raine** (Glasgow School of Art) has drawn on architectural structures to shape her exploration of decorative and tactile surfaces and the relationship between the physical and the visual.

→**Ellie Eves** (Glasgow School of Art) presents a collection of knitted textiles in soft merino and silicone yarns inspired by brutalism.

→**Natalie Bell** (Nottingham Trent University, JC3) shows a series of colourful contemporary vessels in slipcase ceramics, reminiscent of modern high-rises.

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Alice Percy Raine, Glasgow School of Art, photography by Mark Cocksedge

Sustainability & Waste

When surveyed before the show, 98% of New Designers' graduate exhibitors agreed that sustainability and environmental impact are essential considerations for designers making new work today. These concerns are reflected in both the content and composition of many of the works on show at the event.

→**Sophie McKinney** (Nottingham Trent, JC3) has created a family of hand-built ceramics, coloured naturally using fruit rinds.

→**Megan Swancott** (Hereford College of Arts, JC63) speculates on what materials of the future might look like or be composed of and the pieces in her collection use waste from her daily beauty routine – for example, layering eye pencil shavings and acrylic nails to visually represent the cross section of the earth's crust.

→**Emily Musgrave Wood** (Rochester, University for the Creative Arts, JC30) shows a collection of contemporary jewellery made of discarded objects such as plastic forks and bottle tops, found from two sites: Dover, where she was born and Herne Bay, where she met her partner.

Travel

A number of exhibitors are channelling motifs and aesthetics from other cultures into their work or are using narratives from personal travel experiences to inform their design.

→**Claudia Sabina Veneroni** (Glasgow School of Art, T36) combines illustration and textile design to tell surrealist stories based on her visits to Hong Kong – a mixture of illustrative realism with graphic exaggeration created through digital print and embroidery.

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→Exhibiting as part of One Year In, fashion designer **Ashminder Sihra** has produced a garment influenced both by kinetic and optical illusion and the colourful beauty of the bridal dresses worn by women in Delhi.

→One Year In glass artist **Angie Packer** showcases a series of decanters and tumblers featuring impressions created by metal objects inspired by the fretwork and stonework of the Venetian cityscape.



(Left) Megan Swancott, Hereford College of Arts JC63

(Right) Ashminder Sihra, One Year In - fashion, photography by Mark Cocksedge

NEW DESIGNERS AWARDS HIGHLIGHTS

On Wednesday (27 June) the first of the **New Designers Awards Previews** honoured the most creative and forward-thinking of this year's exhibitors. 29 Awards and Associate Prizes were presented at the start of Week 1, with winners receiving monetary prizes ranging from £250 to £1,000, as well as invaluable placements and mentoring with the sponsors' design teams.

Awards included:

Business Design Centre New Designer Of The Year

Prize: £1,500 cash from the Business Design Centre

Winner: Luke Fuller, Ceramics, University of Brighton, JC52

"With New Designers comes fresh work, new minds and perspectives – everyone here will have a huge impact on the future of the design industry. I use design as a storytelling tool – my winning project is based on Port Talbot, an

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industry town I have a close connection with. My ceramics reflect the environment around it, in particular the steelworks which the community heavily relies on, and in turn, the steelworks relies on its surrounding natural landscape.”



Luke Fuller, photography by Mark Cocksedge

New Designers Romo Award for Innovation in Design and Colour

Prize: £500 to support the development of the winner’s textile design career plus a paid internship of up to six months in Romo’s head office design studios

Winner: Tamara Emanuel, Textiles Design, Nottingham Trent University, T1

“The concept for my collection of fabrics and wallpapers is based on ruined buildings and finding beauty in imperfection. Being recognised by Romo for something that I want to do that isn’t necessarily commercial is great.”

New Designers One Year In Development Award

Prize: £500 [Moo.com](https://www.moo.com) credit and 1 year free membership to Design Nation

Winner: Majeda Clarke, Textiles Design

“New Designers has such a high profile that for me it is about developing my brand, making more contacts and looking to manufacturing and the wider industry. I make a lot of handmade pieces and work with some galleries, so I want to access to some of the bigger stores and branch out.”

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(Left) Tamara Emanuel and (Right) Majeda Clarke, photography by Mark Cocksedge

New Designers Hallmark Studio Award

Prize: £500 plus a four-week paid studio placement

Winner: Ailsa Marrant, Silversmithing & Jewellery, Glasgow School of Art, JC24

“The first piece of jewellery ever made was early man picking up a shell, putting it on a piece of string and wearing it. This was an act of self-expression. We’ve gradually started seeing jewellery as made by third parties and we now feel as though it’s not a valid piece of jewellery unless it’s made by a jeweller. We’ve lost the self-expression and the connection to our instinctive self so what I decided to do was make jewellery or use objects from our everyday environments to connect us to ourselves.”

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Ailsa Marrant, photography by Mark Cocksedge

The full list of Awards and winners is available to view at newdesigners.com/awards.

To be officially opened by **Benjamin Hubert** next Wednesday 4 July, Week 2 of New Designers shifts the spotlight onto exceptional talents in Product, Furniture, Industrial, Automotive, Interior and Graphic Design, as well as Animation, Illustration, Gaming and Motion Arts.

NOTES FOR EDITORS

ABOUT NEW DESIGNERS 2018

Bursting with ambition and radical ideas, New Designers 2018 unveils the imaginations set to shape the design world of tomorrow. Over two weeks, and spanning every discipline in modern making, the event presents the work of more than 3,000 hand-picked design talents currently in education. Discover disruptive new thinking, meet the pacesetters, and get a first look at our creative future.

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LOCATION

Business Design Centre, Islington, London, N1 0QH

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OPENING TIMES + TICKET INFORMATION

WEEK ONE

Wednesday 27 June	3 – 9pm
Thursday 28 June	10am – 9pm
Friday 29 June	10am – 5pm
Saturday 30 June	10am – 5pm

TICKETS IN ADVANCE*

Day ticket	£12.50
Thursday Late	£7.50
Preview	£20.00
Multi access	£30.00
Schools	£10.00

WEEK TWO

Wednesday 4 July	3 – 9pm
Thursday 5 July	10am – 9pm
Friday 6 July	10am – 5pm
Saturday 7 July	10am – 5pm

ON THE DOOR

Day ticket	£17.50
Thursday Late	£12.00
Preview	£30.00
Multi access	£40.00
Concessions	£12.50

Tickets available from newdesigners.com or +44 (0)844 338 0399.

*Booking fee: £1.50 per ticket. Schools booking fee: £5 per 10 tickets.

To register for free press entry, please visit newdesigners.com/press-registration or contact j.knowles@zetteler.co.uk

NEW IDEAS.
NEW AMBITIONS.
NEW THINKING.