

YOUNG DESIGNER FORUM
2pm-6pm , Thursday 30 September 2004



Furniture Works 41 Commercial Road, London E1 1LA

The first exhibition of '**Eureka - the collection**' (21-30 September) closes with the **Young Designer Forum**. The Forum is an opportunity to hear about the **Eureka Project** direct from the participating designers, whilst considering two aspects of design for manufacture - how to find a manufacturer and how to find a market for your product.

You are invited to attend this **Young Designer Forum**, to view the exhibition and participate in one of the seminars. Support agencies will be on hand to offer advice and tell you about the services that they offer. **Admission is free, but you will need to return the attached form to book your place.**

Refreshments will be served.

About the Eureka Project

With the intention of stimulating the demand for design, The Design Trust invited retailers to set briefs for products they felt were missing from their 'offer', select designers from Design-Nation, our design resource, to respond to these briefs and commit to ordering, if viable, from a British manufacturer. Described as such, the Eureka Project is a simple one of bringing new products to market, but behind each stage of the process from design brief to shop window there has been a remarkable commitment from designers, retailers, manufacturers and manufacturing agencies.

Much has been achieved, and we are pleased to present this collection of products to you, the next generation of designers, to share our experience of reaching the marketplace and sourcing manufacturers and introduce some of the agencies that can support you as you set up in business, or in the steps to have work manufactured.

Seminar 1: finding a market for your product 2.30-3.45pm

- 2.30pm** Welcome from **Peta Levi**, Director, The Design Trust and Design-Nation
2.30-2.40pm Eureka Project review, **Rachel Moses**, Marketing Manager, The Design Trust
2.40-3.10pm Three designers talk about their experiences of the Eureka project – the relationships with the retailer and the manufacturer. They are:
Helen Yardley - rug designs for **Heal's**
Jona Hoad - lighting design for **Fired Earth Interiors**
Massimo Fenati - soap dispenser for contract use for **Crabtree & Evelyn**
3.10-3.25pm **Charles Keen** and the **Azumis** describe their commercially successful project - designing, developing, manufacturing and selling school furniture.
3.25-3.45pm **Questions and discussion**

Seminar 2: finding a manufacturer 4.00 -5.15pm

- 4.00pm** Welcome from **Peta Levi**, Director, The Design Trust and Design-Nation
4.00-4.10pm Eureka Project review, **Rachel Moses**, Marketing Manager, The Design Trust
4.10-4.40pm Three designers talk about their experiences of the Eureka project – the relationships with the retailer and the manufacturer. They are:
Katy Holford - glass dressing table accessories for **Crabtree & Evelyn**
Afroditi Krassa - mirror design for **Fired Earth Interiors**
Andrew Tanner - ceramic bathroom accessories for **Crabtree & Evelyn**
4.40-4.50pm **Matthew Lewis** of Mazorca Projects will share his experience of linking designers with manufacturers
4.50-5.00pm **Andrew Figgis**, Supply Chain Development Adviser, Business Link for London will talk about how to approach a manufacturer and will introduce two manufacturers who have worked on the Eureka project
5.00-5.15pm **Questions and discussion**

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BOOKING FORM

Please return this form by Thursday 23 September 2004
youngdesignerforum@designnation.co.uk
or F 020 7435 5487

Name	
Company Name	
Address	
Email	
Web	
Tel	
I wish to attend Seminar 1 finding a market for your product	
I wish to attend Seminar 2 finding a manufacturer	