

For further information, please contact
Jocelyn Bailey, APDIG Secretariat

Associate Parliamentary Design & Innovation Group
Policy Connect
CAN Mezzanine
32-36 Loman Street
London SE1 0EH

0207 202 8588
jocelyn.bailey@policyconnect.org.uk

www.policyconnect.org.uk
www.policyconnect.org.uk/apdig

 @DesignMfgGrp

Printed on recycled paper

Designed by Richard P Chapman Design Associates

10

of the best: Design 12/13

Powered by Policy Connect



Design,

as a practice, produces innovation and transformation across many fields of application, from tangible 'stuff' to intangible concepts and experiences. Its protean nature takes it into all sorts of interesting places.

The Associate Parliamentary Design and Innovation Group believes that design talent underpins Britain's entrepreneurial and inventive culture, but too often it is the unsung hero of the economy and society.

In this book we make amends, and celebrate some of the most interesting achievements and projects from the world of design over the last twelve months.





Design & Future Manufacturing MakerBot Replicator 2 Desktop 3D printer

Nominated by the Design Museum

The past few years have brought us to the brink of significant and lasting changes in the manufacturing sector: changes that will affect the way that objects are made, the materials that they are made from, and even the type of objects that we use. Such a substantial change in manufacturing could affect commerce, industry and the environment as profoundly as either of the previous Industrial Revolutions.

The Design Museum's summer exhibition, *The Future is Here*, presented in association with the Technology Strategy Board, explores this changing relationship with the designed world: one where the boundaries between designer, consumer and manufacturer are becoming blurred.

Emerging technologies (such as 3D-printers like the MakerBot, pictured) and new paradigms of working (such as open-source, crowd-funding and social networking) are lowering the barriers of access to manufacturing. By using design as a mechanism to harness these new technologies and innovations, more people than ever before can be empowered to engage with the production of our physical world.





**Inspiring the Next Generation of
Designers**
**The National Art & Design
Saturday Club**

Nominated by the Sorrell
Foundation

The Sorrell Foundation's nomination for design highlight of the year is a joint one – all 735 members of the National Art & Design Saturday Club. Now in its fourth year, the Saturday Club gives young people a unique opportunity to study art and design every Saturday morning at their local college or university, for free.

The aims of the project are partly to increase confidence and self-esteem in young people, but also to provide routes into creative careers, and in this they build on a rich heritage. Many of the UK's leading artists and designers, and founders of some of the country's most successful creative businesses got their start at the free Saturday classes that ran in local art schools from the 1950s - 70s. The Sorrell Foundation has revived this idea, created a range of new activities, and set up a national network.

This means that over the last year, 735 young people have had expert tuition and access to specialist resources, visits to London's major museums and galleries, masterclasses from leading practitioners from art and design, and a Summer Show of their work at Somerset House. However the Foundation has even grander ambitions, aiming (by 2016) to give 1,500 young people per year the opportunity to attend Saturday Clubs, and get inspired by art and design.



3

Getting Design Into Policy The SEE Platform

Nominated by Design Wales & the National Centre for Product Design and Development Research

Design Wales and PDR are nominating a multinational project: the SEE Platform, a network of 11 European partners (led by Design Wales and funded by the European Commission) which aims to get design into innovation policies and programmes across Europe.

So far, the project is doing brilliantly. In 2012, the partnership engaged 139 policy-makers in a series of workshops using design-led tools for policy-making and public sector innovation. More recently, in a collaborative effort between the Design Council, Danish Design Centre, Design Wales/PDR and Aalto University, SEE has published the report 'Design for Public Good'. This is a collection of case studies and tools to enhance the understanding of design for public sector innovation and facilitate the integration of design methods into mainstream practice.

In Wales the project has also had great impact. Design is part of the 2013 'Innovation Strategy for Wales', and the Welsh Government is starting to experiment with service design approaches to public service renewal. A pilot project will focus on two challenges very pertinent to Cardiff - youth unemployment and the ageing population. This project, called SPIDER, will put the learning of the SEE platform into practice.



4

Design and Medicine Matt Durran's Glass Nose Moulds

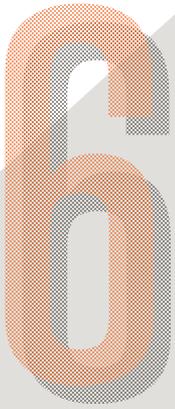
Nominated by the Crafts Council

Matt Durran's glass moulds for the Royal Free Hospital in London exemplify the real-world application of craft processes and a specialist knowledge of material.

The polymer used to create the noses was developed at the Royal Free Hospital and is a global first. It is only the second synthetic material developed in the last forty years that has been accepted and not rejected within the human body. Experiments with previous mould materials had produced adverse reactions with the polymer. And so in 2010 Durran was approached by PhD student Lola Oseni to create a mould from glass, an inert material that can be sterilised and also allow, through its translucency, the observation of cell growth.

Matt Durran is a glass maker with over 20 years' experience, and by utilising his deep understanding of the medium, he successfully created a mould by slumping hot glass over a nose 'form' made of plaster and quartz. This glass mould was then filled with the polymer eventually providing the scaffold for the tissue-engineering process to take place in a bio-reactor. In 2011 Durran received his first real-world nose commission and is now extending the process to other parts of the body.





Diversity in Design The Design Skills Academy

Nominated by Creative & Cultural Skills

British design is amongst the best in the world, but what are we doing to invest in its future?

As youth unemployment hits an all-time high, and competition for jobs in the design industry reaches its highest ever, a consortium of partners including Design Council, Design Business Association, and Creative & Cultural Skills, working alongside British Design Innovation, D&AD, The Sorrell Foundation, the Design Museum and PDR (Design Wales) are coming together to create a Design Skills Academy – a new national network to strengthen the connection between the design industry and education, and give young people opportunities to experience the real world of work in design.

The first initiative from the partnership launches in July 2013: a new website called 'Get Into Design', offering careers advice to aspiring designers, covering everything from working as an account manager to putting together a portfolio.

In a world so often ruled by personal networks, this will help demystify things, by showing young people where the real jobs are, and what they need to get in to them. The Design Skills Academy is new, open for collaboration, and on a mission to change design education for the better!



7

Design for Quality of Life Chair 4 Life by Renfrew Group

Nominated by British Design
Innovation

BDI (the trade body for Industrial Designers) has nominated an innovative wheelchair system, called Chair 4 Life. Designed by Renfrew Group, and commissioned by the NHS, the Chair 4 Life will improve quality of life for disabled children and young adults.

The seat can grow with the child, yet is compact and lightweight. And it has a vertical lift, enabling eye to eye interaction with peers, which has been shown to facilitate social and educational interaction and improve feelings of dignity and independence.

Renfrew's inclusive design also opens up new possibilities for manufacture and supply. The creation of a modular system allows third party suppliers to provide accessories and equipment that can be swiftly attached to the basic product, reducing the need to renew the entire wheelchair as the child grows.

With the move towards new procurement processes, emerging 'Any Qualified Providers', managed healthcare and tighter funding, the creation of a universal modular platform increases flexibility for provision to all users and suppliers.

The resultant C4L is a wheelchair system that is truly adaptable to an individual's changing needs.





Design for regeneration Queen Elizabeth Olympic Park

Nominated by the Design Council

The Olympic Park in East London is a true masterpiece of design. No other major project of this scale has been delivered in the UK in such exceptional circumstances on an inner urban brownfield site. Its enormous potential to create a platform for lasting social, economic and physical regeneration is still unfolding.

The Olympic Delivery Authority worked with a testing budget to achieve efficient and economic masterplanning and venue design. It delivered the physical platform for the 'greenest games ever'; and parity of facilities and accessibility between the Olympics and the Paralympic games. It managed the risks of 'high speed regeneration' and produced an Olympic Park with a coherent and distinctive sense of place.

One year on, the sustainable nature of the design is coming into its own. The loose fit masterplan set a framework of essential infrastructure for a future, low-carbon community, without over constraining long-term development opportunities. It has laid the groundwork to – as promised in London's bid – use the 2012 Olympic Games as the catalyst for the regeneration of the Lea Valley and wider East London.





Good design means good business

MailOnline by Brand42

Nominated by the Design Business Association

The DBA's nomination is its 2013 Design Effectiveness Award Grand Prix winner: the redesign of MailOnline.

The Design Effectiveness Awards are the only awards that use commercial data as a key judging criteria. The winning case studies demonstrate the return on investment that a coherent design strategy can achieve. In 2007, Brand42 was commissioned by MailOnline to review the visual design, user interface and user experience of its existing website. The objective was to make the MailOnline the UK's number one newspaper website.

Following in-depth user research, Brand42 overhauled the information architecture and brand proposition to reach a younger audience and created a rich visual experience by incorporating many more and larger images. Content pages were unified by combining the Daily Mail and Mail on Sunday, and a more contemporary digital presence was achieved by building pages that scroll down for several metres. A clear, colour-coded branding system for each channel page revitalised the look and made for a clearer user journey.

Online annual revenue grew 455% from £4.5 million in 2008 to £25 million in 2012 and the redesign surpassed its primary objective when MailOnline became not only the number one newspaper website in the UK, but also in the world.

MailOnline

MailShop



Home | News | U.S. | Sport | TV&Showbiz | Femal | Health | Science | Money | RightMinds | Coffee Break | TR
Rewards Club | You mag | Live mag | Books | Food | Promos | MailShop | Bingo | Blogs | Horoscopes | TV Listings | Property | More

Sealed with a kiss from his wife, Bradley Wiggins' amazing France victory Britain has been waiting 109 years to witness



Elated Bradley Wiggins glided down the Champs-Élysées and into the history books as he sealed triumph in the Tour de France yesterday. Crossing the finish line on the sun-dappled cobbles of the Paris boulevard after 2,173 miles of racing over three gruelling weeks, he raised his arms in a victory salute. The first Briton to win the world's greatest cycle race since it began in 1903, he then applauded the tens of thousands of spectators there to witness his achievement.

Arise, Sir Bradley: P for Knighthood as W
Bradley Wiggins has winners (for once)

Comments | Share

Police launch desperate hunt for two young sisters, aged 11 and 8, who have been missing overnight after going to play in busy park



Click through today in pictures



Surely you're not on a wedding diet, Rochelle?

Site Web

FEMAL TODAY

Going for gold... In kissing! Gemma Col and Ang get amorous TOWIE's Olympic-themed party Their training has stepped up a gear

Ashton and Mila... t kisses: Most intimate pictures yet of new couple Kutcher and Kuntz Spotted at wrap party Steve Jobs biopic

Maybe there is another chapter for : Kris Jenner on life "without" Bruce as a secretly meets up

10

Design for development GravityLight by Therefore

Nominated by Brunel University

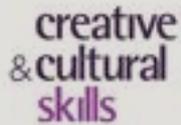
GravityLight is a new approach to storing energy and creating illumination to the developing world that is low cost and clean. GravityLight is charged by a bag that is filled with around 9kg of rocks or sand and hung from a cord below the light. As the bag descends, a series of gears inside the device translates this weight into energy, providing 30 minutes of light. It has no batteries to run out, replace or dispose of. It is completely clean and green.

In December 2012, Therefore pitched GravityLight on crowdfunding site Indiegogo to raise funds to cover development costs, and in a month received \$400,000, well in excess of the \$55,000 it originally requested. The target retail cost is aimed to be less than \$5 (around £3).

Jim Reeves, one of the founders of Therefore, is an alumnus of Brunel Design.



Sponsored by



The Associate Parliamentary Design and Innovation Group

The Associate Parliamentary Design and Innovation Group is a cross-party coalition of Parliamentarians and design sector organisations that works to develop new design policy ideas, critique existing government decision-making around design, communicate within Parliament the enormous potential value of design, and help the design community better engage with the policy process.

