

35mm



Project
Review
2010–16



26mm

the
DESIGN
MUSEUM

+

46mm

BORN TO BE
The Deutsche Bank youth
engagement programme



13mm

“Inspiring and equipping young people with the knowledge and skills to reach their full potential is central to Deutsche Bank’s **Born to Be** youth engagement programme. We are immensely proud of Design Ventura as our flagship design and enterprise project. The entrepreneurial and leadership skills the young people gain through this project are not only important for businesses like ourselves, but as a talent pipeline to the 2.6 million jobs generated through the creative industries in the UK. We are delighted to be able to continue our commitment for a further three years to reach another 30,000 young people and help improve their future life chances.”

Nicole Lovett, Head of Corporate Citizenship UK, Deutsche Bank

“As designers it is vital we invest time, energy and knowledge in the future of our industry and give young people meaningful and insightful experience in the world of design. Design Ventura challenges schoolchildren to answer real briefs set by professional designers and work towards real solutions. It has never been more important to inspire and empower young people and give them direct experience of how design works and its importance to the economy.”

Sir Terence Conran

The creative industries are fast becoming the driving force behind the UK economy, growing at almost twice the rate of the wider economy, equipping young people with design thinking and entrepreneurial skills is vital in helping students reach their full potential in life beyond school.

Run by the Design Museum in partnership with Deutsche Bank, Design Ventura is a national design and enterprise challenge for secondary school students aged 13-16, in which over 36,000 young people have participated since 2010. The project draws on the expertise and resources of both organisations and a community of volunteer industry experts from both design and business to provide real world learning and invaluable insights into the world of work.

Each year a brief is set by a leading designer to create a new product for the Design Museum Shop, a live brief that sees the winners collaborating with designers, Deutsche Bank marketing professionals and the Design Museum retail team to refine, manufacture and realise their design from idea to sale.

By challenging students to work in teams, with defined roles, to strict criteria the project models the holistic approach a professional design team would apply to creating a new product. The project also promotes soft skills such as communication, confidence, team-work and leadership, which are just as valuable to employers as academic and technical skills.

Design Ventura is a free project offering school teachers Continuing Professional Development (CPD) sessions, access to exhibitions, live workshops, online learning and resources and the opportunity to learn directly from industry experts.



THINK + DO

Aims and objectives



Fire a passion for design amongst young people and connect this to practical next steps that relate to achievement in education and future careers;



Build lasting relationships with teachers and schools and offer CPD opportunities;

OBJECTIVES

Increase the creative thinking, design and employability skills, confidence and resilience of students through engagements with inspiring role models and design experts;

"I liked the fact that we worked together as a group, listening to each other and taking account of other people's ideas"
Student

Raise the motivation of learners and their aspirations by enabling them to discover their creative entrepreneurial talent and giving insights into the world of work;



TIVES

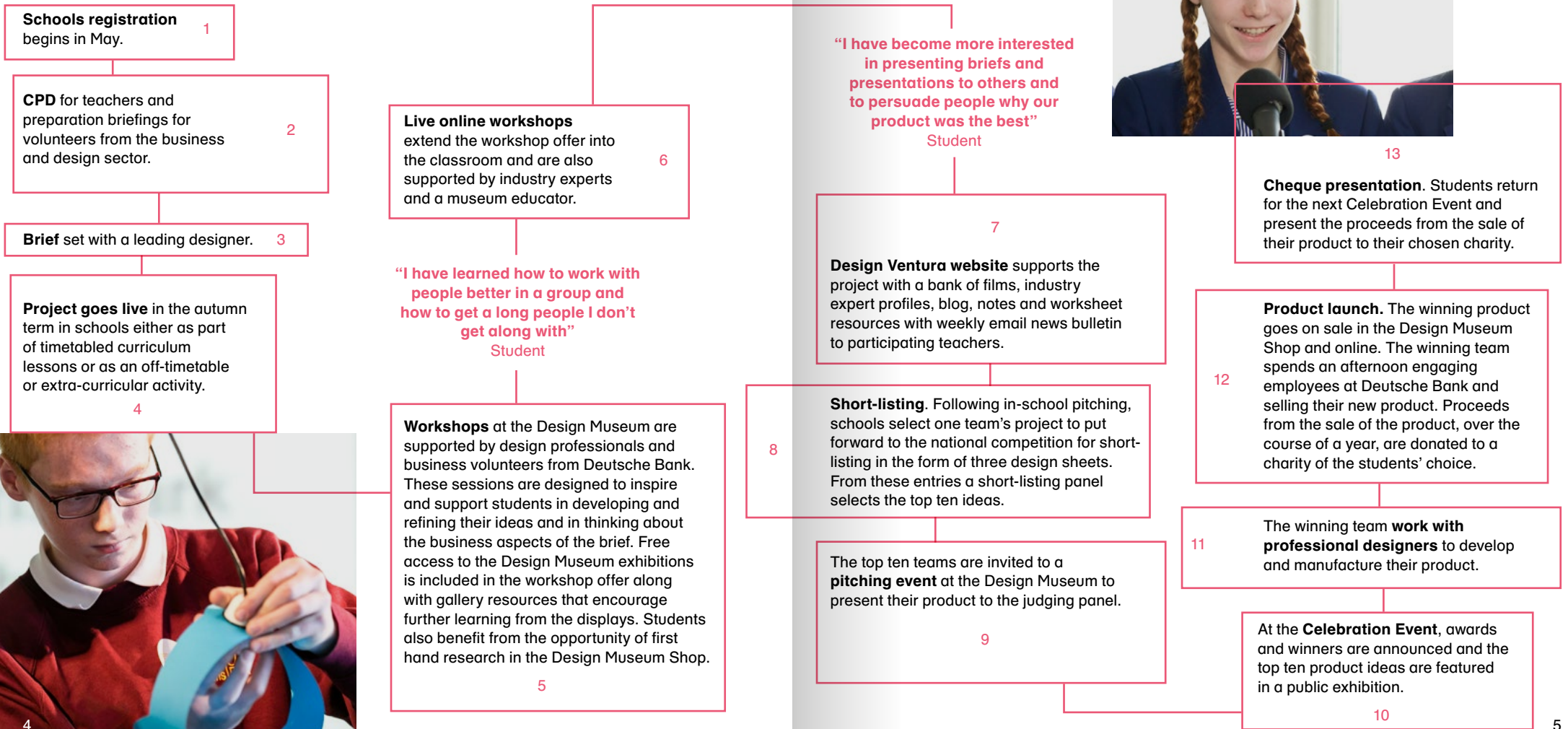


Raise the profile of design subjects and the opportunities they offer for holistic learning within schools;

Identify new approaches to enterprise education within a museum context that will support the development of learning at the Design Museum.

PRO CESS

Design Ventura brings together partners from the real world of business and design to provide a rich learning experience for students. The project is underpinned by a sound pedagogical approach, rooted in curriculum requirements, and it is supported by teachers, practicing designers and Deutsche Bank employees who offer their business expertise to students.



Design Ventura judging panels bring together leading figures from the design and business sectors. The varied expertise on the panel provides a unique opportunity for young people to present their ideas and gain valuable feedback.



2010

2016

JUDGES

Sebastian Conran
Product Designer and
Trustee of Design Museum

Naomi Cleaver
Designer, Writer
and Broadcaster
“Design Ventura brings the
concept of art and design in
commerce into the curriculum.
It’s a great outlet for young
people’s creativity and
supports them to think about
their ideas in the real world”

Anya Hindmarch, MBE
Fashion Designer and
Trustee of Design Museum

Guy Jeremiah
Founder, Ohyo

Jane Ni Dhulchaointigh,
Inventor and CEO, Sugru

Edward Barber
Designer and
Co-founder,
Barber & Osgerby

Chris Ruse
Director of Capital Markets
& Treasury Solutions at
Deutsche Bank

Christoph Woermann
Managing Director,
Global Head of Marketing,
Global Transaction Banking
at Deutsche Bank
“Design Ventura is a fantastic
initiative and each year I am
amazed by the creativity and
innovation of the students.
The skills it encourages young
people to develop, such as
entrepreneurial thinking,
confidence and teamwork
are as important to employers
as technical skills.”

**Rebecca Hossain,
Alice March &
Amanda Pearlman**
Head of Retail at Design Museum

Angus Montgomery
Editor, Design Week

Sabeena Bago!
Commercial & Finance Director,
Design Museum

“Whilst we were working on the Design Ventura competition my favourite time was when we were able to face and overcome problems”
Student

“I enjoyed discovering the whole other side of design, including business and costing as well as designing for a purpose”
Student

WINNING



2010–11
Theme ‘Young people’
Brief set with Sebastian Conran

Dove Bunting

DIY dove-shaped bunting kit made from recycled card. Haberdasher’s Aske’s Hatcham College
Teacher: Carlene King
Development designers: Build Charity: Greenpeace
Amount raised: £1141.00



2011–12
Theme ‘Play’
Brief set with Naomi Cleaver

BaDoiing!

A travel game packaged in an Oyster Card wallet. Walworth Academy
Development designers: Build
Teacher: Atam Sandhu
Charity: David Idowu Foundation
Amount raised: £804.00



2012–13
Theme ‘Journeys’
Brief set with Anya Hindmarch

Pics Pins

Badge set with images of segments of famous landmarks that can be interchanged in the style of the game consequences. Trinity School
Teacher: Maxine Hamil
Development designers: Build Charity: CATS Foundation
Amount raised: £914.74



2013–14
Theme ‘Handy’
Brief set with Guy Jeremiah

Squeezys

London themed tube squeezers that reduce waste. Weald of Kent Grammar School
Teacher: Sophie Tomlins
Development designers: Chris Garcin and MultiAdaptor
Charity: The Brain Tumour Charity
Amount raised: £1390.00



2014–15
Theme ‘Connect’
Brief set with Jane Ni Dhulchaointigh

Card Cogs

Plastic disc elements that join playing cards to create numerous constructions. Burnage Academy for Boys
Teacher: Steven Bentley
Development designers: Giles Miller Studio and inHouse
Charity: The Christie
Amount raised: £1,864.90



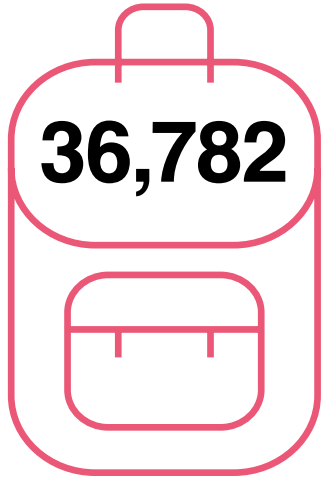
2015–16
Theme ‘Move’
Brief set with Edward Barber and Jay Osgerby

Wheelys

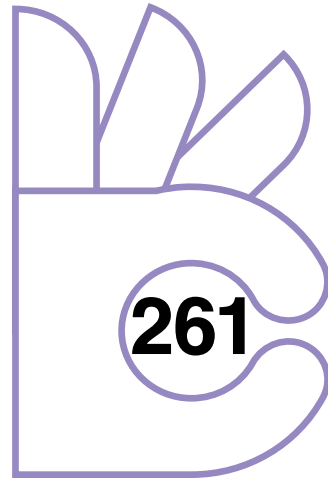
Rubber-band powered toy created from its packaging. Finchley Catholic High School
Teacher: Kim Parker / Liam Hourican
Development designers: Kin
Currently in development

IMPACT

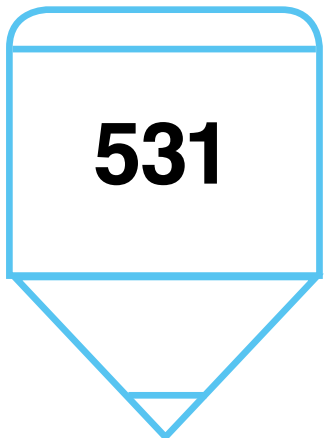
Over six years



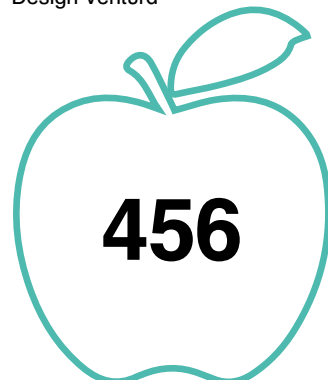
students have participated in the Design Ventura project from 588 schools across the UK



practicing designers and staff from Deutsche Bank received briefing sessions and offered support and expertise to students taking part in enterprise education activities as part of Design Ventura



workshops run at the Design Museum, in-school and live, online



teachers participated in Continuing Professional Development activities

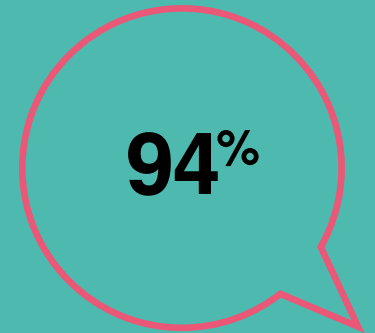
Over six years Design Ventura has been formally evaluated. For the last two years this has been through a partnership with Goldsmiths, University of London and prior to this through the Centre for Education in Industry (CEI) at the University of Warwick.

Teacher and student stories and data have been collected through observation of the various stages of the project, semi-structured interviews and through teacher and student surveys. The evaluation aims to measure changes in perceptions of skills, confidence and ambition amongst teachers and students.

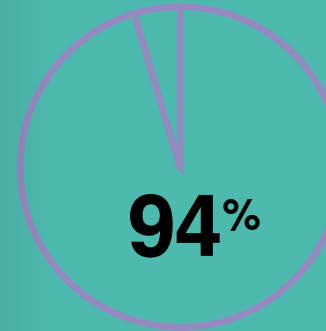
In 2016



of students felt Design Ventura increased their ability to respond creatively to a design brief



of students believed it helped them to communicate design ideas better



of participating students felt that the project helped them to understand the business side of design better



of students said that taking part in Design Ventura was a positive experience

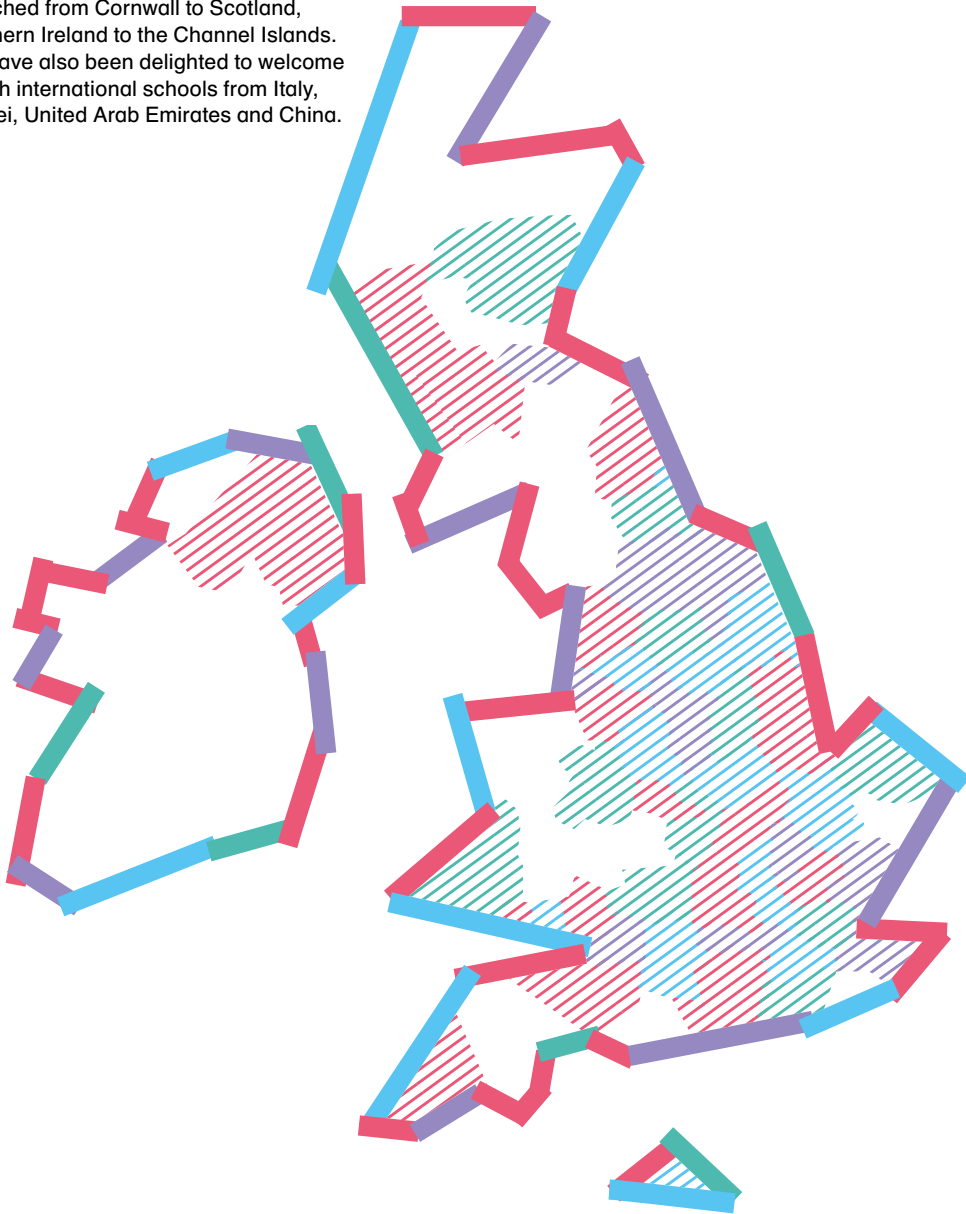
of teachers completing our survey said that they'd like to be part of Design Ventura again. They also rated the value of working to a real brief very highly



Map

As well as a strong concentration of schools in London and the South East, Design Ventura is growing into a truly national competition with a wide range of participants including schools stretched from Cornwall to Scotland, Northern Ireland to the Channel Islands. We have also been delighted to welcome British international schools from Italy, Brunei, United Arab Emirates and China.

 Participating schools



What's next?

The next three years will see exciting changes for the Design Museum at its new home in Kensington with an expanded exhibitions offer and larger, improved learning facilities.

Design Ventura will continue to be an important part of the Learning programme and have a strong museum based presence supported by increased facilities. The project also aims to develop the resources and experience available to those participants who cannot come in person to the museum. We will add further value for our national participants through new online materials and the roll out of more online workshops with schools and designers, successfully piloted in 2015.

“The best thing is the whole process, the professionalism of all the resources. I've never seen learning quite like it, it's been really, really good and I think we are indebted to the Design Museum for doing that for us.”

—— Teacher

Education and employability skills

The museum's ambition is to reach many more young people through relevant, engaging learning experiences that demonstrate the potential of their ideas in the real world and give them access to highly prized employability skills such as creativity, teamwork, business and economic understanding, self-confidence, leadership and decision making.

The education and skills agenda with its focus on character, employability and life skills, tests out further opportunities afforded through the programme. Evaluation of the programme over six years evidences skills development for students in the following areas: creativity, teamwork, business and economic understanding, self-confidence, leadership and decision making. These themes are cross curricular and support the sustained interest and commitment from schools to Design Ventura outside the challenges currently facing Design and Technology as a curriculum subject.

Changes lie ahead for the Design Museum as it embarks on its momentous move from Shad Thames to Kensington. The museum is in the process of re-imagining Design Education for the twenty-first century and in this endeavour Design Ventura is a flagship project which has influenced the thinking of the museum on a variety of levels, from strategic planning through to delivery and teaching practice.

The partnership with Deutsche Bank represents an exemplar that is shared with a range of stakeholders. It shows a real commitment to the ongoing critical importance and value of design education in schools. Design Ventura will continue to support educators and challenge students at the new site in Kensington. With new dedicated learning spaces and exciting exhibitions there will be no better place to champion the design skills and talents of young people in the UK and nurture the next generation of creative professionals.





Five Years On: Case Study

As part of the ongoing evaluation, Jennifer Bain from Goldsmiths, University of London, interviewed Jodie and Miranda. They make up half of the winning Haberdashers' Aske's Hatcham College, London team who won Design Ventura in it's first year, 2010 with their product Dove Bunting.

Was Design Ventura a different experience to Design Technology at school?

Jodie: In Design Technology, we had a set plan of what we were supposed to design and we all had to do the same thing. It really made a difference to do something like Design Ventura where you come up with your own ideas and start thinking about how you would work in a design field.

What was different about your experience of doing design in Ventura?

Miranda: Working together. We assigned roles to each other but everyone was a part of that and so it was very much a team process. I enjoyed the creative freedom, sharing ideas and having to understand and listen to each other.

What was it like working with design and business professionals?

J: It was very exciting. Speaking to people and also to go and see what the environment's like, their work space and life skills... we were learning things that would be beneficial for us, not just for this product. And it was also really good for networking.

Did it help you see the range of possibilities in a career that might be creative?

M: Yeah, I remember going to the Design Museum where everyone was working and seeing behind the scenes... Seeing this whole other side of the industry where you don't just have to be creating yourself, but also helping other people to do it!

Did you get that kind of real life experience in school or was Design Ventura the biggest experience of that?

J: It was a big jump in a good way, you know because we were thinking about careers rather than just grades. We could start to think "actually I wouldn't mind working in this field."

Has it had a lasting influence on what you've gone on to do?

J: It's something I put on my Personal Statement and CV, because it's been a great experience and something that I'm quite proud of. I now know what I want to get into. I've recently applied to Graphic Communication courses; obviously Design Ventura has influenced me quite a bit. We got a real feel for the design industry. The fact that we actually won the competition gave me the confidence to feel like "this is where I want to go in the future".

Miranda describes how she's gone on to do an Art Foundation, choosing a Fine Art pathway.

Did you find yourselves doing things differently in your DT lessons after Design Ventura?

Jodie says how the sustainable eco-friendly aspect is something she always thinks about in her design work.

M: Being independent and making decisions; I think that had influenced me a lot. You really have to take constructive criticism, not just think about what you think is good, but also listen to others' input into your work. DV did help that.

J: We learnt that it's not always one order: initial ideas, then final, then presentation. Sometimes it works differently; we could be working on a design and then realise it doesn't work so we'd have to go back to initial ideas.

So are you saying that the design process is not formulaic?

J: Yes, and I guess that's one of the differences between studying it at school and the DV experience.

Tell us about any skills that it helped you develop

J: Teamwork, but also working independently: we had to think individually and then we would bring our ideas together as a team. Working within time restraints was useful, and becoming more creative with our ideas, because we were given complete freedom at the start of the project.

Miranda describes how it's changed her perception of products. She has a new found appreciation for the processes that have gone in to making them, the different people who have been involved. It's made her notice things more and be "in awe" of them.

J: And that design is interesting. I learnt that design doesn't have to be incredibly beautiful and extravagant, it can be the simplest thing, and still be an amazing design idea.

Would you say it impacted on confidence?

M: Yeah, really believing in ourselves! That was, really crucial because before, we were just responding to a brief and not being really passionate about it or enthusiastic. It felt really good to actually feel good about what we had created.

J: I'm quite proud of putting this on my Personal Statement and CV. It's made an impact in that it's an area that I now know what I want to get into. And, I guess I know what it would be like to work in that kind of field, so it's not only something I'm interested in, I have that knowledge and a feel for what it would be like.

Do you look at the world differently after DV?

M: Yeah, definitely, even the pavements that we walk on. They're calculated, the distance between things, how we walk on them, and they were cared for and paid attention to...

J: And also having a better eye for seeing the flaws in everyday objects and trying to solve design problems. It makes you think "how could this be designed better?"

J: It has actually been a life-changer. Not just in design, but in the people you meet.

M: And to have a physical product sold: it just felt incredible! The process was amazing; thinking of ideas and then having it all made and finalised and real, that was exciting.

Our thanks go to everyone who has supported Design Ventura since 2010. The project could not have happened without the dedication of hundreds of teachers, the energy of thousands of school students and the support of our community of volunteers from the design sector and from Deutsche Bank.

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THANK YOU

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Zoe Smith, Rosie Towe

Designers

Edward Barber, Naomi Cleaver,
Sebastian Conran, Anya Hindmarch,
Guy Jeremiah, Jane Ni Dhulchaointigh,
Jay Osgerby

Design Museum

Catherine Ritman-Smith,
Emilie Harrak, Ellen Ferguson,
Komal Khetia, Sam Morley,
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Jennifer Bain

University of Warwick

Julian Stanley, Susan Goodlad

Photography

Richard Heald, Benedict Johnson,
Toby Keane, Miles Willis

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of Rochester Academy / Bishop Stoford School / Blackheath Bluecoat Church of England School / Blackheath High School / Bloxham School / Blundells School / Bodmin College / Bolton School Boys' Division / Borden Grammar School / Bournemouth School / Bow School of Maths and Computing / Brentside High School / Brentwood County High School / Brentwood School / Brighton College / Broadoak Mathematics & Computing College / Bromley High School for Girls / Broomfield School / Bruntcliffe School / Bryanston School / Brynteg Comprehensive School / Bullers Wood School for Girls / Burlington Danes Academy / Burnage Academy for Boys / Burnside Business and Enterprise College / Burntwood School / Bury Grammar School / Boys / Caedmon College, Whitby / Cambridge International School / Camden School for Girls / Campion School / Canons High School / Capital City Academy / Cardiff High School / Cardinal Allen School / Cardinal Hume Catholic School / Cardinal Pole Roman Catholic School / Carshalton Sports 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High School / Focus School / Laurieston Campus / Focus School – Ochil Campus / Forest Gate Community School / Forest School / Fortismere School / Frederick Bremer School / Frome Community College / Gable Hall School / Gad's Hill School / Garden International School / George Heriot's School / Glenlithome High School / Globe Academy / Glyn School / Goole High School / Gosford Hill School Academy / Grace Academy / Solihull / Greenford High School / Greenshaw High School / Greig City Academy / Guernsey Grammar School / Guiseley School / Gumley House RC Convent School, FCJ / Haberdashers' Aske's Crayford Academy / Haberdashers' Aske's Hatcham College / Haberdashers' Aske's Knights Academy / Haggerston School / Hagley Catholic High School / Hagley Park Academy / Hailsham Community College / Hampstead School / Hanham Woods Academy / Harlington Community School / Harris Academy Bromley / Harris Academy Crystal Palace / Harris Academy Greenwich / Harris Academy Merton / Harris Academy Purley / 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Wood School for Girls / Nicholas Chamberlaine Tech College / Nightingale

Academy / Noadswood School / Norbury Manor Business and Enterprise College for Girls / Norlington School for Boys / North Bridge House Senior School / North East Wolverhampton Academy / Northolt High School / Northwood School / Norton College / Norwich School / Norwood School / Notley High School and Braintree Sixth Form / Nottingham Emmanuel School / NUAST - Nottingham University Academy of Science and Technology / Oaklands Catholic School / Oakwood Technology College / Oasis Academy Mayfield / Old Swinford Hospital / Oldbury Wells School / Oldfield School / Oldham College / Orleans Park School / Ormiston Bolingbroke Academy / Ormiston Horizon Academy / Ormiston Six Villages Academy / Ormiston Sudbury Academy / Ormiston Victory Academy / Our Lady's Convent Roman Catholic High School / Outwood Academy Portland / Outwood Grange Academy / Oxted School / Paddington Academy / Park High School / Park House School / Park View Academy / Parliament Hill School / Pen Y Dre High School / Penrice 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School / St Dominic's Grammar School / St Edmund Arrowsmith / St Edward's Church of England School & Sixth Form College / St Georges Academy / St Gregory RC High School / St Gregory the Great School / St James' Catholic High School / St John Plessington Catholic College / St John's School & Sixth Form / St Joseph's College / St Laurence School / St Lawrence College / St Marks Church of England Academy / St Mark's School / St Martin in the Fields High School for Girls / St Mary Magdalene Academy / St Matthew Academy / St Michaels Catholic Academy / St Michael's Catholic College / St Michaels Catholic High School / St Olive's Grammar School / St Patrick's Catholic College / St Paul's Academy / St Peter & St Paul, Catholic Voluntary Academy / St Peter's School / St Philomena's School / St. George's British International School, Rome / Stanley High School / Stockley Academy / Stocksbridge High School / Stoke Newington School and Sixth Form / Stopsley High School / Streatham and Clapham High School / Surbiton High School / Sutton Coldfield Grammar School for Girls / Sutton Grammar School for Boys / Swakeleys School / Swanlea School / Sydenham School / Tavistock College / Teddington School / The Abbey School / The Albion Academy / The Aylesbury Vale Academy / The Beacon School / The Bishop Wand Church of England School / The Bourne Academy / The Brittons Academy / The Business Academy Bexley / The Chalfonts Community College / The Charter School / The City Academy / The Compton School / The Corbet School / The De Ferrers Academy / The Elizabeth Woodville School (South) / The Elmgreen School / The FitzWimarc School / The Folkestone school for Girls / The Forest School, Horsham / The Forest School, Winnersh / The Henrietta Barnett School / The Henry Box School / The Henry Cort Community College / The Hertfordshire & Essex High School and Science College / The Holmewood School / The Kings (The Cathedral) School / The Kings of Wessex Academy / The King's School / The King's School Chester / The Latymer School / The Leigh Academy / The Leigh UTC / The Littlehampton Academy / The Nobel School / The Petchey Academy / The Petersfield School / The Priory School, Bromley / The Priory School, Hitchin / The Priory School, Shrewsbury / The Queen's School / The Quest Academy / The Ravensbourne School / The Royal Liberty School / The Sanders Draper School and Specialist Science College / The Skinners' Academy / The South Wolds Academy / The St Marylebone CofE School / The Sydney Russell School / The Thomas Aveling School / The Tiffin Girls' School / The UCL Academy / The West Bridgford School / The Way Valley School / The Willink School / The Wycombe Grange / Therfield School / Thistley Hough Academy / Thomas Mills High School / Thornaby Academy / Tibshelf Community School / Tiffin School / Tiverton High School / Torquay Girls' Grammar School / Towers School and Sixth Form Centre / Townley Grammar School for Girls / Trentham High School / Treviglas Community College / Trinity Academy / Trinity Catholic High School / Trinity School / Tudor Grange Academy Solihull / Uckfield Community Technology College / University Academy Keighley / Uppingham Community College / Upton-by-Chester High School / Ursuline High School Wimbledon / UTC Harbourside / UTC Plymouth / Vyners School / Waddesdon CofE School / Wadham School / Wallington High School for Girls / Walsall Academy / Walworth Academy / Wanstead High School / Watford Grammar School for Girls / Weald of Kent Grammar School / Weavers Academy / Wellacre Academy / Wellsway School / Wembley High Technology College / Werneth School / West Kirby Grammar School / West Park School / Westfield Community College / Westhoughton High School / Weston Favell Academy / Wetherby High School / Whitefield School / Willenhall E-act academy / William Ellis School / William Howard School / Wilmington Grammar School for Girls / Wimbledon College / Wimbledon High School / Winstanley Community College / Wirral Grammar School for Girls / Witchford Village College / Witton Park Academy / Woking High School / Woodbridge High School / Woodfarm High School / Woodford County High School / Woolwich Polytechnic School for Boys / Wren Academy / Wycombe High School / Wyomondham College / Yateley School / Ysgol Dyffryn Aman / Ysgol Eirias / Ysgol Glantaf

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