

NEW DESIGNERS

New Designers 2024 kicks off Week One with two Scottish graduates winning the top prizes

Week 1: Until 29 June 2024 | Week 2: 3 – 6 July 2024
Address: Business Design Centre, London N1 0QH



Above (from left): Kyle Ferguson, Glasgow School of Art; Holly Munro, Edinburgh College of Art; Zandra Rhodes at the show (Image: Mark Cocksedge)

[Thursday, 27 June 2024] The 39th edition of [New Designers](#) opened yesterday with its **Week One showcase**, running until 29 June 2024, at the Business Design Centre in London. This annual event celebrates the best emerging talent in the UK, featuring over 3,000 design graduates from [more than 100 university courses](#). Get [tickets](#) now. Week One focuses on [various disciplines](#), including Fashion and Costume, Contemporary Design Crafts, Textiles, Ceramics, Glass, and Jewellery and Precious Metalwork.

The Week One award ceremony, opened by leading London-based artist and designer **Simone Brewster**, honoured a group of exciting graduates with over 10 accolades supported by international brands and businesses as part of the show's [ND Awards](#) programme.

Kyle Ferguson from **Glasgow School of Art** won the **New Designer of the Year Award**, chosen by a panel of industry judges. A BA Silversmithing and Jewellery student, Ferguson showcased his final collection, 'Dormante,' which reflects his lost sense of place as a mixed-race individual from a small Scottish town and Barbados. His pieces incorporate recycled plastic bottles, bronze, silver, 3D-printable resin, wax, real coral and sapphires. He utilises a range of techniques, including virtual 3D modelling, sculpting, casting, traditional handcraft wax processes and stone setting.

Meanwhile, the **Runner-Up prize** was awarded to **Holly Munro**, a BA Jewellery and Silversmithing graduate from **Edinburgh College of Art**. She impressed the judges with her 'Kerama' lighting collection, inspired by the Kerama Islands in Japan. Munro's unique pieces are crafted from recycled metal, making them fully recyclable and easily disassembled.

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Above: The New Designers Week One 2024 winners (Image: Mark Cocksedge)

Read the **full list of winners** in the 'Notes to Editors' section. The Week One award sponsors include: **Disney Home, Habitat, Hallmark, PriestmanGoode, Business Design Centre, Cole & Son, Hannah Martin, Laura Ashley, Sanderson and Tu.**

Offering different prizes and invaluable industry opportunities, the ND Awards celebrate the creative and forward-thinking work of the rising stars of tomorrow, while providing them with vital support as they embark on their creative careers. This year's awards respond to current trending topics, from sustainability and wellbeing to diversity and inclusivity in the design world.



Above (from left): Kyle Ferguson, winner of the Hannah Martin Award with jewellery designer Hannah Martin and awards presenter Simone Brewster; Brewster addressing the New Designers audience (Image: Mark Cocksedge)

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Above (from left): Moana Sofia Sidoti, winner of the ND Selects Award;
Charlotte Brooke, Edinburgh College of Art, winner of the Hallmark Connection Award (Image: Mark Cocksedge)



Above (from left): Neo conceptual trainer collection from Amy Gardner, Loughborough University, winner of the PriestmanGoode New Designers Award; Eco couture by Zumrad Khamidova, University Centre Colchester, winner of the Sanderson Design Award (Image: Mark Cocksedge)



Above (from left): Lucy Martin from Falmouth University, winner of the Habitat Future Design Award – Textiles, Product and Surface Pattern Design; Rosie Broadfoot from Nottingham Trent University, winner of the Disney Home Storyteller award, pictured with Carla Williams, Director of Product Design and Development at Disney Home (Image: Mark Cocksedge)

New Designers (newdesigners.com) runs until 29 June for Week One, and from 3 – 6 July for Week Two, at the Business Design Centre, London, N1 0QH. Click [here](#) to register for tickets and [here](#) for opening times.

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For the latest news, follow New Designers on: Instagram [@NewDesigners](#); X [@NewDesigners](#); Facebook [@NewDesignersEvent](#)

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PRESS CONTACT

For press information and images, or to request interviews, please contact Belinda Fisher and Jeffrey Cheung at Friends & Co.

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Click [here](#) to register for **press passes**.

NOTES TO EDITORS

Ticket prices:

- General admission including trade pass – £27
- School group booking – From £100 for group of 10 students, 2x tutors go free

Week 1 (26 – 29 June 2024) : Fashion and Costume; Contemporary Design Crafts; Textiles; Ceramics; Glass; Jewellery and Precious Metalwork

Week 2 (3 – 6 July 2024): Furniture; Product Design; Industrial and Spatial Design; Graphic Design; Illustration and Animation; Motion Art; Digital Art; Game Design

The winners of Week One ND Awards are as follows:

The New Designer of the Year Award

Winner: Kyle Ferguson, Glasgow School of Art

Title of work: Dormante

Description of work: “My work is a response to my lost sense of place as a mixed-race individual growing up between a small Scottish town and Barbados. This reflection on being mixed race is expressed in my ‘coral world’ pieces, which incorporate recycled plastic bottles collected from the beach, as well as bronze, silver, 3D-printable resin, wax, real coral and precious stones like sapphire. I’ve used virtual 3D modeling and sculpting, as well as casting and traditional handcraft wax processes. I also have experience in stone setting and have experimented with drawing to enhance my designs.”

Prize: £1,250 cash prize

The New Designer of the Year Award Runner-Up

Winner: Holly Munro, Edinburgh College of Art

Title of work: The Kerama Lighting Collection

Description of work: “I conducted research on the Kerama Islands in Japan, finding inspiration in their vibrant coral reefs. I'm passionate about using natural materials and exploring sustainable options. With a deep love for interior design and enhancing living spaces, I focus on creating pieces from recycled metal that are fully recyclable and easily disassembled.”

Prize: £750 cash prize

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Disney Home Storyteller Award

Winner: Rosie Broadfoot, Nottingham Trent University

Title of work: I Wonder If: Reconnecting adults with their sense of curiosity

Description of work: “I usually start off with drawing, developing characters and ideas myself. This year, I wanted to try everything – digital jacquard, digital knitting, making toys, creating wallpaper and designing a pyjamas and homeware collection. My wallpapers and illustrations focus on creating simplistic and recognisable characters.”

Judge’s comment: Strong narrative and original story ideation. Captured nostalgia in a whimsical way. Breadth of product styles and designs showcased. Well-considered brand identity and consumer journey. Authentic and passionate.

Prize: A mentorship programme of up to 10 sessions with a Creative Leader at Disney, over a 6-month period

The Habitat Future Design Award – Textiles, Product and Surface Pattern Design

Winner: Lucy Martin, Falmouth University

Title of work: Garden of Memories

Description of work: “My interiors collection is drawn from my own memories, nostalgia and symbolism, encoded with fun colors and personal connections. I’ve explored a variety of mediums and hands-on processes, including block printing, screen printing and hand painting. I particularly enjoyed the slow, sustainable processes like natural dyeing and using natural print paste. The collection features a mixture of wallpapers as well as textiles made from natural fibers and linen.”

Judge’s comment: Loved the use of colour, placement and bold stylised elements in her prints. Her portfolio showed a great talent and breadth of handwriting.

Prize: Six-month paid placement in the Habitat Design Studio

Hallmark Connection Award

Winner: Charlotte Brooke, Edinburgh College of Art

Title of work: Treasured

Description of work: “My inspiration came from trips where I collected museum and boat tickets. I integrated these discarded materials into my designs using a beading technique on the tickets. I also created watercolor paintings, which I then printed onto scarves, adding a beaded tag alongside each scarf. This project tells a story through seven scarves and two beaded tickets. I often use materials that are usually thrown away, incorporating glass beads into my work to give new life to the discarded.”

Judge’s comment: Story behind keeping precious crafts alive. Precious and delicate. Elevated reuse.

Prize: Paid internship in the Hallmark Creative Studio

The PriestmanGoode New Designers Award

Winner: Amy Gardner, Loughborough University

Title of work: Neo

Description of work: “My project is a conceptual trainer collection featuring customisable footwear inspired by the physical and chemical aesthetic properties of New Zealand. I translated

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these properties through various textile processes, including heat and colour changing, laser cutting, thermochromic embossing and digital embroidery. The collection explores creating prototypes of footwear products using neoprene and acrylic, showcasing innovative textile techniques.”

Judge’s comment: Exceptional storytelling through innovative material choices. Fresh and stand out colour palette capturing her target user.

Prize: Up to one-year internship

Cole & Son Award For Future Designers

Winner: Elspeth Munro, Loughborough University

Title of work: In every direction

Description of work: “My collection is based on my parents’ life journey together, from Yorkshire to Oman and Kew, as well as the ceramics they collected along the way. It is a printed textile collection with a focus on wallpaper, aimed at the luxury market. The maximalist collection combines a variety of traditional prints and features some of the most extravagant designs. Throughout the development process, I experimented with different illustrative styles, ranging from wacky to more simple designs, which is essential for creating a maximalist collection.”

Judge’s comment: High level of creativity and originality. Beautiful use of colour, storytelling. Strong passion for art and design.

Prize: £1,200 endowment and a tailored six-month paid placement and mentorship at Cole & Son

The Dinny Hall New Jewellery Designer of the Year Award

Winner: Sam Holmes, Manchester School of Art

Title of work: Wild Workshop

Description of work: “Half of the design is created on a bench at various locations – whether it’s a city, a mountain or the bottom of a river valley. I take inspiration from the surroundings and create jewellery on the spot. After completing the first piece, I return to my workshop to further modify and refine the design. I incorporate rocks from the landscape at each site, finding unique stones to include in my creations. My pieces often feature silver and brass.”

Judge’s comment: A portable workbench where Sam can be on the move almost anywhere and be inspired by the world. A fine craftsman who has the potential to create 21st century jewellery in a new and innovative way.

Prize: Mentorship support from the Dinny Hall team to collaborate with and then take their designs into production. Their designs will then be showcased at in one of Dinny Hall’s six London stores.

The Hannah Martin New Rebel Award

Winner: Kyle Ferguson, Glasgow School of Art

Title of work: Dormante

Description of work: “My work is a response to my lost sense of place as a mixed-race individual growing up between a small Scottish town and Barbados. This reflection on being mixed race is expressed in my ‘coral world’ pieces, which incorporate recycled plastic bottles collected from the beach, as well as bronze, silver, 3D-printable resin, wax, real coral and precious stones like sapphire. I’ve used virtual 3D modeling and sculpting, as well as casting

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and traditional handcraft wax processes. I also have experience in stone setting and have experimented with drawing to enhance my designs.”

Judge's comment: Full of life, joy and thought. Made us smile. And seriously impressive process. Loved the storytelling. Just loved it!

Prize: Silver A Vanitas Razor Bangle

The Laura Ashley Lifestyle Award

Winner: Anna Eynon, Swansea College of Art

Title of work: The Water Edge Collection

Description of work: “My work celebrates the nature and beauty of British wetlands, centred around biophilia and bringing nature and happiness into our spaces. The collection is split into two: a home collection and a bespoke maximalist mural, using screen printing for the former, and stitch and laser cutting for the latter.”

Judge's comment: We love the subject matter and interpretation of the print across the range – a beautifully commercial home interiors collection.

Prize: £1,000 prize money for the brand to purchase the winning artwork and IP to add to Laura Ashley Archive, plus paid freelance internship for one month at Laura Ashley Head office

The Sanderson Design Award

Winner: Zumrad Khamidova, University Centre Colchester

Title of work: Eco Couture

Description of work: “I created prints and garments inspired by traditional, historical prints from Uzbekistan. My collection features a variety of techniques including hand printing, discharge printing and digital printing. I also incorporated textile techniques like couching stitch and tatting using sustainable fabrics such as jute, along with flocking and hand embroidery.”

Judge's comment: This textile designer's work boasts creativity, energy and excellence. Their mastery of technique and bold use of colour demonstrate exceptional skill and vision, with a diverse and forward thinking approach delivering innovative outside the box designs. We're excited to see what Zumrad can do with our amazing archive which delves back to 1860!

Prize: 12-month paid internship at Sanderson

The Tu Clothing Creative Pattern & Print Award

Winner: Charlotte Devereux, Loughborough University

Title of work: Al fresco

Description of work: “Inspired by my photography from traveling along the Amalfi Coast last summer, I aimed to capture the essence of Mediterranean lifestyle in my interiors collection. The application reflects the project's theme, exploring strong patterns and colours through my photography. I use a lot of natural materials like cotton and linen, putting a fresh spin on traditional patterns like stripes and checkerboards. Drawing inspiration from tablescaping and tablecloth designs, I created my own eclectic tableware inspired by the Italian sense of community and interaction. My goal is to bring a piece of the Mediterranean into the home.”

Judge's comment: Beautiful print collection with a strong understanding of colour. Diverse and versatile print designs that capture Charlotte's love of travel.

Prize: Six-month paid placement at Tu

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New Designers ND Selects Award

Winner: Moana Sofia Sidoti

Title of work: Digitalised Pastry

Description of work: “My inspiration started from being one of those kids drawn to vanilla and strawberry cupcakes and pastries, and their multicoloured effect. I wanted to replicate this in my material process, adapting 3D printing for ceramics to achieve colour separation within the extrusion. I built custom piping nozzles and containers for porcelain, allowing me to incorporate different colours inside. Through developing this technique, I've been able to create anything from vases to tableware. The aesthetic is defined by the unique shapes of the nozzles, the vibrant colours and the volume itself, all of which are influenced by digital drawing.”

Judge's comment: Moana has embraced the latest technology to create visually striking ceramics, combining personal exploration of baking techniques. We do believe that she has a huge potential to grow her work.

Prize: Exhibition space at Future Icons Selects 2025

New Designers Best Stand Award

Winner: Hereford College of Arts

Judge's comment: Dynamic mixed of disciplines on display, home-made table-tops were featured and created an innovative use of space, students displayed adept storytelling ability when speaking about their work and a keen sense of professionalism.

About New Designers:

New Designers is an annual showcase of the UK's most innovative emerging design talent. Since its inception 39 years ago, New Designers has provided a platform for over 3,000 graduates to present their visionary ideas to industry professionals and the public every year. The event takes place over two weeks, with different disciplines highlighted in Week 1 and Week 2, spanning fashion, textiles, furniture, product design, illustration, and more. With a focus on creativity, innovation, and sustainability, New Designers is a must-attend event for anyone interested in the future of design. Whether you're a design enthusiast, a student, or a professional in the industry, there's something for everyone at New Designers.

New Designers Sponsors:

Disney Home



www.instagram.com/disneyhome

About Disney Home Disney Home brings the magic of Disney into people's homes through expansive furnishings, textiles and décor ranges. Influenced by over 100 years of Disney storytelling, the ranges are produced by Disney's licensees and retailers and complement every room and personal style, including aspirational furniture, as well as bespoke designs and one-off collaborations. Launched in April 2022, Disney Home brings these stories together with lines

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that are thoughtfully designed, including trend-driven pieces alongside timeless classics, bringing the joy and escapism of Disney into the homes of families and fans across Europe. Disney Home products are available from Disney's licensees to purchase in the UK & EMEA from select retailers.

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Habitat



<https://www.habitat.co.uk/>

About Habitat Since its revolutionary beginnings in 1964, Habitat has made outstanding design for the home accessible to all by bringing thoughtful, inventive and affordable furniture and homewares to the UK. This year, Habitat celebrates its 60th anniversary and today customers can find Habitat's high quality, affordable home products online at Sainsbury's, Argos and Habitat, as well as in selected Sainsbury's and Argos stores. Habitat is led by Product Director Hannah Mallett and is proud to fly the flag of British design with a talented in-house design studio comprising over 20 experts in their own fields from ceramicists and illustrators, to upholstery specialists and print designers.

STOCKISTS Habitat is widely available online at Habitat, Argos and Sainsbury's as well as in selected Argos and Sainsbury's stores. Habitat's new Digital Showroom in Milton Keynes, features almost 300 top-requested home and furniture products, offers an immersive experience through 'Go In-Store' technology, allowing customers to explore and receive expert advice via video or chat services on Argos and Habitat.

Hallmark



<https://www.hallmark.co.uk/>

About Hallmark Hallmark helps you live a caring connected life full of meaningful moments.

Our History

A family owned business, our story began over 100 years ago when 18 year old JC Hall started our company, with nothing but two shoeboxes full of picture postcards and an unwavering entrepreneurial spirit.

His passion lives on today in everything we do and just like the young JC Hall we never forget that we're here to help people, connect, enhance the special moments in their lives and to put our stamp on the world.

Our Creative Collaborators

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We are proud to work with an amazing and varied collective of talented and innovative creators. We collaborate with up-and-coming artists, designers and writers as well as with iconic global brands and exciting independent labels.

Our Planet

As a paper-based company, we couldn't do what we do without the resources provided by our amazing forests. We recognise our impact on the planet and are committed to leading our industry in environmental excellence.

PriestmanGoode

PriestmanGoode.

<https://www.priestmangoode.com/>

About PriestmanGoode PriestmanGoode is an employee-owned, multidisciplinary design consultancy. Our purpose lies in designing a better, more sustainable future. People-centric to the core, we have been improving and transforming everyday experiences for people around the world for over thirty years. Known as one of the leading consultancies in transport, product and experience design, our international team of over 70 designers, includes some of the world's most talented designers in their field. With headquarters in London, an office in China and clients across 30 countries, we use future thinking and our global viewpoint to deliver solutions that place brands on the world stage.

Sponsors Contd:

- Cole & Son
- Dinny Hall
- Hannah Martin Jewellery
- Laura Ashley
- Sanderson
- TU