

New Designers Exhibition at The Business Design Centre, London

The New Designers Exhibition 15-18th July is Britain's sole display of emergent creative design talent. Over 120 courses from 50 of Britain's leading art schools and universities are represented in a vibrant and eclectic display of new design ideas, showcasing the best work from 1000 graduating designers.

It is sponsored and organised by The Business Design Centre, Islington, London, in association with the Chartered Society of Designers. The exhibition acts as a design resource, providing the opportunity to show off the excellence of each college's educational service and design skills. The exhibition enables employers to search for a new product, or a new designer, whether in industrial or interior design, graphics or fashion. The exhibition now in its sixth year, is firmly established as the largest display of graduate work in Europe.

Awards to the total of £25 000 were presented for work of outstanding merit. The aim of this award scheme is to further the education or career of the best new designers. The judging panels were looking for originality, visual excellence, manufacturing suitability and marketing potential.

The winner of 1993's **New Designer of the Year Award** was Julia Leakey (London E1), from the RCA who was presented with a cash prize of £2500 for her folding table and benches.

The **Pantone Graphic Design Award** went to Lalezar Muslu from Middlesex University.

The **Worshipful Company of Haberdashers Consumer Product Award** of £1000 went to Chloe Bullock (Brighton) from Nottingham Trent University.

Eleanor Kearney (London) and Lidia Drane from Camberwell College of Art and Design and Bucks College of Higher Education, respectively, shared the cash prize of £600 for the **Worshipful Company of Pewter Award**.

The Tomkinson Floorcovering Award for £1000 was presented to Lisa Wharton (Church Stretton, Shropshire) from Kidderminster College of Further Education.



Above: The winner of 1993's **New Designer of the Year Award** was Julia Leakey.



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