



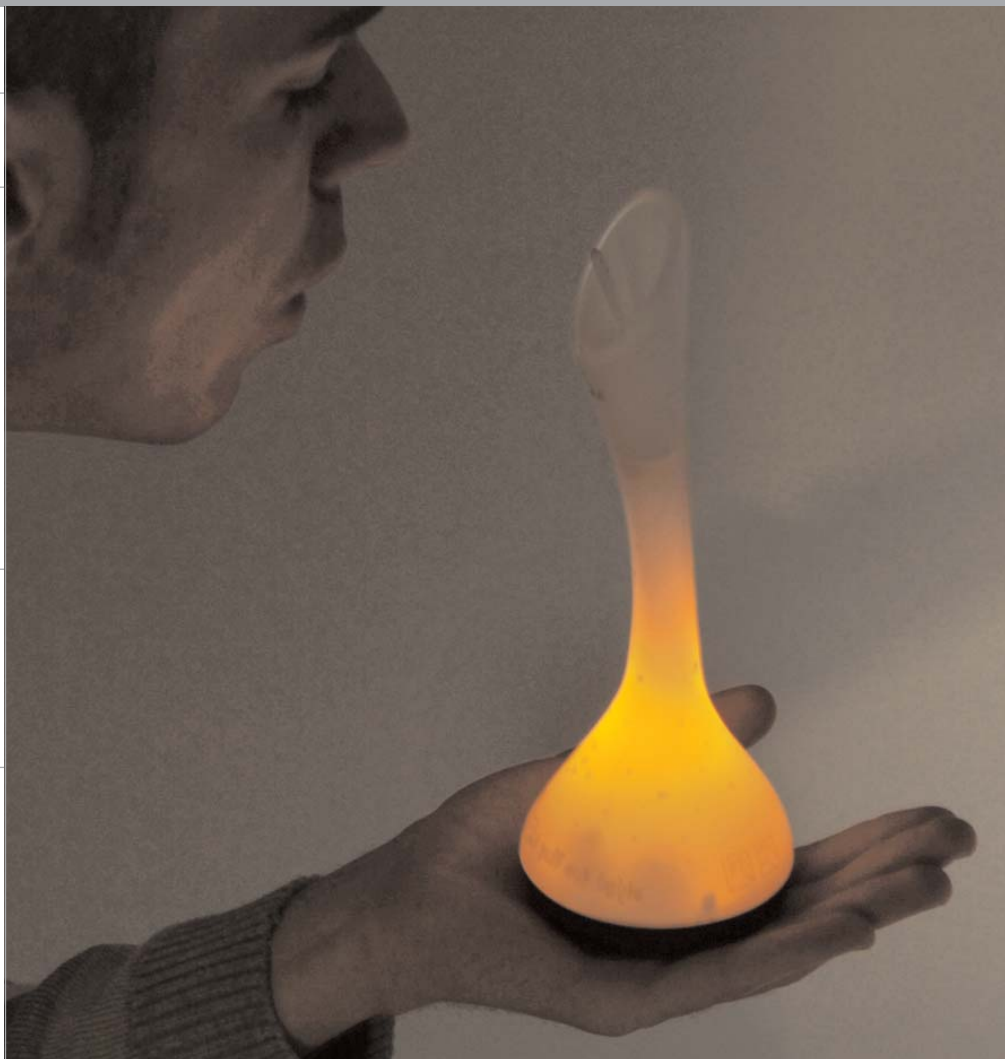
Design

Case Study

New Designers awards London

Institutions: Loughborough & University of the West of England (UWE)

Judging Panel: Angela Gidden (former Welsh Woman of the year & Director of Attic2), Bill Cumming (The Nest), Samantha Allison, Evert Janssen (Corus Packaging Plus) Lindsay Andrews, Aled Dafydd (Corus Colors)



Corus sponsors New Designers award

Corus Colors and Corus Packaging Plus worked together to get involved in the 2006 New Designers exhibition which showcases Britain's most talented graduate designers.

The new prestigious New Designers award sponsored by Corus was won by a Loughborough University Industrial Design & Technology graduate.

The award brief from Corus stipulated that an innovative approach to the use of materials must be demonstrated. The winner would show an understanding of the material benefits and how capitalising on them are essential to design excellence.

Benjamin Hubert was awarded the first prize for his "Puff Out Lights", an interactive interior ambient light. Inspired by candlelight, the glass and leather product is switched on by a clap and switched off by gently blowing. Both portable and rechargeable, the judges were impressed by its human touch.

"It's cleverly nostalgic" said former Welsh Woman of the Year and Director of Attic2 Angela Gidden. "The design has a controlled simplicity and a sustainable remit which I think most people would find very appealing. The materials he uses are spot on."

Benjamin's tutor John McCardle, a senior lecturer in Industrial Design and Technology, underlined how "Puff Out Lights" met the brief from Corus for a design with an innovative take on materials. "Benjamin has picked up on the materials' aesthetic and tactile properties and cleverly linked them with user interaction and the product's overall desirability. Although the product has been designed with the mass market in mind, the glass and leather suggest an almost craft-based product. His fascination with materials, textures and technology all converge in Puff Out Lights."

Ben was delighted with winning the award and stated "Winning the Corus award confirmed my decision to pursue my passion of material application and graphic decoration within Industrial Design."

A commended prize of £500 was also awarded on the day for the innovative use of materials and went to University of the West of England (UWE) Creative Product Design graduate James Dunlop for my.Hab, a temporary habitat. The idea came to him after he read about the environmental impact of abandoned tents at last year's Glastonbury festival following flooding. He also took inspiration from the Japanese Architect Shirgeru Ban who designed refugee shelters in Rwanda.

"With the right investor, this could really work," said Angela Gidden. "It would be great at music festivals, but could also have a wider application as an emergency shelter in a disaster zone. It could easily be made out of pre-finished steel from Corus - it's a highly adaptable design."

A thrilled James said: "The award has given me the self belief and confidence to promote my ideas into the market place. Getting recognition for your ideas from

such an award is a great boost in what is a very competitive environment, and so my thanks go to Corus for recognising me and my ability as a Designer."

New Designers proved a great opportunity for the Consumer Products division of Corus Colors to explore the creative talent that uses materials ingeniously to shape the products of tomorrow.

"It was a great opportunity for us to build on our relationships with the design community and support emerging Product Designers such as Benjamin and James. We thought Benjamin explored the relationship of materials and form and were particularly impressed with his use of materials and market research."

"James' design focussed on a completely different application and had clearly thought about the materials required to engineer an environmental and recyclable solution to a problem" commented the Corus judging panel.

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