

Call for Entries! Designed for Business Student Competition

Creative students and graduates have the opportunity to win £30,000 in new SBID and BE OPEN 'Designed for Business' competition... (by Dorothea Moore).

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The 'Designed for Business' competition's star prize is £30,000 cash for one lucky student.

University students in their final year of creative studies from across the UK are invited to enter a new, **national competition** to win **£30,000...**

New initiative

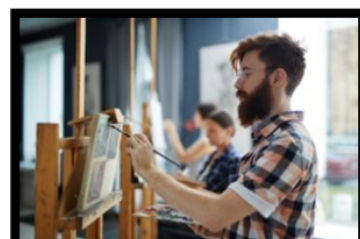
The ground-breaking initiative is a joint project between the **Society for British & International Design (SBID)**, and **BE OPEN**, the humanitarian think tank founded by international philanthropist and entrepreneur **Elena Baturina**.

SBID founder **Dr Vanessa Brady OBE**, states:-

"We are delighted to launch this competition for the benefit of universities, students and support of industry members. SBID recognises the time, research and financial cost invested in esteemed university education. The outcome of this competition is aimed at increasing the opportunity to gain employment from the most prestigious, innovative and creative companies from local, national and global communities – including both well-established and start-up organisations. As a core value SBID and BE OPEN strongly believe in highlighting student activities and the potential the experience brings."

4 creative disciplines

Final-year students from 4 different disciplines: **Interior Design, Decoration, Fashion, Art & Design** are now invited to submit their entries for **'Designed for Business'** – the life-changing, equal-opportunity competition that will showcase and nurture emerging talent, as well as providing an essential link between creative academia and the business community.



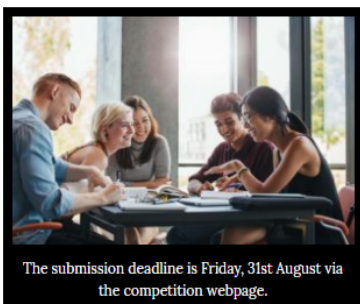
The competition invites entries from graduates of 4 different disciplines: Interior Design, Decoration, Fashion and Art & Design.

Prizes

With the support of leading names from across the world of art, design, interiors and fashion, judges will present the overall winner with a cash prize of £30,000. In addition, winners from each category will receive £1,000, and recognition for their university.

BE OPEN founder **Elena Baturina**, comments:-

"We are honoured and excited to collaborate with SBID on such an important project. BE OPEN's central ethos is about supporting people and ideas that can change lives for the better. We strongly believe in the potential of the young, creative generation, their ability to look at the world with fresh eyes and find solutions no one has ever found before. That is why it is vital to give them the support they need to bring their ideas to fruition – and that is what we are happy to do."



The submission deadline is Friday, 31st August via the competition webpage.

Awards ceremony

Category winners will be announced on October 29th, 2018, with the overall winner selected from all entries set to be announced at a glittering awards ceremony in London the following month.

Entry details

The competition is now open, and students have until Friday 31st of August to submit their entry through the competition webpage www.sbid.org/student-competition.

Students from across the creative industries are also invited to nominate their Course Leader for the Visionary Tutor 2018 award.

Judges are looking for qualities such as originality of expression, individualism, creative use of materials and presentation skills. Each student, or graduate, may email one submission per category: Art, Fashion, Interior Design, Product Design, and Interior Decoration.

For details on how to enter or for more information, visit www.sbid.org/student-competition or <http://beopenfuture.com/sbid/>