



DESIGN MUSEUM ANNOUNCES 2015 DESIGN VENTURA PRIZE

A panel of judges led by Sebastian Conran for the Design Museum's annual Design Ventura celebrated the achievements of this year's ten shortlisted schools at an exhibition and VIP reception at the Museum in London on Wednesday 11 February when the winning team for 2015 was announced. The project, with the theme of 'Connect' this year, challenges students aged 13 to 16 to meet a real-life design brief, with mentoring from professional designers and employees at Deutsche Bank, which has supported Design Ventura for five years as part of Born to Be, its youth engagement programme.

The overall winner for 2015 is Burnage Academy in Manchester for their product Kard'Lapse, laser cut acrylic 'connectors' which offer endless hours of fun by enabling playing cards to be built into sculptures. The Burnage Academy team, Mushahid Ali, Muaz Wasti, Adil Ahmed, Saaqib Shehzaad, Ahmad Nurruedin, and Healal Uddin, will oversee all aspects of the production of their winning concept including packaging, pricing and promotion for it to be launched in July and go on sale in the Design Museum shop alongside the latest design conscious products. Profits from sales will go to Burnage Academy's chosen charity.

'The Design Ventura project has been a great learning experience for our students, the opportunity to apply 'real world' design and enterprise practice and venture outside of the classroom has been invaluable.' commented **Steve Bentley, Head of Design Technology, at Burnage Academy**. 'It is the first year we have entered the competition and obviously we are incredibly proud to have won.'

Lareena Hilton, Global Head of Brand Communications & Corporate Citizenship at Deutsche Bank, explained, 'The creative industries account for £76.9 billion per year to the UK economy. Young people need transferable skills which serve this fast growing sector and equip them for life. Design Ventura encourages success by combining innovation, entrepreneurial thinking and team collaboration; a model which breeds success in life and business.'

Other 2015 winning teams are:

Bishop Douglass School in Finchley won second place for their Spec Hoops, a button hoop for carrying spectacles on your shirtfront.

St Laurence School in Bradford on Avon won third place for their Socket Pocket, a pocket to hold mobile phones while they are being charged at a power socket.

Ryedale School in Nawton, North Yorkshire, was commended for good design for Signal, a system for identifying device chargers and cables.

Yateley School in Hampshire was commended for sustainability for Blackboard City, an interactive magnetic game on a blackboard.

Bullers wood School in Chislehurst, Kent, was commended for good communication for Enviro Card, a modern take on the traditional postcard using seed paper with wildflower seeds.

In line with Government's recent push towards enterprise and fostering entrepreneurial spirit, Design Ventura helps to develop young people's confidence and employability skills in a practical context, preparing them for life outside the classroom. The project also supports innovative design education and nurtures future generations of creative professionals, one of the UK's fastest growing sectors.

Sebastian Conran, Trustee of the Design Museum and Chair of judges, comments: 'There is always enthusiastic competition for Design Ventura. The theme of 'connect' this year has inspired more school teams to enter than we have ever had before and the shortlisted top 10 teams presented exceptional ideas. The winners, Burnage Academy, now have the opportunity to acquire valuable business experience and the excitement of overseeing their winning concept being turned into reality. The Design Museum is a hub of activity – a real life scenario - which blends creative thinking, business awareness, culture and education. The sense of achievement in seeing one's own work being sold is so palpable and satisfying.'

Sebastian Conran leads a panel of six judges that includes, Naomi Cleaver, interior designer and broadcaster; 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 seven 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:

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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 EUR78.2m in social projects and engaging around 25% 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. Since 2013, Born to Be has reached 140,000 young people in the UK; UK employees have volunteered nearly 10,000 hours.