



# no new designers SELECTION

If there's one single thing that will dictate design's future, it is the quality of the talent coming into the industry. Whatever politicians, business gurus and other pundits say of the role the creative industries can play in creating wealth, without the energy, drive and innovation new designers bring to the party that stance cannot be sustained for long.

Design graduates are among our greatest assets, not just because of the skills they have acquired during their courses, but because of the way they view the world, finding new answers to old problems or setting a different agenda as they progress through their careers.

New Designers offers a chance to explore fresh talent, whether you're a potential buyer and would-be employer or just keen to spot trends. The annual show organised by Upper Street Events at London's Business Design Centre is the capital's longest-standing graduate showcase and is always an inspiring event.

New Designers Selection represents the best of the best from this year's main event, held in July. Some 50 outstanding young creatives exhibiting at the summer show have been chosen by the New Designers award judges, an eminent bunch of people from design-led companies and organisations, to take part in New Designers Selection at Oxo Tower Wharf on London's South Bank as part of the London Design Festival.

As you can see from this preview, the work focuses on three-dimensional design, with an array of furniture, lighting, ceramics, glass and product design on display. So whether you fancy a play on Kerri Stevens' See-saw bench, want to take in the 'stories' of everyday life on Reiko Fujihara's fabrics and garments or walk through an installation of Sunghwa Jang's Dandelion lights, get yourself there. It's well worth a visit.

LYNDA RELPH-KNIGHT, EDITOR, DESIGNWEEK

#### 28 Tom Lovegrove

6 Hawker Court, 8-10 Church Road, Kingston, Surrey KT1 3JR  
M 07717 811006 E tomlovegrove@hotmail.co.uk  
W www.tomlovegrove.com  
W www.newdesignersonline.co.uk/tomlovegrove  
Tom Lovegrove designs objects that not only show a solid understanding of material and process, but manage to unite beauty and function.

#### 29 Miranda Mellieur

19 Snowdon Street, Llanberis, Gwynedd, Wales LL55 4HE  
T 01286 871673 M 07880 737756  
E mirandacalon@yahoo.com  
W www.newdesignersonline.co.uk/mirandamellieur  
An elegant collection of silver vessels and sculptural objects, each limited edition piece is sensitive and delicate.

#### 30 Lucy Tatam Melia

Unit 3, 38 Hangingroyd Lane, Hebden Bridge HX7 7DD  
E lucy@meliadesign.co.uk W www.meliadesign.co.uk  
W www.newdesignersonline.co.uk/melia  
T 01422 845559 M 07905 564599  
Melia Design creates and manufactures an award-winning range of high quality modern furniture. Contemporary designs are handmade and finished to high standards.

#### 31 Massimo Meta

17 Burnt Oak, Dursley, Gloucestershire GL11 4HD  
T 01453 548191 M 07917 582008  
E mazmeta@hotmail.com  
W www.newdesignersonline.co.uk/massimometa  
A modular expanded polypropylene shelving unit is repeated and arranged to form a series of different-size storage solutions. Sheet metal boxes connect and support the structure.

#### 32 Katie Moth

41 Chanters Road, Bideford, Devon EX39 2QN  
T 01237 473832 M 0787 0869952  
E katiemoth@hotmail.com W www.katiemoth.com  
W www.newdesignersonline.co.uk/katiemoth  
Katie Moth's inspirations are a culture clash of traditional English meets Japanese pop culture, out of which she creates printed pieces with a narrative of their own.

#### 33 Jonathan Olliffe

40 Early Road, Witney, Oxon OX28 1EU  
T 01993 704108 M 07866 100098  
E jonolliffe@hotmail.co.uk W  
www.newdesignersonline.co.uk/jonathanolliffe  
Jonathan Olliffe's industrial- and architectural-inspired vessels are fabricated sheet metal forms, exposing edges and showing the inner structure using precious and non-precious metal.

#### 34 Krystal Orphanides

20 Cambridge Gardens, Windmore Hill, London N21 2AT  
T 0208 3509208 M 07966 173276  
E krissie1217@hotmail.com  
W www.newdesignersonline.co.uk/krystalorphanides  
Krystal Orphanides produces wallpapers and wall hangings, all screen-printed by hand and delicately hand-cut into ornate designs, inspired by woodland florals, moths and birds.

#### 35 Ben Parfitt

118 West View, Letchworth, Hertfordshire SG6 3QJ  
T 01462 678 247 M 07889 351 564  
E ben.parfitt@googlemail.com  
W www.newdesignersonline.co.uk/benparfitt  
Ben Parfitt's style is colourful and curvaceous. He loves working with compound curves to create aesthetically beautiful and ergonomically sound pieces of design.

#### 36 Nick Pearce

1 Sunburt Road, Eton, Berkshire SL4 6BA  
T 01753 864797 M 07793 276812  
E nick@pearcewoodsmiths.com  
W www.newdesignersonline.co.uk/nickpearce  
Nick Pearce designs and crafts distinctive pieces of bespoke furniture, using sustainable timbers and a combination of traditional and modern techniques.



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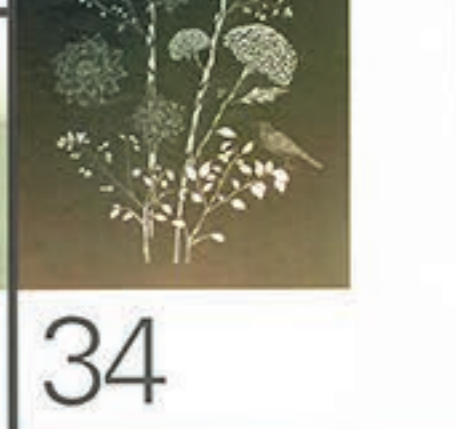
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