

Press Release/16 July 2009

Local businesses support local schools in major design initiative

Truro Fabrics, Ladds Concrete Products, Rowe's the Bakers, Gendall Design, Newquay Cornwall Airport and the Midas Group have combined to support a pioneering initiative that nurtures the talents of the next generation of designers.

These local companies generously supported **DesignEd in Cornwall** – an annual competition hosted by University College Falmouth (UCF) that showcased more than 350 design and technology projects from 28 schools and colleges from across the county – by sponsoring thirteen prizes in the following categories: Textiles and Fashion; Product Design; Food Technology; and Graphics; as well as Best GCSE and Best Post-16 Project.

Seven new awards were introduced this year to highlight the diversity of design in the 21st century, including Most Marketable Product; Best Sustainability Project; Most Innovative Project; Best Craftsmanship; Best School Presentation and a Public Choice Award.

The winners were each awarded a certificate and a £50 cheque, with Richard Lander School scooping the award for Best School Presentation and a cheque for £200.

DesignEd in Cornwall originated through a partnership between **Richard Scott**, Design & Technology Team Leader/Advanced Skills Teacher at Richard Lander School and **John Miller**, UCF's Director of the School of Design.

"We were thrilled to have attracted local businesses as sponsors for this year's event," said **Richard Scott**. "Each of the sponsors joined two design expert judges to assess the category they were sponsoring and brought a refreshing commercial-eye to the task, enabling us to give very positive industry-led feedback to the students."

"Design is the second fastest growing sector in the UK and this event is all about encouraging and celebrating design in Cornwall, which our corporate sponsors have enabled us to develop further," added **John Miller**. "Design today is no longer just about designing and producing a functional item, it's about how we interact with design in our everyday lives and this event, in conjunction with local businesses, confirms the value of design excellence to the county's creative and commercial economy."

"Continuing our successful partnership with UCF through the Midas Awards for Fine Art Graduates, Midas are delighted to be involved in DesignEd in Cornwall," said **Martin Walton**, Business Development Manager for the Midas Group. "We hope it will encourage and empower local students not only to develop their unique talents but also to reach wider audiences."



Project Director for Newquay Cornwall Airport, **Chris Cain**, commented: "The Airport is not just about allowing people to travel for business and pleasure, it is about creating a new sector for the Cornish economy – providing a wide range of exciting careers within the county. We are proud to sponsor such a great event showcasing the talents of young Cornish school students."

For further information about DesignEd in Cornwall, please visit www.designedincornwall.co.uk

For further information about **Design Courses** at University College Falmouth, visit www.falmouth.ac.uk/design, email admissions@falmouth.ac.uk or telephone Admissions on 01326 213730.

University College Falmouth is the only independent Higher Education institution in Cornwall with the powers to award degrees in its own name. It has two campuses in Cornwall – at Woodlane in Falmouth and Tremough in Penryn (which it owns, and jointly manages with the University of

Exeter) - and a third campus at Totnes in Devon, following its merger with Dartington College of Arts in 2008.

This merger created a new institution focusing on the expansion of Falmouth's expertise in **Art, Design and Media** and Dartington's expertise in **Choreography, Music, Theatre, Art and Writing**. The Devon-based courses will relocate to a new, high-specification Performance Centre at Tremough in 2010, paving the way for a new specialist Arts University in Cornwall by 2012/2013 that will be unique to the South West.

The College is a founding partner in the Combined Universities in Cornwall (CUC), a unique initiative to promote regional economic regeneration through Higher Education, funded mainly by the European Union (Objective One), the South West Regional Development Agency, and the Higher Education Funding Council for England, with support from Cornwall Council.

Ends

For further information about University College Falmouth, please contact **Jilly Easterby MCIPR, Head of Public Affairs**, Telephone: 01326 213792; or email: jilly.easterby@falmouth.ac.uk

Notes to Editors:

The following schools and colleges submitted work from across Cornwall:

Bodmin College - Budehaven Community School - Camborne School - Cape Cornwall School - Cornwall College - Falmouth School - Hayle School - Helston School - Humphry Davy School - Launceston College - Looe Community School - Mounts Bay School - Mullion School - Newquay Tretherass - Penair School - Penrice Community College - Penryn School - Poltair, Pool School - Redruth School - Richard Lander School - Roseland School - Saltash Community School - St Ives School - The Bolitho School - Truro College - Truro High School - Wadebridge School

Sponsors and Prizes:

The Midas Group sponsoring Best School Presentation Award

The Midas Group is one of the largest independent property services group in the UK. Midas has offices throughout the South West region and South Wales across its specialisms: Construction, Retail, Interiors, Affordable Housing and Developments. Midas continues to work in long term relationships, exceeding the expectations of customers and demonstrating industry leading performance.

Best School Presentation Prize Winner: Richard Lander School

Highly Commended: Mullion School, Camborne School and St Ives School

Newquay Cornwall Airport sponsoring Technology, Most Innovative Project, Best Post-16 Project and the Public Choice Award

Cornwall has been connected to other parts of the world for nearly seven decades from Newquay/St Mawgan Airfield with the very first domestic flight taking place in 1934, however Newquay Airport wasn't established until 30 years later. On 1 April 2007, Cornwall Airport Limited assumed operational management of Newquay Cornwall Airport and is responsible for all areas of airport operations.

Technology Prize Winner: Melody Jones of Truro College

Highly Commended: Lawrence Hendra of Penair School and Kit Leahman of St Ives School

Most Innovative Project Prize Winner: Danny Martin of Richard Lander School

Highly Commended: Lauren Warne of Saltash Community School

Best Post-16 Project Prize Winner: Nick Coleing of Budehaven School

Public Choice Award Prize Winner: Dom Hall of Wadebridge School

Gendall Design Ltd sponsoring Graphics and Best GCSE Project

Gendall Design Ltd is one of the leading brand and digital communication agencies in the South West. The company was founded in Cornwall in 1986 by Tessa Gendall and has grown steadily to its current team capability which includes consultants, brand, website and graphic designers, production artworkers, website programmers, project managers and administrators.

Graphics Prize Winner: Jamie Rickett of Truro College

Highly Commended: Tom Duddle of Richard Lander School and Pippa Alston of Mullion School

Best GCSE Project Prize Winner: Hannah Conway of Looe Community School

Rowe's the Bakers sponsoring Food Technology and Best Sustainability Project

Rowe's the Bakers is an award-winning food manufacturer and retailer. The business began in 1949 when Bill Rowe set up his bakery and shop in Swanpool Street, Falmouth, making bread, pasties, cakes and confectionery. Today the company has seventeen retail outlets throughout Cornwall and Devon, and supplies all of the major multiples nationally and regionally, as well as many independent retailers. Rowe's is proudly Cornish and all of its products are made from Cornish ingredients wherever possible.

Food Technology Prize Winner: Sophie Pearn of Redruth School

Highly Commended: Leah Wolfenden and Kezia Rose both of Cape Cornwall School

Best Sustainability Project Prize Winner: Natasha Richards of Richard Lander School

Highly Commended: Tamsin Tan of Redruth School

Ladds Concrete Products sponsoring Product Design and Best Craftsmanship

With over 30 years' experience in the manufacture of concrete products, Ladds can make a variety of products in an assortment of colours and quantities from kerbs, paving, edging, lintels, copings, cills, heads, string course, padstones and staircases to bespoke products and Wonder Walling.

Product Design Prize Winner: Danny Martin of Richard Lander School

Highly Commended: Wendy Matthews of Richard Lander School

Best Craftsmanship Prize Winner: Travis Hughs of Cornwall College

Highly Commended: Jason Staddon of Cornwall College and Dom Hall of Wadebridge School

Truro Fabrics sponsoring Textiles and Fashion and Most Marketable Project

Founded in 1984 by Rob Millbank, a fabric market trader, Truro Fabrics is now the largest fabric shop in England. It stocks between 9,000 and 11,000 dress fabrics at any one time and offers a bespoke and highly-experienced service by its staff, who are enthusiastic dressmakers, knitters, interior designers, decorators, jewellery makers and fabric enthusiasts.

Most Marketable Project Prize Winner: Charlie Green of Saltash Community School

Highly Commended: Joe Clayton-Johns of Mullion School