

NEW. DESIGNERS

PRESS CLIPPINGS 2021



<p>THROWN THROWN CONTEMPORARY CERAMICS AWARD CICELY PEERS</p>	<p>THE CLOTHWORKER'S COMPANY PRINTED TEXTILE DESIGN AWARD YING (VICKY) HUANG</p>	<p>ROMO THE ROMO AWARD FOR INNOVATION IN DESIGN AND COLOUR LOIS DAVIES</p>	<p>THE GOLDSMITH'S COMPANY THE GOLDSMITH'S COMPANY AWARDS BRIGITA BIVAINYTE</p>	<p>THE GOLDSMITH'S COMPANY THE GOLDSMITH'S COMPANY AWARDS FINLAY GRANT</p>	<p>AARDMAN ACADEMY THE SCREENING AWARD SABINE BIRHAIN</p>	<p>DCA DESIGN PACKAGING FUTURES AWARD SAMANTHA TUNG</p>	<p>THE CONRAN SHOP & THE MARANDI FOUNDATION DESIGNER OF THE FUTURE AWARD CAMERON ROWLEY</p>	<p>ANGLEPOISE ABANDON DARKNESS AWARD BILLY-JO PIERCE</p>
<p>LIBERTY FABRICS THE LIBERTY FABRICS STUDIO AWARD DANIEL SMILTON</p>	<p>SILENTNIGHT SILENTNIGHT SLEEP DESIGN AWARD KEELY RUSSELL</p>	<p>COLOUR IN DESIGN AWARD WEEK 1 DISCIPLINES AL BATES</p>	<p>MOLLIE MAKES MOLLIE MAKES AWARD LUCY TURNER</p>	<p>AFFINITY THE AFFINITY DIGITAL DESIGN AWARD ASHLEIGH BLADES</p>	<p>STANNAH THE JOSEPH STANNAH AWARD OLIVIA LATHAM</p>	<p>COLOUR IN DESIGN AWARD ASSOCIATE 2 WEEK 2 DISCIPLINES PHOEBE LEWIS</p>	<p>JOHN LEWIS & PARTNERS THE JOHN LEWIS AND PARTNERS AWARD FOR DESIGN AND INNOVATION ELLE PERRY</p>	<p>HABITAT THE HABITAT FUTURE DESIGN AWARD: FURNITURE, PRODUCT, INDUSTRIAL & SPATIAL DESIGN SOPHIE HICKMAN</p>
<p>HABITAT THE HABITAT FUTURE DESIGN AWARD: TEXTILES AND SURFACE PATTERN DESIGN ANDREA GONZALES</p>	<p>JOHN LEWIS & PARTNERS THE JOHN LEWIS & PARTNERS AWARD FOR DESIGN AND INNOVATION: WEEK 1 DISCIPLINES ANNA BURKE</p>	<p>HALLMARK AWARD HALLMARK AWARD: WEEK 1 DISCIPLINE JAXUAN ZHONG</p>	<p>LAKELAND LAKELAND HOME DESIGN AWARD NICK FITZPATRICK</p>	<p>KENWOOD KENWOOD APPLIANCES AWARD MATTHEW SHEPHERD</p>	<p>JOSEPH JOSEPH BRILLIANTLY USEFUL DESIGN AWARD ALEX O'ROUZA</p>	<p>HALLMARK AWARD 2 WEEK 2 DISCIPLINES ASHLEIGH BLADES</p>	<p>CREATIVE CONSCIENCE AWARD 1 ENVIRONMENTAL DESIGN AWARD DOMINIK BONDICOV</p>	<p>CREATIVE CONSCIENCE AWARD 2 SOCIAL IMPACT DESIGN AWARD LLOYD POTTER</p>
<p>WILKO WILKO RETAIL DESIGN AWARD: SURFACE PATTERNS AND TEXTILES OLIVIA RILEY</p>	<p>SANDERSON DESIGN GROUP SANDERSON DESIGN GROUP AWARD CAITLIN STRACEY</p>	<p>SANDERSON DESIGN GROUP SANDERSON DESIGN GROUP AWARD ROBYN GAULD</p>	<p>FORD FORD DESIGN AWARD CALUM GAMBLE</p>	<p>CAMBRIDGE CONSULTANTS BREAKTHROUGH DESIGN AWARD ALICE MCCUTCHION</p>	<p>BELMOND THE BELMOND AWARD GILES FEARON</p>	<p>CHAMPIONING THE FUTURE OF DESIGN</p>		

NEW. DESIGNERS

New Designers Class of 21

NEWS

New Designers showcases the creativity and diversity of design graduates around the country. It's a highlight for so many within the creative industries as a place to spot new talent and discover new ideas.

We spent some time exploring the portfolios of the Class of 21 online and were impressed by the quality of the work, particularly after a year when so many students haven't had access to studios and technicians. You can check out this year's winners [here...](#)

Check out the [New Designers exhibition online](#) until July 10.

We highly recommend taking a look at what's inspiring the makers, thinkers and designers of the future. Here are some of the graduates who particularly caught our eye at Hole & Corner:

WORDS TAMSIN BLANCHARD
PHOTOGRAPHS COURTESY OF NEW DESIGNERS

HOLE & CORNER

July 2021

'We spent some time exploring the portfolios of the Class of 21 online and were impressed by the quality of the work, particularly after a year when so many students haven't had access to studios and technicians. You can check out this year's winners [here...](#)'

[Click here to read full article](#)




Willow weaving, Simon Redstone

University of Staffordshire: 3D Designer Maker

NEW DESIGNERS

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New Designers present 12 awarding winning student projects

Dezeen staff | 3 hours ago


A device designed to manage menopausal women's symptoms and a plastic-free grocery delivery service are included in Dezeen's latest award-winning student showcase by New Designers.

Also included is a project investigating the material potential of seaweed and an AI headset that places gender-neutral avatars over participants involved in a trial, in order for a fairer verdict.

New Designers

Showcase: New Designers
Instagram: @newdesigners

Statement: "New Designers showcases the work of over 3,000 talented graduates from across the UK during their annual exhibition, this year held online. "The event connects thousands of design graduates with businesses and buyers, while also offering prospective students an opportunity to explore design courses. "We believe that great design shapes the human experience. New Designers provides a unique platform for fresh design talent to connect with design educators, professionals and consumers, for creative exchange and collaboration."




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- "Saying you are offsetting carbon by planting a tree is nonsense"
- "Planet-wide regeneration could result in a safer climate"
- Petit Pli launches collection of unisex clothes that expand to fit the wearer
- Flying cars will be in cities by 2030 says Hyundai chief

Magazine



New Designers present 12 awarding winning student projects

A device designed to manage menopausal women's symptoms and a plastic-free grocery delivery service are included in Dezeen's latest award-winning student showcase by New Designers. [More](#)


Dezeen staff | 3 hours ago

The Butterfly Effect is a bridge to help insects cross the road

Venboerwoud, DS, Landschapsarchitecten and Studio Salaris have designed the Butterfly Effect, a proposal to stretch a treetop-level web over a Dutch motorway to provide insects with cleaner air above roads. [More](#)

Jane Englefield | 14 hours ago | 1 comment

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“take this offline”

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DEZEEN

9 July 2021

'The New Designers is a graduate design show that enables young designers to showcase their work. Also included is a project investigating the material potential of seaweed and an AI headset that places gender-neutral avatars over participants involved in a trial, in order for a fairer verdict.'

[Click to read full article](#)

NEW. DESIGNERS



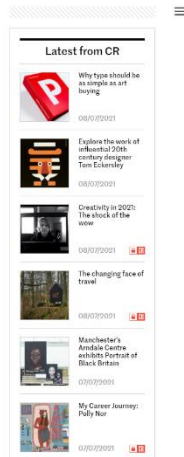
Sabine Bahain, from Anglia Ruskin University won the Autodesk Academy: Screening Award with the film *Like It Was Yesterday*

From sustainable design addressing plastic waste to female empowerment and designing for the home environment, each of the 3,000 students has a key message they wish to share through their portfolio of work. These are hosted on the university profiles on the New Designers website and are the perfect way to explore and discover the next wave of design talent.

"The work produced has been an incredible insight to the issues surrounding us and tackles some key themes that affect each and every one us"

In addition, New Designers is running several digital initiatives for networking and connecting with the industry. If you are a company with a new graduate opportunity, there is also a New Designers Job Board where you can advertise for vacancies on a complimentary basis.

Though this year is a little different due to the pandemic, New Designers' mission remains the same: to highlight the ambition, originality and fresh approaches of the newest members of the creative industry.

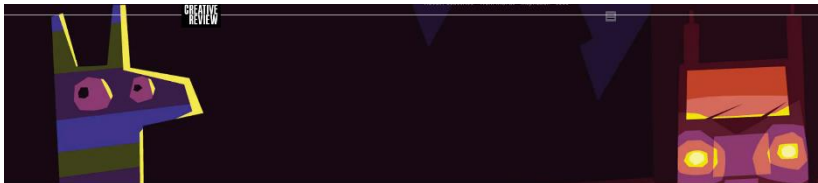


CREATIVE REVIEW

July 2021

'Despite being a fully digital event, it has not halted the connections being made between grads and the industry, with the ND Awards ceremony on June 30 providing a platform for the ND Class of 21 to showcase their skills in responding to live industry briefs. The one thing the pandemic has shown us is how resilient the designers are and how they draw upon the social, political and environmental influences that have come to the forefront of their lives.'

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NEW. DESIGNERS

It's Nice That Championing Creativity Since 2007

Search for something



Categories

Disruptive thinking, ambitious ideas and fresh approaches: This year's New Designers is here

Featuring the work of 3,000 hand-picked newly-graduated students, the virtual event features free talks, a jobs board, networking opportunities and more.

Words: It's Nice That

[Sponsored Content](#) [Work](#) [Event](#)
[Graphic Design](#) [Illustration](#) [Education](#)

1 July 2021

3 minute read



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2021 marked the first time New Designers launched an awards train of the event.

Partnering with leading designers, studios and companies, it set 90 briefs to new graduates, highlighting the best work with a variety of awards. There are numerous awards also to be given this year in over 20 categories, ranging from costume design to ceramics, glass, furniture design, illustration, motion design, animation and more.

The winners will be announced on 21 June at 8pm BST on the New Designers website. This year, the bespoke briefs were developed in conjunction with awards partners, including Pentagram, John Lewis & Partners, Blakeway and Creative Conscience, just to name a few.

The Class of 21 university profiles also launches on Wednesday 23 June. Here, winners will be able to engage with the latest wave of design talent, dive into innovative new products hot on the market, and discover new talents or potential recruits to add to individual talent pools. It's also an opportunity to see design trends emerging from all over the country. As a statement puts it, New Designers is 'full of disruptive thinking, ambitious ideas and fresh approaches.' Universities taking part in this year's event

IT'S NICE THAT

1 July 2021

'As a new batch of creatives graduate from uni, cohorts from all over the world start to prepare for industry professionals to see (and celebrate) their work. For 36 years, New Designers has provided new graduates with a unique platform to connect with those in industry, whether that be consumers, educators, potential clients or future employers.'

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NEW. DESIGNERS

LONDON
CRAFT
WEEK

Makers Programme News About

News | 6 July 2021

Now in its 36th year, *New Designers* provides a unique platform for fresh design talent to connect with design educators, professionals and consumers for creative exchange and collaboration. Championing the future of design, 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.

Here at London Craft Week, we've put together an edit of our favourite designs from this year's winners...



Colour In Design Award: Colour In Design Award: Week 1 Disciplines
Al Bates, *Curious while Calm*, Textiles, Edinburgh College of Art

which is retrieved through the use of the printing. The distinctive pattern has been utilised in our recent jewellery designs to create a coordinating series of fabrics that celebrate the craftsmanship of weaving that is deeply rooted in the Filipino culture.



Sanderson Design Group: Sanderson Design Group Award
Robyn Gauld, *The End of the Silk Road*, Design for Printed Textiles, Heriot-Watt University

The End of the Silk Road is an interior print collection of digitally printed fabrics and hard surfaces inspired by East Asia. It aims to convey feelings of balance and serenity. Robyn Gauld was inspired by Stefan Ormenison, the founder of Mind the Gap who creates instantly recognisable and iconic art, architecture and culturally inspired designs of East Asia.

LONDON CRAFT WEEK

6 July 2021

'Now in its 36th year, New Designers provides a unique platform for fresh design talent to connect with design educators, professionals and consumers for creative exchange and collaboration. Championing the future of design, 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.'

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