

Transformative student medical inventions scoop top prizes at New Designers Showcase

Week 2 Until 12 July 2025

Location: Business Design Centre, London, N1 0QH



Above (from left): Jake Inglis from Nottingham Trent University and Scott Rutherford from Edinburgh Napier University, winner and runner-up of the Business Design Centre New Designer of the Year Award respectively (Image: Gary Morrisroe)

[Thursday, 10 July 2025] Yesterday, [New Designers](#) opened its **Week Two showcase** of emerging UK talent at London's Business Design Centre. Running until 12 July, the annual event – which celebrates its 40th anniversary this year – brings together over 2,500 graduates from [more than 100 university courses](#) (get [tickets](#) now), spanning disciplines including furniture and product design, industrial and spatial design, graphic design, illustration, animation, motion and digital arts, and game design.

At the heart of the Week Two showcase was the [ND Awards](#) ceremony, opened by acclaimed British artist **Morag Myerscough**. 19 accolades were awarded to graduates whose work demonstrated innovation, social impact and outstanding creativity – with medical and healthcare products dominating the top prizes.

The prestigious **Business Design Centre New Designer of the Year Award** went to **Jake Inglis** from **Nottingham Trent University** (BSc Product Design) for *Morphopaedics* – a fully personalised, injection-moulded orthopaedic cast that reimagines fracture care for both patients and the healthcare system. Lightweight, breathable, water-resistant, biocompatible and X-ray friendly, the cast enables micro-adjustments as swelling subsides, offering far greater comfort and flexibility throughout recovery. It is also designed for easy removal and disposal by patients themselves, potentially reducing strain on NHS services.

Inglis' project stems from personal experience: after breaking his back at 17, he spent months immobilised and in rehabilitation. Judges praised the cast as “a new way of thinking how to repair; thoughtful, environmentally friendly, aesthetically pleasing, practical and could save pressure on the NHS”.

Also celebrated was **Scott Rutherford**, from **Edinburgh Napier University** (BDes Product Design), who received the **Runner-Up Prize** for his life-saving emergency bleeding control device. Designed for untrained members of the public, *Scotseal* requires only four simple steps to operate, addressing a critical gap in current medical equipment. Rutherford was inspired by one of Bruce Lee's famous quotes – “If you put water into a cup, it becomes the cup” – for his design. Throughout development, he consulted with paramedics to ensure practical effectiveness. Judges described the device as having “huge potential in its ability to save lives and make a scary situation accessible – empowering everyone to save lives”.



Above (from left): Zaki Razak from Nottingham Trent University, winner of the Future Native Award; Lucia Guest from University of Leeds, winner of the Joseph Stannah Awards (Image: Gary Morrisroe)

With medical innovation taking centre stage this year, the New Designers showcase continues to demonstrate how graduate creativity can offer transformative solutions to real-world challenges – both within healthcare and far beyond. Other awarded healthcare-focused designs included:

- *Structra* by **Zaki Razak** (BA Product Design, **Nottingham Trent University**, winner of the **Future Native Award**), a compact modular vital signs monitoring system reimagining point-of-care in NHS wards.
- *Vilo* by **Lucia Guest** (BSc Product Design, **University of Leeds**, winner of the **Joseph Stannah Award**), the first handheld physical support tool for individuals and partners following pregnancy loss.
- *Nevi* by **Rosie Wise-Mellor** (BA Product Design, **Bournemouth University**, winner of the **Seymourpowell 'Shape the Future' Award**), an at-home skin health monitoring device designed to ease user anxiety.

The [ND Awards](#) celebrate creativity, innovation and design excellence across key contemporary themes including sustainability, wellbeing, identity and inclusion. Read the **full list of winners** in the ‘Notes to Editors’ section. Sponsors of this year’s Week Two awards include (alphabetically): **Affinity, Allermuir, Business Design Centre, DCA, DS Smith, Future Icons, Habitat, Hallmark, John Lewis, Joseph Joseph, Joseph Stannah, Kenwood, Native, Pepsico, PriestmanGoode, Seymourpowell, The Conran Shop** and **Tom Faulkner**.

NEW DESIGNERS 40

EST. 1985



Above (from left): Megan Shaw from Northumbria University, winner of the John Lewis Award for Design and Innovation;
Phil Berczuk from Robinson House Studio, winner of the Tom Faulkner Award for Distinctive Furniture Design;
James Forrest Smith from Northumbria University, winner of the Joseph Joseph Brilliantly Useful Design Award (Image: Gary Morrisroe)



Above (from left): British artist Morag Myerscough photographed with the winners of New Designers Week 2 Awards;
Myerscough delivering her keynote speech in front of the live audience (Image: Gary Morrisroe)



Above (from left): Isaac Meardon from Nottingham Trent University, winner of the Affinity Digital Design Award;
Jodie Chung from Swansea College of Art, winner of the Hallmark Connection Award (Image: Gary Morrisroe)

NEW DESIGNERS

EST. 1985

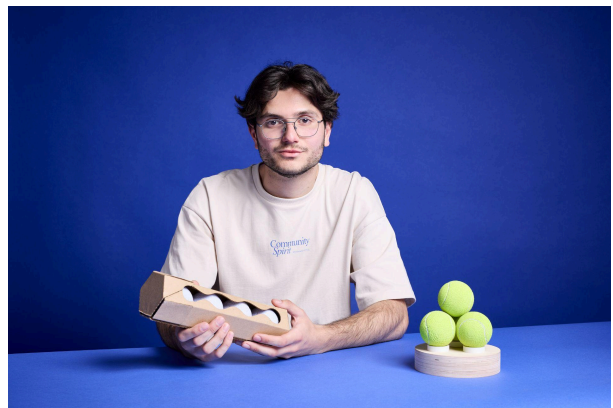
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Above (from left): Rosie Wise-Mellor from Bournemouth University, winner of the Seymourpowell 'Shape the Future' Award; Harry Colbert from Central Saint Martins, as part of the Design Truth showcase, winner of the DCA Futures Award (Image: Gary Morrisroe)



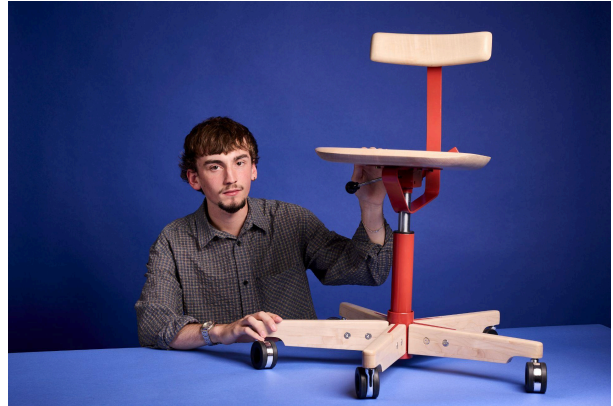
Above (from left): Libby Hutton from Northumbria University, winner of the Next Gen Furniture Award by Allermuir; Dan Davies from Nottingham Trent University, winner of the Habitat Future Design Award (Image: Gary Morrisroe)



Above (from left): Georgia d'Eca from Sheffield Hallam University, winner of the Kenwood Appliances Award; Noé Chouraqui from Central Saint Martins, as part of the Design Truth showcase, winner of the DS Smith Circular Innovation Excellence Award (Image: Gary Morrisroe)

NEW DESIGNERS 40

EST. 1985



Above (from left): Zak Boardman from Nottingham Trent University, winner of the PriestmanGoode Award;
Reuben Porter from Birmingham City University, winner of the Conran Shop Design Award (Image: Gary Morrisroe)



Above (from left): Phoebe Mohan from Nottingham Trent University, winner of the Pepsico Design and Innovation 'Unicorn' Award;
Julia Briere, winner of the Future Icons ND Selects Award (Image: Gary Morrisroe)

New Designers (newdesigners.com) runs until 12 July for Week Two at the Business Design Centre, London, N1 0QH. Click [here](#) to register for tickets and [here](#) for opening times.

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 – From £27 on-the-door
- School group booking – From £10 per ticket; From £100 for group of 10 students, 2x tutors go free

Week 1 (2 – 5 July 2025): Fashion and Costume; Contemporary Design Crafts; Textiles; Ceramics; Glass; Jewellery and Metalwork

Week 2 (9 – 12 July 2025): Furniture; Product Design; Industrial and Spatial Design; Graphic Design; Illustration and Animation; Motion and Digital Arts; Game Design

The winners of Week Two ND Awards are as follows:

Business Design Centre New Designer of the Year Award

Winner: Jake Inglis, Nottingham Trent University (BSc Product Design)

Title of work: Morphopaedics

Description of work: Morphopaedics is a fully personalised, injection-moulded orthopaedic cast designed to transform fracture care for both patients and healthcare systems. It is lightweight, breathable, water-resistant, biocompatible, radiolucent (X-ray friendly) and allows for micro-adjustments as swelling subsides, bringing greater comfort and flexibility to recovery, ultimately alleviating the inherent stress on the NHS. Patients can also remove the cast and dispose of it themselves. This project was born from Inglis' personal experience, after breaking his back at 17 and spending months immobilised and in rehab. That journey gave him a deep understanding of the limitations of immobilisation and the need for a more user-centred solution.

Judge's comment: A new way of thinking how to repair; thoughtful, environmentally friendly, aesthetically pleasing, practical and could save pressure on the NHS.

Prize: £1,500 cash prize

"As one of its original founders, the BDC couldn't be more proud of our 40 year association with New Designers. To have given so many of today's leading designers the platform to showcase their early brilliance and talent is one of our greatest achievements as an organisation. Nothing makes me happier than meeting someone now who tells me they exhibited their work at New Designers twenty years ago, and how much the show meant to them back then and what it did to kick-start their career. Here's to the next forty years." **Dominic Jones, CEO, Business Design Centre**

Business Design Centre New Designer of the Year Award Runner-Up

Winner: Scott Rutherford, Edinburgh Napier University (BDes Product Design)

Title of work: Scott Seal

Description of work: This device is designed to stop severe blood loss and prevent bleeding out. It is a user-initiated product created specifically for use by the untrained public, requiring only four simple steps without any prior training. Inspired by one of Bruce Lee's famous quotes, the concept addresses a gap in current medical products, as nothing like it exists today. Throughout the design process, Rutherford consulted with paramedics to ensure its practicality and effectiveness.

Judge's comment: We see huge potential in this design's ability to save lives and make a scary situation accessible – empowering everyone to save lives. Extremely thoughtful and passionate designer.

Prize: £500 cash prize

Hallmark Connection Award

Winner: Jodie Chung, Swansea College of Art (BA Graphic Design)

Title of work: The Memory Mart

Description of work: The Memory Mart explores how corporate companies use childhood memories and nostalgia to encourage consumer spending, by reselling those memories back to people. It examines how brands ask individuals about their favourite childhood moments and then turn those memories into products for sale. This project gives a playful yet paradoxical commentary on consumerism and the commodification of personal nostalgia.

Judge's comment: Fun takes on nostalgia and memory. Visually witty and poignant as concept and display. Made us smile!

Prize: Paid internship in the Hallmark Creative Studio

The PriestmanGoode Award

Winner: Zak Boardman, Nottingham Trent University (BSc Product Design)

Title of work: Solace lamp; Focus device

Description of work: Solace is a complete light and circadian rhythm therapy solution, designed to brighten winter days and deliver clinical-grade effectiveness for those with Seasonal Affective Disorder (SAD). It offers both wake-up light functionality and medical-grade light therapy for those with SAD. Meanwhile, Focus is a mindful productivity companion designed to help individuals work with greater intention in a world of constant digital distraction. It strikes a balance between accessibility and boundaries, enabling users to separate from their phones while retaining access to essential functions, such as important calls, texts or notifications.

Judge's comment: Strong approach to design and colour, material and finish choices. A clear user-centric focus and emotional response to a problem.

Prize: Up to one-year internship at PriestmanGoode

The Habitat Future Design Award – Furniture, Product, Industrial and Spatial Design

Winner: Dan Davies, Nottingham Trent University (BA Furniture and Product Design)

Title of work: Hem

Description of work: A lightweight bench and seating system made from 1.2mm recyclable mild steel, designed for both indoor and outdoor use. It features a powder-coated finish and is engineered for easy disassembly and assembly with just an Allen key, making it ideal for transport, repair and quick setup in a few minutes. Although made from metal, its folded construction across three sides creates the appearance of timber, imitating the look of plastic wood or traditional wooden benches.

Judge's comment: Good showcase of product development, excellent presentation skills, refined and well thought-out final piece, great use of colour, material and finish.

Prize: Mentoring from the Habitat Design Studio and £500 cash prize

“Habitat is delighted to sponsor both weeks of the New Designers exhibition again this year, reaffirming our longstanding passion and commitment to championing emerging British designers.

“As Head of Design at Habitat, it’s a personal privilege to reflect on my own journey which began right here as a graduate exhibiting at New Designers in 1997. Habitat is proud to have recruited and collaborated with over 30 talented young designers through the show over the years and we are dedicated to continuing to support, celebrate and cultivate talent, creativity and innovation for many years to come, alongside the New Designers team.” **Andrew Tanner,**
Head of Design at Habitat

John Lewis Award for Design & Innovation

Winner: Megan Shaw, Northumbria University (BA Furniture and Product Design)

Title of work: Tuft

Description of work: The lounge chair explores the idea of slow living, encouraging mindfulness and a sense of calm. Its frame is crafted from oak, with upholstery made in collaboration with a local upholsterer using Bute’s seaweed fabric. The design features two multi-plywood armrests wrapped around the frame, adding both visual and ergonomic comfort. Accompanying the chair is a coordinating side table made from oak, with a profile that replicates the timber frame of the chair.

Judge’s comment: We are giving this chair an award for its robust research and development. It feels ready for maker and commerciality viable for today’s customers. The level of finish and attention to detail is of a professional standard. The end result is a comfortable armchair with a great personality.

Prize: £1,000 of John Lewis vouchers and an opportunity to meet the design team

DCA Futures Award

Winner: Harry Colbert, Central Saint Martins (BA Product and Industrial Design) – as part of the Design Truth showcase

Title of work: Iris

Description of work: A camera originally designed in response to a client brief. Colbert’s research explored how young people value emotional and experiential ways of capturing memories over purely high-resolution images. The result is a circular camera that records not just visuals but also environmental data like temperature and ambient light. It’s designed for moments like festivals or hikes, capturing the full atmosphere for storytelling and a true 4D experience. This isn’t about creating content for social media – it’s about preserving how an experience felt.

Judge’s comment: Harry has created a compelling product that captures and plays back authentic and immersive multisensory memories.

Prize: £1,000 cash prize

Future Native Award

Winner: Zaki Razak, Nottingham Trent University (BA Product Design)

Title of work: Structra

Description of work: A compact modular VSM (vital science monitoring) that reimagines how vital signs and point-of-care are delivered in NHS wards. Replacing outdated systems, it integrates a magnetised tablet that wirelessly records patient data, scans barcodes and digitises notes to reduce errors and save time. Designed through user feedback, it features adjustable compartments, modular ports and dedicated holders to improve workflow, storage, hygiene and maintenance. Structra offers a future-ready, cost-effective solution for efficient and scalable care in modern healthcare environments.

Judge's comment: Medical work really resonates, considering our work in that space. Thoroughly researched and well executed whilst lighting work was an elegant solution to a timeless challenge.

Prize: £1,500 cash prize plus a 6-month paid internship (with the possibility of a permanent role to follow)

Kenwood Appliances Award

Winner: Georgia d'Eca, Sheffield Hallam University (BA Product Design)

Title of work: Reheatly

Description of work: An intelligent device designed with the user in mind, enabling you to prepare meals and enjoy them hot at your desk without the hassle of shared microwaves or cold lunches.

Judge's comment: An impressive and thorough design study arriving at a compelling design concept – well executed and presented.

Prize: A Kenwood stand mixer and a day with the Kenwood Design Team in Havant to see how they design and operate.

Tom Faulkner Award for Distinctive Furniture Design

Winner: Phil Berczuk

Title of work: Andenes

Description of work: The low table is inspired by the landscapes of Peru, drawing from Berczuk's recent travelling across South America, as well as his previous graphic design work with map-based forms. Made from American black walnut with a green-tinted glass top. Each CNC-cut layer is individually designed to avoid a computerised look, with customised joints that remain invisible from above. It features 196 joints, all hand-refined, hand-fitted, sanded, oiled and finished to create a piece that is both sculptural and deeply tactile.

Judge's comment: Very distinctive, beautiful and well executed.

Prize: £1,000 cash prize and a tour of the Tom Faulkner workshop in Wiltshire

The Conran Shop Design Award

Winner: Reuben Porter, Birmingham City University (BA Product and Furniture Design)

Title of work: Archetype M Studio Chair

Description of work: An industrial piece of furniture that blends industrial heritage with modern elegance. Structural steel and sculpted English Sycamore unite material honesty, offering quiet

sophistication. Its refined backrest mechanism ensures ergonomic support, bridging past and present. Both tool and object, it lives effortlessly between workshop and studio, where form labours and function rests.

Judge's comment: Smart solution to a classic design. Very comfortable back support which is hard to achieve.

Prize: Paid internship of three months at The Conran Shop head offices in London. In addition, The Conran Shop is committed to taking the winning design to a fully resolved prototype, enabling the development of a tangible, high-quality sample. This process will provide the winner with hands-on experience in product realisation and insight into the complexities of design refinement.

NextGen Furniture Award by Allermuir

Winner: Libby Hutton, Northumbria University (BA Furniture and Product Design)

Title of work: The Bakery Stools

Description of work: A series of stackable stools inspired by Big River Bakery, a community driven social enterprise in Newcastle. The steel stool takes inspiration from the stottie – a flat, round staple of North-East bread making. The wooden stools can be drawn together with their legs neatly neighboured, a reference to the connection of community baking.

Judge's comment: We love the story behind the stools, the community feel and commerciality. Libby was really confident and we loved the creation of the presentation.

Prize: Paid internship

The Seymourpowell 'Shape the Future' Award

Winner: Rosie Wise-Mellor, Bournemouth University (BA Product Design)

Title of work: Nevi

Description of work: Skincare meets early detection. At-home skin health monitoring device to help ease anxiety.

Judge's comment: Meaningful product that solves a real human need. Well-executed design process with technical rigour. Clear passion for design and problem solving.

Prize: A cash prize and a three-month internship at Seymourpowell

The Joseph Stannah Award

Winner: Lucia Guest, University of Leeds (BSc Product Design)

Title of work: Vilo

Description of work: The first handheld physical support tool for individuals and partners after pregnancy loss, it offers quiet and physical comfort during and after the experience. It responds to touch with soothing warmth, gentle vibrations and calming light to help users feel grounded and stay connected with their partners when words or traditional services fall short. The idea began after speaking with charities such as Aching Arms and with parents who had experienced miscarriage.

Judge's comment: Great research and well executed prototype. Clearly an empathetic and talented designer.

Prize: £1,000 cash prize

PepsiCo Design & Innovation 'Unicorn' Award

Winner: Phoebe Mohan, Nottingham Trent University (BA Graphic Design)

Title of work: N/A

Description of work: Mohan's whole portfolio showcases her strength in conceptual thinking and brand strategy. She is particularly interested in insight-led work and storytelling that is purposeful and meaningful.

Judge's comment: Extremely strategic thinker and fabulous execution.

Prize: A paid internship in their London design studio, working as part of their Global Design function.

Joseph Joseph Brilliantly Useful Design Award

Winner: James Forrest Smith, Northumbria University (BA Design for Industry)

Title of work: D-F1

Description of work: As digital music consumption becomes increasingly frictionless, much of the emotional and tactile value once tied to listening is being lost. D-F1 responds to that shift, reimagining the music player not as a screen-dominated utility, but as a physical, sensory experience. It is a unique audio system where music is downloaded onto a physical control puck. The puck is first docked onto the main player, allowing the user to select an artist and track. To begin playback, it is moved to a linear track, where it slowly travels across the surface as the song plays – providing subtle, real-time feedback through motion.

Judge's comment: A standout for its exceptional industrial design, this project combines functionality with refined simplicity. Its nostalgia-provoking interaction brings a fresh sense of joy to familiar experiences. The result is an elegant, delightfully executed solution that captivates the user.

Prize: A three-month paid placement at Joseph Joseph's London Head Office, plus £500 to spend on Joseph Joseph products.

DS Smith Circular Innovation Excellence Award

Winner: Noé Chouraqui, Central Saint Martins (BA Product and Industrial Design) – as part of the Design Truth showcase

Title of work: Point

Description of work: This tennis ball is 100% 3D-printed and made from a single bio-based plastic, making it easily recyclable and 90% more sustainable than a traditional tennis ball. Created out of a lifelong love for tennis, having played since the age of three, the design is currently being reviewed by the International Tennis Federation.

Judge's comment: An elegant and sustainable solution, simplifying and reducing complexity.

Prize: An opportunity to spend one week at DS Smith's prestigious Design and Innovation Centre in Brussels, where they will experience working alongside, and learn from, an international team of designers and innovators, bringing packaging design to a global market.

Future Icons ND Selects Award

Winner: Julia Briere

Title of work: Saltscapes

Description of work: A collection of furniture and homeware made from salt. In response to the growing challenges of resource scarcity and environmental strain. The series explores how salt, an abundant yet often overlooked material, could play a role in the future of design and architecture.

Judge's comment: Well developed series and body of work, showcasing great material exploration and excellent research and development. A well-curated display that shows a good understanding of craft and sustainable practices – great potential for future development.

Prize: A stand at Future Icons Selects during London Craft Week 2026

The Affinity Digital Design Award

Winner: Isaac Meardon, Nottingham Trent University (BA Illustration)

Title of work: The Badger and The Crocodile

Description of work: This picture book is inspired by Meardon's own life and experiences of being mixed race. It explores feelings of not belonging and the journey towards accepting who he is, portrayed through two characters that represent different parts of his identity. The story was both written and illustrated by him, with all illustrations created digitally in Photoshop.

Judge's comment: The visual storytelling, use of layout, understanding of light and mixed media made this a standout piece.

Prize: A commission for the winning designer to a minimum value of £1,000.

About New Designers:

New Designers is an annual showcase of the UK's most innovative emerging design talent. Since its inception 40 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.