

FEATURE



THE NEXT generation of UK designers and artists is truly pushing the boundaries of creative thinking, while keeping a close eye on sustainability and social issues, according to entrepreneur, philanthropist and Russia's only female billionaire listed by Forbes, Elena Baturina and Vanessa Brady OBE, founder of the Society of British & International Design.

They are referring to the hundreds of entries in the £35,000-prize-pot competition Designed for Business, devised by the Society of British & International Design in collaboration with Baturina's charitable foundation, Be Open.

The competition was created to foster creativity and innovation, providing tools to bridge the gap between education and industry. Creative students in their final year of studies across UK universities were invited to enter one of five different categories – interior design, interior decoration, fashion, art & design and product design.

Entries closed in August and now finalists across each of the categories are under scrutiny from a panel of expert judges, including trustee of the Design Museum in London and member of the Conran design dynasty Sebastian Conran; Jane Hay, international managing director of Christie's Education; and Hywel Davies, programme director at Central St Martins, who have the unenviable task of selecting the winners.

One winner from each category will receive a prize of £1,000, while the overall stand-out student will be handed a life-changing cheque for £30,000 at a prestigious event at the House of Commons later today.



Some of this year's exceptional work, by (clockwise, starting top left) Aaminah Kara, Jonathan Michie, Harry Booth, Clara Chu, Yaz Abdalla, and Ana Pichler Schmidt



DESIGN FOR LIFE

National student competition 'Designed for Business' prepares to hand out £35,000 prize pot

"I am thoroughly impressed by the calibre of entries and the thinking behind each of our finalists' work," said Baturina.

"The future looks bright through the lens of the next generation and we can see how well they have

considered their brief to find solutions that are not only pleasing to the eye, but also take on board values such as sustainability and the environment. Be Open is delighted to be involved in celebrating the next generation of designers and support

them as they develop their careers".

Work that has made it through to the final for each competition category includes: a new kind of seating for school pupils from Kingston University student Masahiko Ito; a collection of sustainable, knitted textiles

conceived and created by Catherine Sinclair of Glasgow School of Art; plans to transform a derelict Victorian Baronial building in Scotland into a drug and alcohol rehabilitation centre by Helen Mackenzie of Duncan of Jordanstone College of Art and Design; a fashion collection combining traditional style with new making technologies from Christopher Josef Ehrlich of Central St Martins; and a project from University of Plymouth art student Lee Pickering whose work explores the social expectations around male identity in modern society.

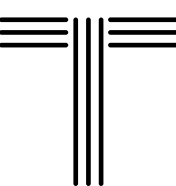
"We believe that the Designed for Business competition will provide a life-changing opportunity for the winning student," said Brady. "We hope that the competition inspires and encourages current students to develop a business mind throughout their creative education, in order to become the pioneers of the future."



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