

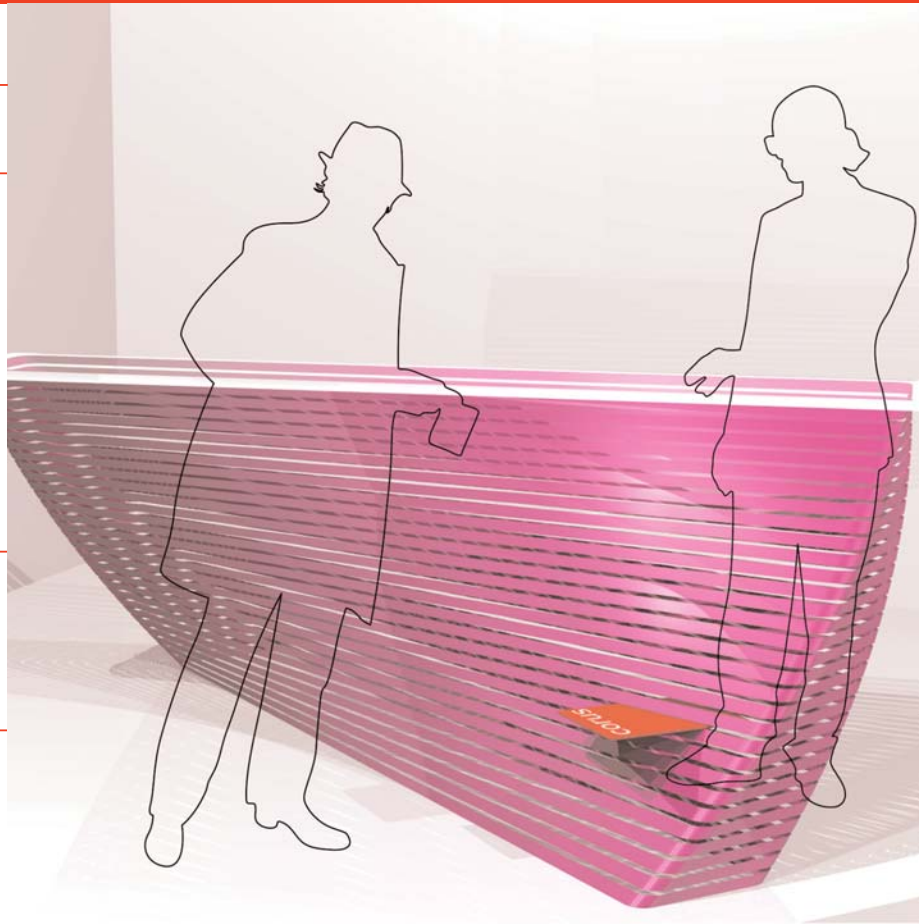


Student Awards

Case Study Corus / Design Wales Awards Cardiff

Institutions: University of Wales Institute Cardiff, University of Glamorgan and Swansea Institute

Judges: Frank O'Connor (Design Wales), David Colwells (Designer), Gareth Banks (Orangebox), Hannah Jones (Western Mail) and Andrew Jones (Corus)



Vladimir Rachev's winning design

Corus Supports Design Wales Winners

The third Annual Design Wales Competition, sponsored by Corus, has been won by Vladimir Rachev, a second year student from the School of Product and Engineering Design at the University of Wales Cardiff.

The brief for the competition was to create a product for the internal reception of the consumer products division of Corus in Tafarnaubach. His innovative designs using pre-finished steel, impressed the judges with their simple originality and earned him the £700 first prize reward.

The rules of the competition stipulated that the product

must be principally composed of pre-finished steel and/or aluminium and designed for the full life cycle, considering all the key environmental criteria from material selection through to end of life. To convince the judges, the product also had to provide added value in terms of form and functionality, fitness for purpose, social awareness and environmental soundness.

Vladimir started with simple geometric shapes and then used the art of origami as his source of inspiration, gradually molding the designs which became more organic and expressive.

Vladimir's designs for various items of furniture, including a reception desk, client seating and picture frames, were described by his lecturer at UWIC, Roger Griffiths, as "simplicistic, elegant and aesthetic, with a repetitive continuity that is easy to reproduce."

Dr. Frank O'Connor of Design Wales agreed, saying: "Although the judges were impressed with the standard of work submitted by all the finalists, the furniture designs submitted by Vladimir stood out as a clear winner, being by far the most inspirational, with their creative and exploratory use of material combined with careful consideration of their potential environmental and social impact."

The runner up was Katie Nevitt from the University of Glamorgan, whose multimedia partition design is 100% recyclable following a strong environmental theme, and uses the maximum available space for storage and communication. Based on a rounded curved design, the display system is modular.

Entries were accepted from three universities - the University of Wales institute Cardiff, the University of Glamorgan and for the first time, Swansea institute reflecting the growing popularity of the competition. The judging panel comprised a number of eminent designers, including Gareth Banks from leading furniture designers, Orange Box and David Colwell, whose work is displayed in the London V&A Museum.

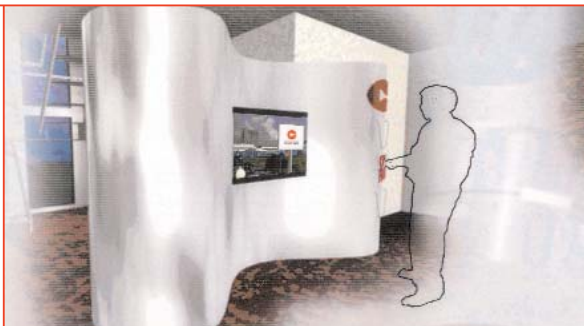
Financed by the Welsh Assembly Government (WAG), Design Wales provides free and independent advice on all aspects of design to businesses in Wales, helping

them realise and achieve their design-related objectives.

This is the third time that Corus has sponsored this prestigious competition. The company has very close links with Design Wales who endorsed Corus Consumer Product's initiative to become the first European steel producer to go live with a chrome free system for consumer goods. This proactive move in 2004 pre-empted the Chrome Free Directive, set for implementation on July 1st 2006, for all equipment containing restricted substances under the WEEE (Waste of Electrical and Electronic Equipment) Directive and substances listed under the ROHS (Restriction of Hazardous Substances) to be banned.

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Katie Nevitt's interactive screen



Dylunio Cymru / Design Wales