



The Textile Institute

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FOR IMMEDIATE RELEASE

Design Means Business 2011 New venue proved great success

Manchester, UK – 30 August 2011 The recent Design Means Business exhibition moved to a new venue, Durbar Court which forms part of the Foreign and Commonwealth Office, which proved to be a great success for all concerned. The muted colours of the marble background and the excellent natural lighting enabled design graduates from leading UK colleges to display their work to great advantage to invited company executives, designers and technologists; and for their tutors to develop links with guests from the textile, clothing and footwear industries.



**Zoe Fletcher receives her award
from Ian Morris**

Now well established as an annual event in the London graduate design calendar, The Textile Institute Design Means Business exhibition, was organised by the Design Special Interest Group (SIG) of The Textile Institute under the chairmanship of Professor Clare Johnston of the Royal College of Art. Its aim, in common with many end of year college and graduate shows, is to boost the career prospects of some very talented design graduates; but uniquely also to show what colleges can and are doing to promote design in the business environment and establish links in a practical way between industry and education.

An additional aim this year arose from a collaboration with the Institute's Sustainability SIG under the chairmanship of Vanessa Knowles, senior partner, Pebble International. The students were encouraged to demonstrate how their

designs were relevant to the broader issues of sustainable sourcing, production and distribution of textile and fashion products in the world today.

The exhibition was opened by Lord Haskel, a former world president of The Textile Institute, who takes a personal interest in assisting this event. He commented that holding it in the heart of Westminster gives an opportunity to textile companies and colleges to have constructive dialogue with members of the government. He introduced Lord Howell, Minister of State at the Foreign and Commonwealth Office who welcomed the colleges, graduates and guests to Durbar Court and observed with pleasure the buzz of excitement and colour they brought with them. The Institute's World President, Andreas Weber, added his welcome, noting the international nature of The Textile Institute and the varied background of the graduates.

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To emphasise sustainability, a prize was awarded for the piece of work showing the best integration of the theme together with an understanding of what sustainability means. The team of judges, led by Sue Chorley of the Design SIG, included Vanessa Knowles, Katie Greenyer, creative director, Red or Dead (a Pentland brand) and Ian Morris, technical manager, Technical Services Group, Marks & Spencer. The prize, a bursary to attend the World Conference of the TI in Malaysia in 2012, was awarded by Ian Morris on behalf of the judging panel to Zoe Fletcher of the London College of Fashion for a very well thought through entry. Zoe showed a very clear understanding of the importance of knowledge about the entire supply chain and had actually been to a sheep farm to shear a sheep to gain the complete experience.

There were some excellent runners up, and commendations with a bottle of M&S organic cava were awarded to Amy Pliszka of Central St Martins, Kristina Kurkina of Kingston University and Zara Oxtoby of Manchester Metropolitan University.

To participate in the Design Means Business event students have to be put forward by their University and the University or College must be a Textile Institute Corporate Member. This year there were representations from Central St Martins; De Montfort University; Kingston University; the London College of Fashion; Manchester Metropolitan University, Hollings Faculty; Nottingham Trent University; The University for the Creative Arts (Rochester); The Royal College of Art; and, for the first time, the University of Northampton.

As the Institute makes no charge for entry it is very grateful to its sponsors without whose generosity this event could not take place. The 2011 sponsors included the Worshipful Company of Clothworkers, Alvanon UK, the Alliance Foundation, the Knowledge Transfer Network (KTN), Marks and Spencer plc and Harold Tillman.

Due to the extra space available with the new venue July 2012's Design Means Business will be open to international colleges and universities.

Notes to editors:

With International Headquarters in Manchester, UK, **The Textile Institute** is a unique organisation in textiles, clothing and footwear. Founded in 1910 the Institute was incorporated in England by a Royal Charter granted in 1925 and is a registered charity. The Institute has individual and corporate members in over 80 countries; membership covers all sectors and all disciplines in textiles, clothing and footwear. Individual members can also gain internationally recognised qualifications including, LTI (Licentiate); CText ATI (Associates) and CText FTI (Fellows).

The Textile Institute has members in all sectors of fibre-based industries worldwide. Special Interest Groups provide a focus for members in different sectors, with many organising conferences, study tours and other events in their subject area.

World President Mr Andreas Weber CText FTI, is the director sales, marketing and parts, senior vice president, SwissTex Winterthur AG.

Chairman of Council Mr John Wilson OBE CompTI, is deputy chairman of UKFT.

More information about The Textile Institute is available on the website:
www.textileinstitute.org

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