

FEATURE

Designed for Business winners... revealed

TOP NAMES from the worlds of design, art and fashion flocked to the House of Commons towards the end of last week to recognise the next generation of creatives at the inaugural Designed for Business Student awards.

Designed for Business is a new national student competition, organised by the Society of British and International Design (SBID) and BE OPEN, the creative think tank, to showcase talent and nurture relationships between students and the workplace.

Hundreds of students from 93 universities submitted their final year's course work to SBID and BE OPEN to one of five categories: Product Design; Art & Design; Fashion; Interior Design and Interior Decoration.

The entries were judged by a panel of top names from the creative industries with key representatives from companies including Amazon UK, John Lewis, Christie's Education, Sebastian Conran Associates, Amara, HG Designworks and Vitra.

Scooping the overall £30,000 prize was University of Dundee graduate Katarina Spenerova. One of the Interior Design finalists, her project PETAL comprised a modular design system that allows communities to grow in an organic way. It was chosen for "its originality in providing an inventive solution to the problem of housing in today's society". Examining



Winners, from left to right: Catherine Sinclair, Joshua Redican, Stefan Guiton, Anna Cuiinu, Katarina Spenerova, Stephen Tozer

shared living, the project looks at how we might live together given the rising cost of housing.

"I'm going to invest the money in my own business, but it might not be tomorrow," said Spenerova. "I'm going to take it slowly, but I am going to set up a studio where I can collaborate with other designers and makers."

The winners of the £1,000 prize for each of the five categories were:

- Anna Cuiinu of Heriot-Watt Univer-

sity whose Fashion category entry was a collection of contemporary, trans-seasonal knitwear aimed at the two million-plus people living with sight loss in the UK. All the garments incorporate wooden buttons to communicate each garment's colour.

- Stephen Tozer of the University Arts Falmouth won the Interior Design category. His entry, The Gas House, is designed to offer support for 16-20-year-olds who are, or have been,

in the social care system and need guidance to become independent.

- Catherine Sinclair of Glasgow School of Art took first place in the Interior Decoration category with her sustainable collection of knitted textiles that interprets the quest for a hidden, secret place within nature and our innate desire for escape and adventure.

- From the University of the West of England, Stefan Guiton's winning

Product Design project was Kulinda – a simple, low-cost pneumonia diagnosis device for babies living in developing countries. Kulinda counts the child's breaths per minute. An algorithm in the sensor monitors breathing and a light indicates if pneumonia might be present.

- Joshua Redican of Coventry University was the winner of the Art & Design category. His illustrative, contemporary submission explores the culture of social media addiction due to its instant gratification and reveals how it is affecting our society.

"We're delighted with the number of entries overall and especially the turnout tonight," said SBID founder Dr Vanessa Brady.

BE OPEN founder Elena Baturina added: "This is all about celebrating the talent, aspirations and tenacity of young artists and designers whose creativity will define our future. I created BE OPEN because I wanted a platform from which to support and encourage the fantastic creative talent that I see all around me, yet which often struggles to find a connection to the commercial world. BE OPEN, working with SBID, intends to change that. This year's competition is the first offering art and design students a link to the industries they would like to work in, and in turn the first that allows businesses to easily see the next-generation of creative talent open to them."

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