



DESIGN MUSEUM SHORTLISTS TEN SCHOOLS TO PITCH FOR DESIGN VENTURA PRIZE

- Sebastian Conran leads judging panel to choose winning school team whose product will be sold in Design Museum shop
- 25,000 young people have participated in Design Ventura to date
- 8 out of 10 teachers say Design Ventura improves design and enterprise skills of students

Ten schools from across the UK have been shortlisted from 241 schools to pitch their ideas for this year's Design Ventura, run annually by the Design Museum. The project challenges students to meet a real-life design brief, with mentoring from professional designers and staff at Deutsche Bank, which has supported Design Ventura for five years. The winning team will see its product sold in the Design Museum shop, having been involved in all aspects of production, packaging, pricing and promotion.

Design Ventura enables young people to develop confidence and employability skills in a practical context, useful for life outside of the classroom. It is also a vehicle for innovative design education and a platform for nurturing future generations of creative professionals.

The ten teams of students, aged 13 to 16, presented their product concepts around this year's theme of Connect to a panel of judges led by Sebastian Conran at the Design Museum, on Monday 8 December. The winning team will be announced in February. The work of all the teams will be showcased at the Museum and the winning product will go into production and be launched in July. Profits from sales will go to the school's chosen charity.

This year's ten shortlisted schools include: Bishop Douglas School, Finchley; Bullers Wood School, Chislehurst; Burnage Academy for Boys, Burnage; Chislehurst and Sidcup Grammar School, Sidcup; Orleans Park School, Twickenham; Ryedale School, Nawton; Selly Park Technology College, Birmingham; St Laurence School, Bradford on Avon; The King's School, Chester; and Yateley School, Yateley.

Lareena Hilton, Global Head of Brand Communications & Corporate Citizenship at Deutsche Bank, explained, 'The creative industries account for £71.4 billion per year to the UK economy, £8million an hour, and provide around 6 percent of the total number of UK jobs. Young people need skills which serve this fast growing sector which are also transferable to equip them for life. Design Ventura encourages success through combining innovation, entrepreneurial thinking and team collaboration; a model which breeds success in life and business.'

Deutsche Bank has had a relationship with the Design Museum since 2006 and supports Design Ventura through its Born to Be youth engagement programme which seeks to help young people develop their employability skills, raise aspirations and fulfil their potential.

Sebastian Conran, Trustee of the Design Museum and Chair of judges, comments: 'Design Ventura provides the opportunity for 13 to 16 year olds to respond to a dynamic real-design brief. That provides the excitement of an adult designer's challenges. Students have creative freedom against a backdrop of practical and commercial realism as well as working in teams and pitching ideas. The Design Museum is a hub of activity – a real life

scenario - which blends creative thinking, business awareness, culture and education. The satisfaction of seeing one's own work being sold is so palpable.'

Sebastian Conran leads a panel of judges that includes, Angus Montgomery, editor of Design Week; Chris Ruse, Director of Capital Markets and Treasury Solutions at Deutsche Bank; Jane Ni Dhulchaointigh, inventor and CEO of Sugru; and Sabeena Bagol, Director of Finance at the Design Museum.

Schools that have taken part in Design Ventura say how the project has had a positive effect on students. 97 percent of participating teachers rated the value of working to a real brief very highly and would participate again. Eight out of 10 teachers believe the project improved the design skills and enterprise capabilities of their students and 7 out of 10 participating students feel Design Ventura has increased their ability to respond creatively to a design brief.

To date more than 25,000 young people in teams of four to six from 778 schools across the UK have participated in Design Ventura. The project runs through a school year. Workshops kick-start the creative process and support students to think about the business aspects of the brief. The winning team is announced in February at an event to celebrate the work of all the shortlisted teams. The concepts are showcased in the Design Museum's Tank Space from February to July where members of the general public can view them for free. Alongside the project there are professional development sessions for teachers.

Entries for the next Design Ventura are invited in May 2015. For those unable to visit the Design Museum in London, extensive resources are available online and schools can participate in interactive sessions and pitch online. The website ventura.designmuseum.org is a one-stop shop for the project.

The Design Museum, established 25 years ago, is devoted to contemporary design in every form from architecture and fashion to graphics, product and industrial design. It is an international voice for design and architecture in the cultural agenda and is committed to developing young people's creativity, providing them with life-skills and an appreciation of the importance of design to society and the economy.

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Notes to editors:

The **Design Museum** is the world's leading museum devoted to architecture and design. The museum opened in 1989 and its work encompasses all elements of design, including fashion, product and graphic design. The museum has hosted exhibitions showcasing some of the most important pioneers of design including, Paul Smith, Zaha Hadid, Jonathan Ive, and Dieter Rams. The Design Museum plans to relocate from its current home at Shad Thames to the former Commonwealth Institute building in Kensington, West London. The project is expected to be completed by 2016. Leading designer John Pawson will convert the interior of the Commonwealth Institute building to create a new home for the Design

Museum giving it three times more space in which to show a wider range of exhibitions, showcase its world class collection and extend its learning programme. For more information, please visit: designmuseum.org

About Deutsche Bank's *Born to Be* Programme

Deutsche Bank invests directly in the societies in which it operates. Around the world, the Bank enables educational, social and cultural projects that build social capital and bring about positive change. Deutsche Bank and its foundations are among the world's most active corporate citizens investing over EUR83m in social projects and engaging around 24% of employees in volunteering opportunities every year.

Born to Be is part of Deutsche Bank's corporate citizenship strategy focused on education and enabling talent. In the UK, *Born to Be* seeks to break the cycle of youth unemployment through early intervention. It targets 11-18 year olds with education-led projects that aim to build aspirations, develop skills and gain access to opportunities for their future. In its first year *Born to Be* has reached more than 55,000 young people in the UK; UK employees have volunteered nearly 6,000 hours.