

New design awards

A proposal for the Worshipful Company of Pewterers
December 2003



11 Clifton Street
Brighton BN1 3PH

Shared Practice LLP
A registered Limited Liability Partnership

New design awards from the Worshipful Company of Pewterers

A proposal for the development of a new competition for 2004-2005 from Nigel Ordish

Introduction

This proposal outlines a new initiative for the Worshipful Company of Pewterers to complement the existing Pewter Live competition, and to encourage a wider understanding of the creative potential of pewter as a material able to inspire a range of innovative and contemporary uses throughout today's design industry. The new design awards would aim to encourage submissions from across the professional and educational art and design disciplines, including areas such as:

- Architecture
- Interior design
- Fine art
- Product and industrial design
- Furniture design
- Woods, metals and plastics (general three dimensional design courses)
- Specialist materials (eg glass).

The competition would aim to attract publicity and sponsorship, and be judged by leading figures from the design industry in the UK, selecting from separate student and professional categories work which merited new design awards from the Worshipful Company of Pewterers.

Proposal for input

Five key areas have been discussed between Bryan Edwards, Diane Smith and Nigel Ordish:

- The research and development of a planned programme for the new design awards, involving liaison with course leaders in undergraduate and postgraduate design education, practising designers and industry.
- It is hoped that the new awards would be launched at Pewter Live 2004, with the closing date for entries in January 2005, with judging completed by February 2005.
- The delivery and support requirements, from selecting the most suitable delivery media (eg printed or electronic) and access to technical information and support, to the supply of a pewter sample pack (eg differing finishes).
- The involvement of key professionals from the design industry as judges, helping to generate publicity (eg working in association with a mainstream magazine publisher), industrial sponsorship and spin-off press coverage.
- The highlighting of the environmental and wider sustainability benefits of using pewter: the availability of raw materials; the low-energy production processes; the economic feasibility for one-off or low-batch products; the material durability, longevity and finish; and the straightforward recycling options.

Overall, the aim is to develop the Worshipful Company's national profile through the encouragement and support of creative individuals to design, work, specify and apply pewter in a wide range of contemporary contexts, culminating in awards for designs which may challenge convention, create delight, and meet human needs through exciting, elegant, creative and responsible design solutions for present and future generations.

Programme of work

This proposal outlines a new initiative for the Worshipful Company of Pewterers to complement the existing. The programme of work would cover four stages as follows:

Stage 1	Fully drafted plan, programme and costings (Professional and student categories)	2 days	Stage total: 2 days
Stage 2	Drafting all briefing materials Research networks, contacts, courses Course visits (eg Glasgow, Manchester, London) Industrial visits Visits to design practice Liaison meetings (inc. press/sponsors, as required) Consultation and formation of judging panel	2 days 1 day 3 days 2 days 2 days 2 days 2 days	Stage total: 14 days
Stage 3	Delivery: costs dependent on media chosen Involvement in briefing graphic designer / feedback Production of printed materials* OR Production of www pages and PDF download forms* Pewter sample pack** Launch and publicity assistance, as required	1 day - (4 days) 0.5 day 1 day	Stage total: 2.5 days (OR 6.5 days)
Stage 4	Competition in progress Respond to queries, etc (email) Liaison and progress meetings Short listing (including panel meeting) Oversee judging event Presentation event	1 day 2 days 1.5 days 1 day 1 day	Stage total: 6.5 days

* The graphic design and printed material costs is not seen as a Shared Practice responsibility, and therefore cost. (As a guide: the cost for the design and production of a full colour, 4 page A4 brochure and postage could be approx. £5,000.) If the internet is chosen as the most suitable means of delivery for all materials, Shared Practice could undertake this work (the time shown in brackets).

** The time shown for the pewter sample pack is for the selection of appropriate samples and initial liaison, not for securing appropriate industrial sponsorship to cover the pack cost and delivery.

Costs

The following fees are for each stage, to include administration costs:

Stage 1	1,000
Stage 2	7,000
Stage 3	3,250 (if including www materials)
Stage 4	3,250

Total £14,500

Fees (and time) for stages 2-4 are an estimate only, as detailed plans and costings will be completed in stage 1. Travel and subsistence will be charged in addition, at cost. Shared Practice is VAT registered, so VAT would be charged.

Annex

Nigel Ordish MDes RCA

Nigel Ordish is a co-founder and senior partner of Shared Practice, a Limited Liability Partnership founded to research and develop sustainable products and processes. His career background includes the following:

- Consultant, researcher and designer specialising in creative interdisciplinary development and education, and design for sustainability issues. Recent collaborative projects initiated between higher education, industry and Government agencies includes work with the Design Council, receiving an Innovation Award (2001); the British Council, creating an exhibition of new design for Milan International Fair (2001); a wide range of industrial or commercial partners (eg BIFFA, Corus, Evening Standard), and leading a formal partnership (WIFI/Kingston University) to develop a new Design Centre for central Europe in Austria.
- Academic appointments include leading the Computer Related Design course at the Royal College of Art, Principal Lecturer and Course Director of Product Design at Ravensbourne College, and Head of the School of 3D Design at Kingston University.
- Research specialism includes computer aided solid modelling, undertaking two Royal College of Art Research Fellowships for NCR, USA and IBM, UK.
- Extensive experience as a design consultant including work with Moggridge Design Associates (now IDEO) with clients ranging from Smiths Industries, Moulinex, UNESCO to Zanussi. Also he has practised professionally as a composer and performer for a range of national and international theatre, radio and television productions including Queen Elizabeth Hall, Edinburgh Festivals, BBC TV and Radio, Granada, London Weekend and Channel 4 TV.

Nigel Ordish has extensive experience of initiating collaborative design projects between higher education, industry and Government agencies. For example:

- Student design projects with a range of industrial companies, from producers of domestic products (eg IKEA, Kodak, Ronson, Sony) to office equipment (eg HMSO Prisons).
- Sports Stadia
A project developed in collaboration with the Sports Council in the aftermath of the Hillsborough stadium disaster. Undergraduate furniture and product design students were asked to develop architectural concepts for new stadia, and then specifically design product design solutions which included seating, lighting, changing areas, restaurants, ticket and information systems, as well as specific environments (eg for the press) or potential scenario (eg vandalism, littering). Access and use by people of all ages and mixed abilities was an implicit requirement of the design brief.
- Waterloo International Rail Terminus
A collaborative project with the architect Nicholas Grimshaw & Partners and British Rail. Design students were asked to consider the interior and product design possibilities and requirements for the proposed new terminus (prior to building), using scenario based development (eg receiving information, arranging to travel, entering and waiting).
An exhibition of the resultant work was reviewed by Nicholas Grimshaw, Jane Priestman (then Director of Architecture and Design for BR) and Michael Edwards (liaison architect with BR), prior to opening to the press and public.
- Corus and Blueprint magazine
Collaboration began with a series of annual projects to promote innovative design with pre-finished steel (Corus Colours, UK). Success of the initiative resulted in the development of an international professional and student design competition, in collaboration with Blueprint. The competition generated many hundreds of entries, a cross-section being featured alongside the award winning proposals in a special exhibition at Imagination, London.