

CREATIVE FUTURES

Meet the Designers
- Freddie Yauner and Marc Owens,
Product Designers

**DESIGN
MUSEUM**

Creative Futures is supported by:



JOHN LYON'S CHARITY
PART OF THE HARROW SCHOOL FOUNDATION

Meet the Designers

- Freddie Yauner and Marc Owens, Product Designers

Freddie and Marc work individually and as part of a new design company, Propwork. They have both exhibited at the Design Museum as part of the [Designers in Residence](#) programme.

Which design disciplines do you work in and why?

Our collective work might be seen as critical design practice in a commercial context, with emphasis on communication, humour and popular culture. With backgrounds in art, product design, communication, advertising and manufacturing, we develop self-initiated and commissioned projects that are both engaging and demanding to the user.

Our training in product design, where we learned to design a variety of objects using different materials and processes, taught us that “design-thinking” was our key tool. With this approach we create tangible outcomes in diverse and sometimes unexpected media. For example, we would be equally happy designing a book, chair, film or mirror; the important thing to us is that the outcome is dictated by the concept.

Can you pinpoint what first inspired you to become a designer?

Freddie: an Alessi Kettle

Marc: I realised that being a designer didn't mean that I had to design kettles!

Which part of your education has been most crucial to your progress as a designer, and why?

We went to school together and so have known each other since we were 11. One of the most essential parts of our education had been centred around our friendship and sharing ideas and skills. This started in the artroom at school where we learned classic drawing and painting skills whilst developing an interest in more contemporary topics and themes.

We then studied on the same foundation course. Thinking that we knew which disciplines we would engage with, we had our eyes opened to the huge scope for working within the art and design field.

We then left foundation course to study on separate degree courses at either end of the country. It was here that we started to understand our personal approaches to the design discipline which are slightly different but are still a research-driven. We came together again at the Royal College of Art, where we were given the space and time to find our own voice within the design world.

If you could visit yourself aged 16, what advice would you give yourself about your future as a designer?

Marc: Learn a 3D modelling computer programme.

Fred: Make work about what you ARE interested in, not about what you think you SHOULD be interested in.

Describe a typical day at work.

Every day is different.

What are the big issues affecting your industry at the moment?

What we are particularly interested in right now is self-production and publication using the web as a tool to both create and publicise. There are numerous platforms which use digital production techniques, giving everyone the chance to become an entrepreneur from their computer. The possibilities are really exciting!

Where do you hope to be in 5 years time?

Working in a small team, and having the luxury of working for clients that give us the freedom to be as wildly creative as we want.

What are the key attributes needed for a successful design career?

1. Find your own voice
2. Be curious about the world around you
3. Address the issues you are passionate about
4. Don't let your practical skills (or lack of) limit your creative ideas
5. Anything can be a tool to create
6. Listen
7. Be your own manager and publicist
8. Be ambitious
9. Learn as much from your peers as you can from your teachers
10. Enjoy yourself

Creative Futures is supported by:



JOHN LYON'S CHARITY
PART OF THE HARROW SCHOOL FOUNDATION