



## New Designers Exhibition

The criteria for our current coursework piece are making a 'high quality product'. One immediately thinks of professional products when they think of 'high quality', however an aesthetically pleasing product can be made with even the simplest of materials. This was proved to us when our Graphics class went to the Business Design Centre in Angel to view the projects and portfolios of current product design university students.

The hall was filled with products, from healthcare inventions to theatre stands, catering for every category that we could choose from. What reassured us is that they were not massive prototypes made with rare materials, they were simple, practical and of a very high quality. The boards above each project depicted where the students came from and what problems they were trying to face. Some were ingenious inventions and we wondered why they were not yet on the market, some were on a smaller scale, fixing practical problems but still made us say "I would DEFINITELY buy that".

There was even a section from the Brunel University, which we had recently visited and I managed to catch one of the designers whom I saw the previous time.



He explained how his product evolved from the last time with the help of sponsorships. His idea was not one I would have been confident of, yet research and determination produced something that I and now new sponsors were awestruck by.

The theatre and costumes section of the exhibition was would be my personal favourite. Small scale stages of settings from plays and books were displayed along the corridor. Materials such as foam board or card were used as the base, nothing too extravagant, however the time and effort invested in intricate designs brought the projects to life. Costumes were placed on mannequins, inspired from well-known acts and others from the depths of the creator's imagination. The highlight of my day was that there was an entire project based on my favourite book. It was nice seeing the characters drawn, the costumes made and the setting in front of me. The book had been brought to life, but from a different perspective.

Walking around the various projects, skimming through portfolios and talking to the creators really put into perspective the nature of our task. It was easy, when you put your mind to it. The smallest idea, a passion, a problem, could spark one of the best projects, worthy of exhibition. We left prepared and inspired to achieve in into our next coursework piece.

**Ms Karavasili – Head of Design Technology**

