

18 September 2020
Press Release

New Designers unveils the final winners of the ND AWARDS 2020



Clockwise from top left; 'Lucy' by Nina Naversnik (Product and Furniture Design at Birmingham City University), winner of the MOO Design Identity Award; 'Snippet' by Rachel Toye (Textile Design at The Glasgow School of Art), winner of the Royal Doulton Tableware Award; 'The Endo Tales' by Eve Wallis (Graphic Design at Nottingham Trent University), winner of the Pentagram Young Designer Award; 'Rust Print' by Nadire Gokmen (Three-Dimensional Design at Manchester School of Art) winner of the Thrown Contemporary Ceramics Award

Friday 18 September – **New Designers**, the UK's largest design graduate show, has announced the winning entries for this year's ND AWARDS 2020, including for the much-anticipated New Designer of the Year Awards, in partnership with Creative Conscience and the Business Design Centre. **Luke Pearson, Director and Founder of Pearson Lloyd delivered the keynote speech** for the announcement, which took place yesterday as a digital ceremony via the New Designers Facebook page.

With **over 900 entries** this year from universities across the UK, the ND AWARDS 2020 offers students unrivalled engagement with established brands within the design industry and the opportunity to win financial investment, mentoring opportunities and even develop their submission into a product on the market. From domestic spirulina-making appliances, to sustainable medical devices, to rusted ceramic surfaces, each student has submitted a unique response to the different briefs.

This year, the awards programme has followed a new format that allows students to gain a better understanding of producing and delivering within the timescale of a true working environment. Each award partner developed and published a specific brief that students had six weeks to respond to before their submission was reviewed by a panel of expert judges, including **Yinka Ilori, Sebastian Conran and Camille Walala**.

Award Winner Highlights

For the ND AWARDS 2020, students have responded to a variety of social, environmental and health issues in their designs, reflecting the immeasurable impact that COVID-19 has had on their studying and daily lives. ‘Working by Candlelight’ is a product by Bethan Jones for the office worker currently working from home, encouraging them to take regular breaks and help improve their work life balance. Another notable entry is ‘The Endo Tales’ by Eve Wallis, a graphic campaign to raise awareness for Endometriosis UK, focusing on preventing misdiagnosis and identifying support (pictured above).

The winners of the New Designers of the Year Award, in association with Creative Conscience and the Business Design Centre, produced unique and creative submissions that specifically address a either an environmental or social challenge. ‘A Lust for Leather’ by Imogen Gray speaks to the volume material waste in the design industry by repurposing leather scraps to create a new, more versatile composition material. The second winning entry is ‘Lade’ by Naomi McIntosh, which tackles the issues surrounding child poverty through a sustainably run community hub.

Sally Bent, Event Director of New Designers says: *“Whilst this year has presented students with many obstacles, I’m delighted that we’ve been able to offer them the opportunity to participate in the ND AWARDS 2020. Our award partners have been so generous with their time and expertise in supporting this next wave of upcoming talent, and the results have been phenomenal.*

I believe that the new format of our programme has allowed students to develop skills that will be directly transferable to the workplace, and has demonstrated their true capacity for creativity, adaptability and resilience. I can’t wait to see what they get up to next”

Full List of Award Winners



‘A Lust for Leather’ by Imogen Gray (3D Design & Craft at the University of Brighton), winner of the New Designer of the Year Award, in association with Creative Conscience and the Business Design Centre: Environmental Design Award

Award: New Designer of the Year Award, in association with Creative Conscience and the Business Design Centre: Environmental Design Award

Winner: Imogen Gray, BA (Hons) 3D Design and Craft at the University of Brighton

Every year, 800,000 tonnes of leather scraps end up on landfill. ‘A Lust for Leather’ demonstrates Imogen’s journey to redirect the offcuts used by local craftspeople in her area away from waste sites. The scrap pieces were eventually repurposed into a new composition material that goes beyond the natural limitations of leather, allowing the material to be cast in moulds. **Judge Chrissy Livett, CEO and Founder of Creative Conscience** commented that *“Imogen looked at a huge environmental issue through a pragmatic lens, deep research & practical outcomes, we were really impressed with the level of thought, her design principles & techniques”*.

‘Living Blocks’, by runner up Lawrence Parent (BSc Product Design at University of Brighton), is an open-source recipe designed to produce blocks that can support plant and insect life. Using inspiration from the porous structure of rare limestone formations, living blocks uses waste fruit, vegetable, and aggregates to produce a similar porous structure in a cement-based alternative.



'Lade' by Naomi McIntosh (Interior & Environmental Design at DJCAD, University of Dundee), winner of New Designer of the Year Award, in association with Creative Conscience and the Business Design Centre: Social Impact Design Award

Award: New Designer of the Year Award, in association with Creative Conscience and the Business Design Centre: Social Impact Design Award

Winner: Naomi McIntosh, Interior & Environmental Design at DJCAD, University of Dundee

'Lade' is a family-centred community hub designed to help tackle the issue of child poverty. Making use of an abandoned jute mill, it is powered using sustainable technologies and provides support, learning opportunities and life skills to youngsters facing disadvantages. **Judge Paul Barlow, Founder and Director of L&Co** praised Naomi's project for being "visionary and also unique. Its potential within a community could create lasting change. By working with the next generation, we can build significant impact within society".

'Abode', by runner up Ella Stephenson (Product Design at Nottingham Trent University), is the first assisted shaving experience for the NHS. The user-centred collection tackles single-use plastic, it improves patient wellbeing and has the potential to save the NHS thousands of pounds in costs.

The Award Winners – Week 1

Textiles & Fashion, Costume Design, Jewellery & Precious Metalwork, Ceramics & Glass, Contemporary Design Crafts

Award: The Sainsbury's Argos Home Award: Future Thinking - Print, Materials & Surface Pattern

Winner: Gemma Singleton, BA (Hons) Textiles at Bucks New University

'Tokyo to Kyoto' is a journey into Japanese culture whilst exploring the visual concept and sensory benefits of biophilic design. Through botanical motifs and a bold colour palette, Gemma developed a clear narrative that centred around the culture of local Japanese fish markets.



From left; 'Tokyo to Kyoto' by Gemma Singleton (BA (Hons) Textiles at Bucks New University), winner of The Sainsbury's Argos Home Award: Future Thinking - Print, Materials & Surface Pattern; Surface Pattern and Textiles; 'Overlooked Sublime' by Molly Marnoch (Textile Design at Leeds Arts University) winner of The Harlequin Award; The 'Novus' collection by Isabel Eagen (Textile Design BA at Nottingham Trent University), winner of the Romo Award for Innovation in Design and Colour

Award: The Romo Award for Innovation in Design and Colour

Winner: Isabel Egan, Textile Design BA at Nottingham Trent University

The 'Novus' collection by Isabel Egan captures the subtle movement of nature in a palette of fresh, uplifting and contemporary tones. Reimagining hazy landscapes, as delicate brush strokes capture the fluid movement of wild untamed grass and summer meadows, it evokes a serene setting.

Award: The Harlequin Award

Winner: Molly Marnoch, Textile Design at Leeds Arts University

Molly's interior project 'Overlooked Sublime' explores the balance between texture, tone and colour. Molly worked with natural dyes and exposed paint to mirror those earthy tones found amongst the common British landscape.

Award: Wilko Retail Design Award: Surface Pattern and Textiles

Winner: Grace Exley, Mdes Surface Pattern Design at UWTSD

Grace's 'Brecon' project displayed an excellent use of colour and abstract design, according to judges. Her impressive prints translate across different surfaces and were tailored to appeal to a Wilko customer.

Award: Colour in Design Award: Textiles & Fashion, Jewellery & Precious Metalwork, Ceramics & Glass, Contemporary Design Crafts

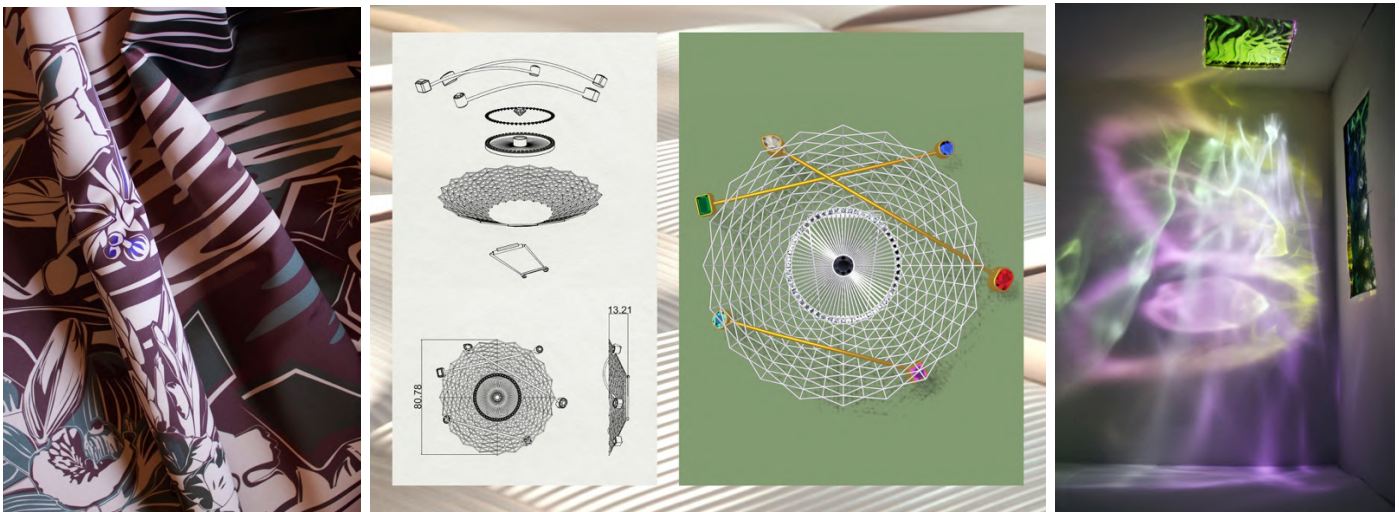
Winner: Zoe Noakes, Surface Pattern Design at UWTSD

For 'Spectral Magic', Zoe experimented with layering iridescent films and kiln-formed glass to explore the aesthetics of 'joy'. Using sculptural light and kinetic colour, Zoe's work transforms empty spaces into sensory playgrounds. Judge Russell Whitehead, Co-Founder of 2LG Studio commented that Zoe was a "worthy winner".

Award: The Liberty Fabrics Studio Award

Winner: Alys Gilbert, BA (Hons) Textiles at Edinburgh College of Art

Alys' collection explores her discovery of pottery fragments on the edge of Loch Fyne through print design. Using a contemporary lens to celebrate design heritage, Alys developed 'One Man's Trash is Another Man's Treasure' as a means to reflect on and appreciate the quieter moments in life.



From left; 'One Man's Trash is Another Man's Treasure' by Alys Gilbert (BA (Hons) Textiles at Edinburgh College of Art), winner of the Liberty Fabrics Studio Award; 'CONNECT' by Coco Liang (Design for Industry BA Hons at Brighton City University), winner of the Goldsmiths' Company Jewellery Award; 'Spectral Magic' by Zoe Noakes (Surface Pattern Design at UWTSD), winner of the Colour in Design Award: Textiles & Fashion, Jewellery & Precious Metalwork, Ceramics & Glass, Contemporary Design Crafts

Award: The Goldsmiths' Company Jewellery Award

Winner: Coco Liang, Design for Industry BA Hons at Brighton City University

For the 'CONNECT' brooch, Coco realised the concept that "out of chaos, comes order", particularly pertinent to the experiences of the past six months. and was praised by judges for demonstrating "an equal awareness of function and the trend for customisation".

Award: The Goldsmiths' Company Silversmithing Award

Winner: Yitong Zhang, Silversmithing and Jewellery Design at Glasgow School of Art

Yitong's vessels 'A Part, Not Apart' contrast a complex shape with a natural form. By utilising the reflective qualities of silver to create a colourful mirrored effect, Yitong transforms the bouquet. This design opens up the possibilities of displaying flowers at different stages of life.

Award: The Printed Textile Design Award (The Clothworkers Company)

Winner: Ellen Martin, Textile Design at The Glasgow School of Art

The 'Kyoto' collection of printed silk designs plays with the concept of line to give the illusion of pleats and folds. Ellen drew her inspiration from the shrines and temples in the Japanese city, and through experimentation with paper manipulation, reimagined these three-dimensional structures on a flat surface.

Award: The Royal Doulton Tableware Award

Winner: Rachel Toye, Textile Design at The Glasgow School of Art

This collection of contemporary printed tableware encourages colour and print into the home through an everyday object. 'Snippet' features hand drawn designs, inspired by texture and colours found in urban materials such as concrete, wood and metal. The judges commended Rachel for *"understanding the changing needs of the modern consumer with fresh and innovative designs that beautifully express her own personal style"*.

Award: The Thrown Contemporary Ceramics Award

Winner: Nadire Gokmen, Three-Dimensional Design at Manchester School of Art

Rust Print is a slip casting process that allows the rusted surface of steel to be directly transferred onto clay. The forms are high fired, trapping rust's ephemeral patina as a permanent trace on the clay body. The result is a beautifully sophisticated marble-like surface that would stand out on a variety of ceramic products.

The Award Winners – Week 2

Furniture, Product & Spatial Design & Interiors, Graphic Design, Illustration & Animation, Motion & Digital Arts

Award: The Sainsbury's Argos Home Award: Future Thinking - Product Innovation, Design & Furniture

Winner: Luke Foster, BA Product Design at Nottingham Trent University

The 'Asset' stool offers three types of saddle; a backrest, side table, and tray, positioning the product as an ideal choice for the recent move to remote working. In utilising threaded legs to pinch the saddle and seat together, the assembly remains screw-less. Luke's project was described by judges as *"a commercial product piece with a wellness lens and executed by using sustainable materials"*.



From left; 'Asset' stools by Luke Foster (BA Product Design at Nottingham Trent University), winner of the Sainsbury's Argos Home Award: Future Thinking - Product Innovation, Design & Furniture; 'Something Borrowed' by Micky Wozny (Animation at The National Film and Television School), winner of The Screening Award, supported by Aardman Academy

Award: The Screening Award, supported by Aardman Academy

Winner: Micky Wozny, Animation at The National Film and Television School

'Something Borrowed' is heart-warming animation that tells the story of an old woman who can't find the right words. Her thoughts are interrupted when she lends her pen to a hopeless young chap, which takes her on whirlwind chase across windy cliffs and stormy piers, as she struggles to get her pen back.

Award: Wilko Retail Design Award: Product Design

Winner: Lara Smith, BA Furniture and Product Design at Nottingham Trent University

Laura designed the 'Trio' tray to enable consumers to care for their plants without the worry of over-watering and incorporates a feature that protects furniture from water damage. 'Trio' was hailed as *"great brand and commercial fit for Wilko"* by judges.

Award: Colour in Design Award: Furniture, Product, Industrial & Spatial Design, Visual Communications

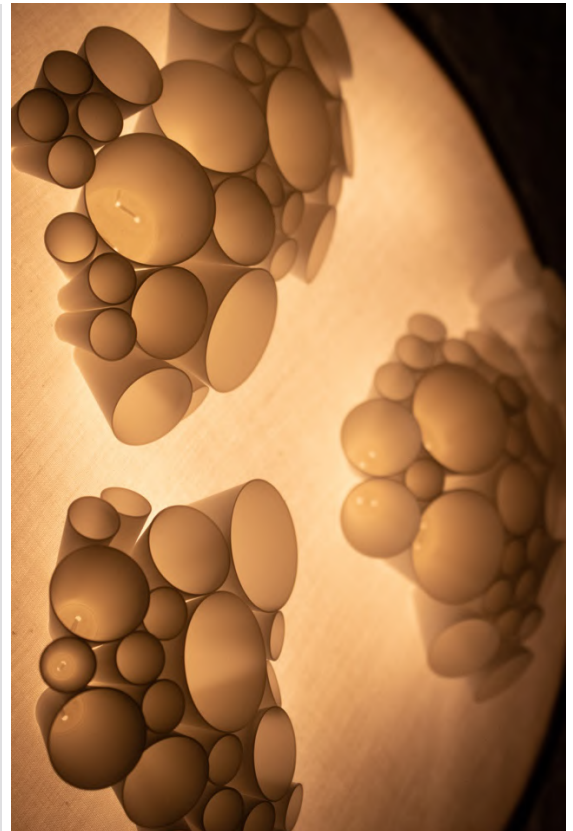
Winner: Naomi Cairns, Product Design at DJCAD, University of Dundee

'Affinity' uses colour to combat loneliness. Naomi's product enables the user to send their thoughts and feelings through coloured light sequences which remind the recipient that friends are thinking of them. **Judge Sebastian Conran, Founder of Conran Associates**, commented that the project demonstrated *"good insight, research and recognition of a need, good solution and thorough"*

Award: The Conran Shop Design Award

Winner: Frank Winter, Product & Furniture Design at Kingston University

The 'Workshop Series' collection evolved from working with the frame makers tool, a Mitre Clamp. From this, Frank developed a collection from the concept of a single structural joint, with each variation of the series containing a different component. This allows for alternate constructions that prioritise stacking feasibility or structural performance.



From left; Winner: 'Workshop Series' by Frank Winter (Product & Furniture Design at Kingston University) winner of The Conran Shop Design Award; 'Cluster' by Alexandra Carr (BA (Hons) 3D Design (Designer Maker) at University of Plymouth), winner of The Belmond Award

Award: The Belmond Award

Winner: Alexandra Carr, BA (Hons) 3D Design (Designer Maker) at University of Plymouth

'Cluster' is a series of lamps made through an amalgamation of 3D printed components and hand sewing to create bespoke clusters of shapes illuminated from behind. By combining two modern and traditional techniques, Alexandra experimented with finding ways to attach a sense of preciousness to objects made from polylactic acid.

Award: Cambridge Consultants Breakthrough Design Award

Winner: Joe Slatter, Industrial Design & Technology at Loughborough University

'Oto' is an ear examination medical device with AI camera attachment. Allowing health care professionals to record and upload media onto electronic health records. Oto's attachment has AI diagnostic support, should the user need assistance in determining the results. The AI camera attachment encourages patient interaction, as well as providing an accurate recording function, sharing capabilities and diagnostic support, all whilst keeping a social distance from the patient.

Award: Pentagram Young Designer Award

Winner: Eve Wallis, Graphic Design at Nottingham Trent University

'The Endo Tales' is an awareness campaign for Endometriosis UK that ensures sufferers are not misdiagnosed, don't go untreated and can learn how to get support. The campaign is built on sufferer's stories, publishing their personal experience via the Metro in order to educate the public on endometriosis. A "memorable and well designed" project, according to judges.

Award: Coregeo® Fresh Produce Award

Winner: Emily Smith, Visual Communications (Graphic Design & Illustration) at University of Wolverhampton

Invited to create a new brand for the Melon category, Emily designed 'It's Melon', a fun and refreshing graphic campaign. Including specific details, such as the hand-rendered type for the word 'on', conveying a sense of freshness that's ready-to-eat. The characters and smile icon instil a playfulness into the brand.

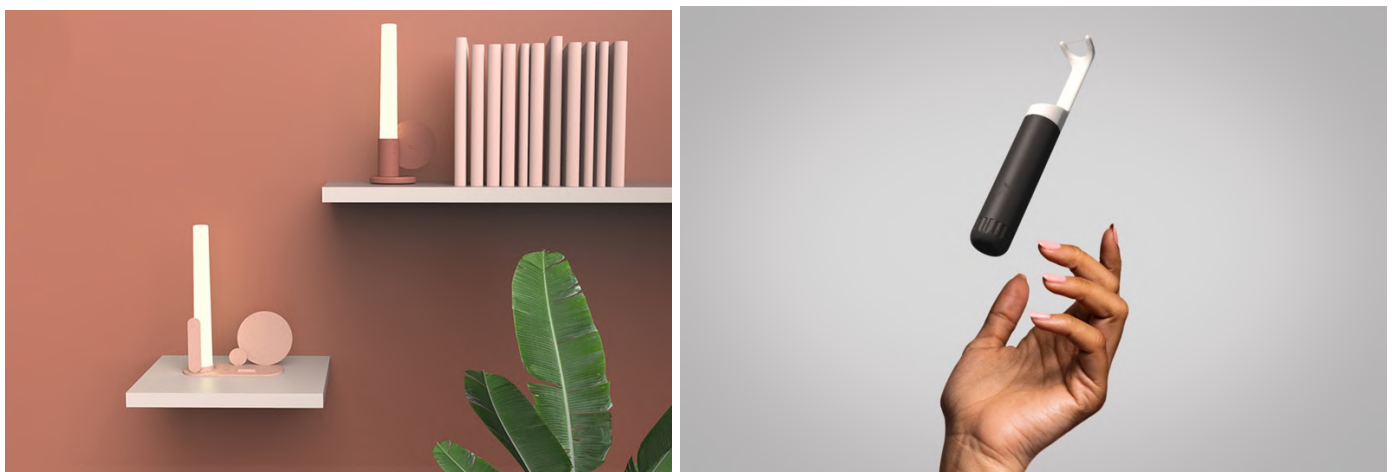


From left: 'It's Melon' by Emily Smith (Visual Communications (Graphic Design & Illustration) at University of Wolverhampton), winner of the Coregeo® Fresh Produce Award; 'Alveo' by Luke Hazlehurst (Design for Industry BA (Hons) at Northumbria University), winner of the Kenwood Appliances Award

Award: Kenwood Appliances Award

Winner: Luke Hazlehurst, Design for Industry BA (Hons) at Northumbria University

'Alveo' is an at-home photobioreactor and cultivation tank which allows consumers to grow and harvest fresh, flavour-free and ready-to-consume spirulina. 'Alveo' aims to bring a sense of wellness to both the kitchen and consumer by introducing this superfood of the future to the home.



From left; 'Working by Candlelight' by Bethan Jones (BA Product Design at Bournemouth University), winner of the Task Lighting Award, supported by Anglepoise; 'Phloss' by Charlie Boyle (Product Design Engineering BSc at Brunel University), winner of the Joseph Joseph - Brilliantly Useful Design Award

Award: Joseph Joseph - Brilliantly Useful Design Award

Winner: Charlie Boyle, Product Design Engineering BSc at Brunel University

'Phloss' is an inclusively designed and sustainability-focused flossing alternative that uses a service system to distribute refills and utilise waste material, supporting a circular economy. Judges were impressed that "Charlie's project identifies a clear problem with existing products on the market" and "shows real commercial potential".

Award: Task Lighting Award by Anglepoise

Winner: Bethan Jones, BA Product Design at Bournemouth University

'Working by Candlelight' is a project that responds to the evolving working environment that has emerged due to COVID-19. As the workforce gets more comfortable with the idea of working from home, many of us are finding it harder to separate their work and home lives. This light helps to prompt the user to take breaks and stop work by providing a visual representation of the time that has passed.

Award: MOO Design Identity Award

Winner: Nina Naversnik, Product and Furniture Design at Birmingham City University

This elegant light is made from a recyclable steel frame, with a biodegradable sugarcane head. Nina explained that the design "all started with an intriguing shape, reminiscent of an inquisitive being curiously leaning to one side. The more time I spent with this character, the more I learned about it"

Award: Ford New Norm Mobility Award

Winner: Marius Lochner, MA Arts and Creative Technologies; Transport Design at Staffordshire University

The 'Muvone' concept is an interior for an autonomous single-seat public transport vehicle, that offers more privacy, flexibility and accessibility. The individual design aids social-distancing, and its interior is easy to clean as well, which helps to keep the interior virus free.



From left; 'Muyone' by Marius Lochner (MA Arts and Creative Technologies; Transport Design at Staffordshire University), winner of the Ford New Norm Mobility Award; 'Collectimals' by Tara Janes (Industrial Design & Technology at Loughborough University), winner of the Mojo Nation Toy Design Award

Award: Mojo Nation Game Design Award

Winner: Emma Jones, BA (Hons) Product and Furniture Design at Birmingham City University

Bees, Trees, & Factories is a balancing game with an environmental twist. Utilising responsible materials for the balancing board, stacking pieces and colourful playing cards, this product demonstrates how environmental topics can be communicated through entertaining, engaging gameplay to be enjoyed by children and families in a sustainable way.

Award: Mojo Nation Toy Design Award

Winner: Tara Janes, Industrial Design & Technology at Loughborough University

'Collectimals' is a blind-box surprise reveal toy that teaches children about endangered animals in a light-hearted way. There are multiple unboxing stages relevant to each of the three habitats: sea, snow and rainforest. The more endangered an animal, the rarer the toy is.

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Notes to Editors

Following consolidation with partners and participants, the #OneYearIn section of the event will be postponed until 2021.

About New Designers:

Now in its 35th year, New Designers provides a unique platform for fresh design talent to connect with design educators, professionals and consumers for creative exchange and collaboration. Taking place as a series of digital initiatives in 2020, New Designers is a place to discover new ideas, products and trends. The show connects talented design graduates with businesses looking to bring in new design thinking; buyers looking to source the most innovative craft and design; and aspiring students wanting to explore the range of design courses available. New Designers champions and celebrates the future of design.

Due to the unforeseen circumstances surrounding the COVID-19 pandemic, New Designers is taking place digitally this year and plans to return for a physical showcase in 2021.

About Upper Street Events:

Upper Street Events is a specialist producer of unmissable consumer experiences. Its events are at the heart of the UK's thriving art and design, craft, cycling, dance and specialist travel scene.

For over 30 years, its operational excellence, subject matter expertise and creative flair has secured them the leading position in all markets. Its people combine the very best in event industry know-how with a genuine, personal enthusiasm for their sector.

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