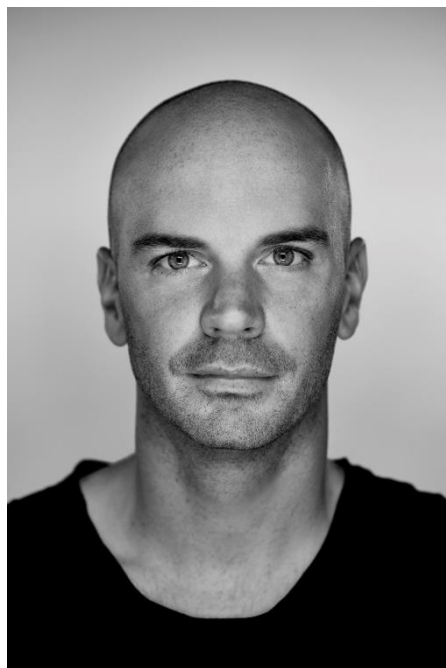


NEW. DESIGNERS

27 JUNE – 7 JULY 2018
BUSINESS DESIGN CENTRE, ISLINGTON

THE BIGGEST BRANDS OF TODAY TAP THE TALENT OF TOMORROW

Every year, many of the world's most respected brands flock to New Designers in search of the fresh minds and radical imaginations that will fuel their creative futures. For 2018, each week of the two-week event will be opened by a design trailblazer, with textile legend Orla Kiely officially launching Week One (27–30 June), and pioneering industrial designer Benjamin Hubert kicking off Week Two (4–7 July).



Orla Kiely (left) and Benjamin Hubert (right).

This year, 43 design-dependent global businesses and organisations are supporting the New Designers mission as event sponsors and associates. Many are providing monetary rewards and/or once-in-a-lifetime experiences for the **58 Awards and Associate Prizes** that New Designers bestows upon the most impressive graduate talents and emerging design enterprises. These range from £1,000 cash awards to a year's paid placement with **Sainsbury's Home and Argos Home** and a unique opportunity to visit **LEGO** design studios in Denmark.

NEW. DESIGNERS



New Designers 2017 Awards Ceremony.

Joining long-standing New Designers supporters such as **John Lewis, Wilko, Joules, Virgin Atlantic** and **Hallmark** – which this year celebrates its 20th anniversary at the event – is a fresh crop of sponsors who are looking to New Designers to recruit upcoming design talent and inject fresh thinking into their businesses. These include the toy masters of **LEGO**, assistive technology company **Stannah** and luxury hospitality group, **Belmond**.

Also making its New Designers debut, **Porsche** has chosen to launch its first ever design competition exclusively at the event, aiming to unearth skilled new visionaries among the 3,000+ young creatives exhibiting.

Exhibition sponsors span the worlds of hospitality, healthcare, textiles, jewellery, events, food, fashion, furniture, travel, toys and more – but all of them recognise the importance of nurturing new design talent to sustain their industries, and look to New Designers to find it.

Several have strong personal connections to the exhibition – 20% of the design team at **Kenwood**, for example, comprises New Designers alumni; two of **Johnson Tiles'** current designers began their careers at the event; and fashion brand **Joules** has drawn many of its design team from the exhibition's textiles and fashion graduate pool.

'Over the years the exhibition has proven pivotal in helping us to find brilliant up-and-coming designers who have gone on to work with us for many years, so it's great to give something back.'

– Laura Douglas, Head of Concept at Joules

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SPONSORS & ASSOCIATES

- 100% Design • Allermuir • Azzurri Group • Belmond • Business Design Centre • Caorunn • Clothworker's Company • Country Living • Denby
- GES • The Goldsmiths' Company • Hallmark • Innovate Design
- John Lewis • Johnson Tiles • Joseph Joseph • Joules
- Kalopsia Collective • Kenwood • Kingfisher • Lego
- London Design Fair • made.com • MAKE International • Material Lab
- National Trust • Pentland Brands • Porsche • Romo
- Sainsbury's Home and Argos Home • The Science Museum
- Shillingford / Colour In Design Award • Society of Artists Agents
- Stannah • Style Library/Harlequin • Talking Tables • Turner Bianca
- UK Young Artists • Virgin Atlantic • Weston Beamor
- The Worshipful Company of Weavers • Wilcom Europe
- Winnovate & Wilko



Kitty Lambton, Grays School of Art RGU, T28 (left) and Chris Pearce, Brighton University, FP29 (right).

NEW. DESIGNERS

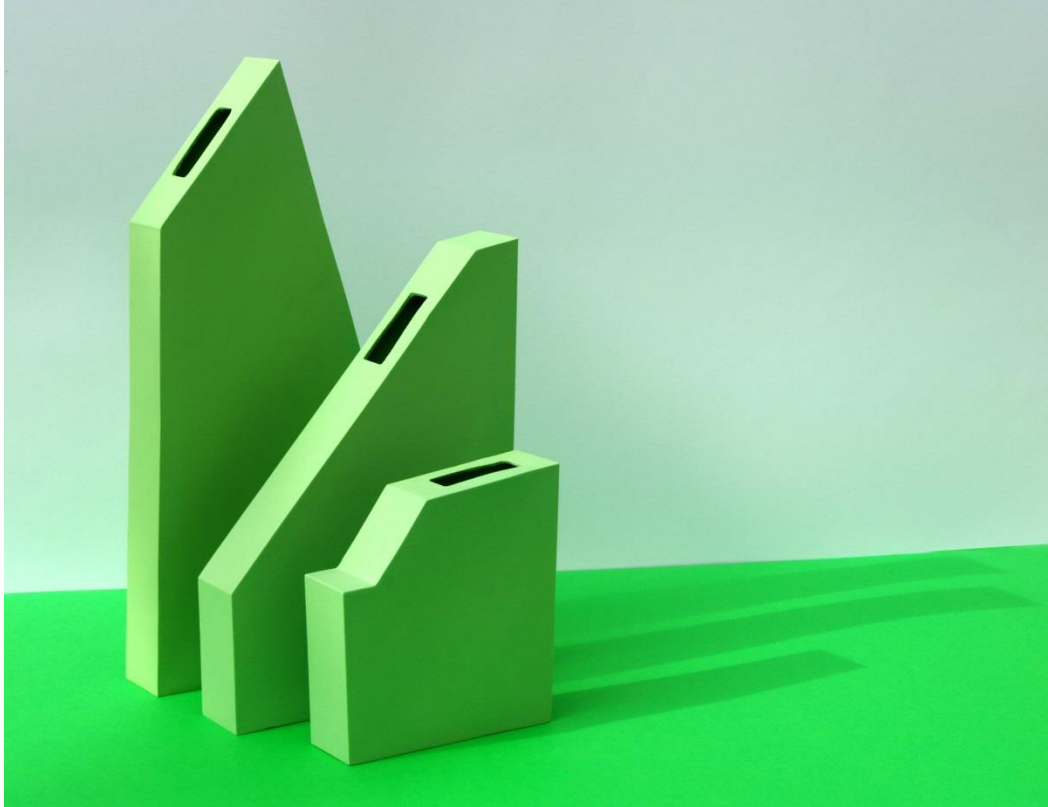
NEW DESIGNERS AWARDS & ASSOCIATE PRIZES

58 Awards and Associate Prizes will be presented over the two weeks of New Designers. Recognising the most creative and forward-thinking exhibitors, the awards comprise monetary prizes ranging from £250 to £1,000, as well as invaluable professional experience and mentoring with the sponsors' design teams – often both. In the past, New Designers' Award placements have launched the careers of many winning designers – and a large number have gone on to permanent work with the brand supporting the award.

This year, award-winners can look forward to a host of unique and potentially career-making opportunities, including:

- **Hallmark Studio Award:** £500 and 4 weeks' paid studio placement with free accommodation
- **John Lewis Award for Design and Innovation:** £1,000 to support career development and a visit to the John Lewis Design team at their Head Office
- **Sainsbury's Home and Argos Home Award:** One year paid work placement within the Sainsbury's Argos Design Studio
- **Goldsmiths' Company Award for Jewellery:** One week work experience in a professional jewellery workshop at the Goldsmiths' Centre, with up to £500 toward expenses
- **Joules Print Award:** £500 cash prize and a 2 week paid work placement with a commercial portfolio review by one of Joules' Senior Design team
- **Romo Award for Innovation in Design and Colour:** £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
- **LEGO Award For Playful Creativity:** A visit to the LEGO Group headquarters in Denmark and professional coaching from the LEGO Creative Play Lab's Senior Innovation Director, William Thorogood
- **Belmond Award:** A commission to design a product for one of Belmond's properties
- **Joseph Stannah Award:** A six-week paid placement in Stannah's design office and £1,000 to support the development of the winner's design career
- **Made TalentLAB Award:** Five one-hour mentorship sessions with one of made.com's leading designers

NEW. DESIGNERS



Natalie Bell, Nottingham Trent University, JC3.

Awards will be judged by a panel of industry leaders, including interior designer **Sophie Robinson**, design writer and curator **Max Fraser**, Kenwood CEO **Mark Welch**, Prime Warden of the Goldsmiths' Company **Michael Prideaux**, Chairman of Wilko **Lisa Wilkinson**, Joseph Joseph CEO and co-founder **Richard Joseph** and more.

The awards will be presented on both weeks of New Designers at **Awards Preview evenings on Wednesday 27 June and Wednesday 4 July**, 6-9pm with complimentary gin cocktails courtesy of Scottish craft distiller Carounn Gin.

The full list of awards and prizes can be found at newdesigners.com/awards

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NEW DESIGNERS TALKS

Every day of New Designers features a varied programme of talks and workshops alongside the main exhibition, offering both visitors and exhibitors expert insights on achieving professional and creative success in all fields of design.

Highlights include:

- **Sainsbury's x Argos: Design, Buy, Source and Sell** Friday 29 June, 10.30–11.15am
- **Full immersion Colour Workshop with Marianne Shillingford, Creative Director of Dulux UK** Friday 29 June, 3–4.30pm
- **Creative Freelancing – Getting Started** Saturday 30 June, 11.30am–12.30pm
- **The Dots Masterclasses: Illustration, Animation and Motion Design** Thursday 5 July, 5.45–9pm
- **Kickstarter Presents: Design, Entrepreneurship and Storytelling with a Crowd** Friday 6 July, 11.30am–12.30pm
- **Risograph Image-Making Workshop with Hato Press** Saturday 7 July, 1.15–4.15pm

The full event programme is available at newdesigners.com.

Contact

For more information and images about One Year In at **New Designers 2018**, please contact Jess Knowles at j.knowles@zetteler.co.uk on +44 (0)7921 579524.

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.

newdesigners.com

LOCATION

Business Design Centre, Islington, London, N1 0QH

NEW. DESIGNERS

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	£26.00
Multi access	£30.00
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.