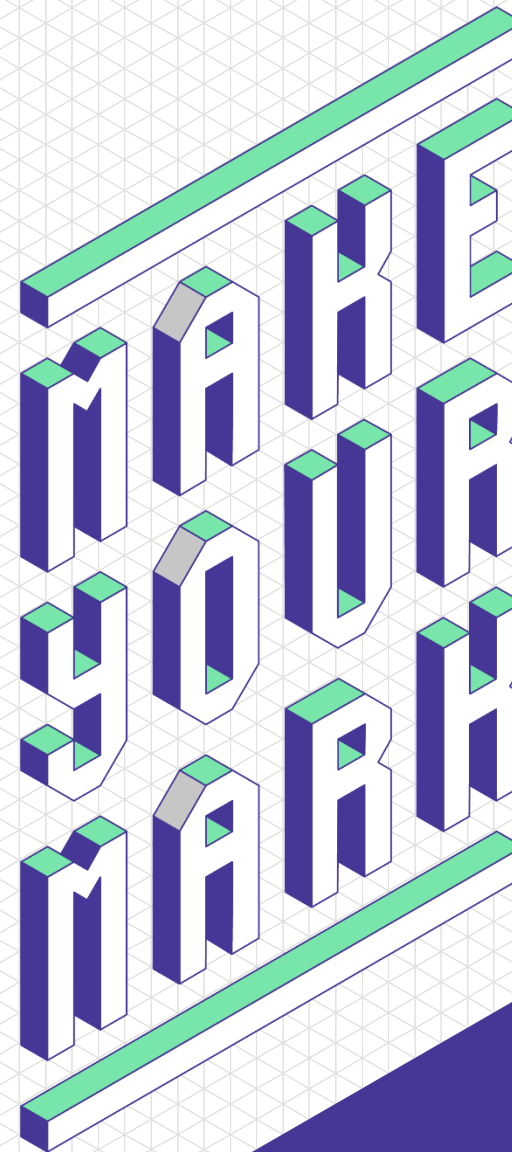




DESIGN  
VENTURA  
2020

# Design Ventura 2020 Overview



the  
DESIGN  
MUSEUM



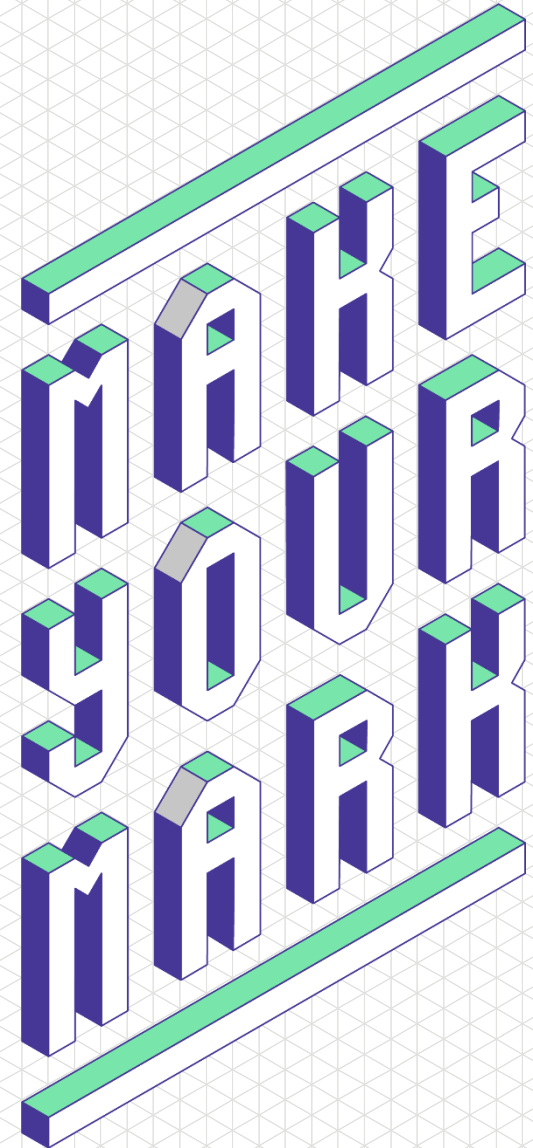
BORN TO BE  
The Deutsche Bank youth  
engagement programme



# Design Ventura 2020

## Project Aims

- To provide a curriculum relevant project in a real world context
- To give students the opportunity to respond to a live brief set by a leading designer
- To increase skills, confidence and ambition of young people
- To build partnerships between students, the design industry and the museum



# Design Ventura is a national and international competition

- Now in its eleventh year
- Design Ventura has supported more than 92,500 students since its inception in 2010
- Quickly becoming a benchmark of design talent in schools
- 10 student products have been made and sold in the Design Museum Shop raising more than £13,000 for charity since 2010



# Support for Running the Programme

## What we offer



- **CPD** for teachers to extend their design practice. This can count towards credits for formal accreditation via the via Goldsmith's Design Education MA.
- **Experts** Schools are supported by a community of business and design experts.
- **Visits and workshop** State schools can come to the museum and participate in workshops (offered November – February on a first come first served basis).
- **Website** Free online resources so that teachers can run the project at their own pace.
- **Webinars** Free online learning opportunities with leading designers for teachers and students.
- **Design Museum Products** We provide a small sample of objects from the museum's shop to help inform ideas to all teachers that attend a CPD session.

# Design Ventura 2020

## Student Brief

- Create a well-designed product that improves everyday life
- Can be sold for around £10 and cost about £5 per product to make
- Can be sold in the Design Museum Shop and is targeted at a specified audience
- Must demonstrate sustainable design and simple manufacturing processes



# Design Ventura 2020

## Year 7 & 8 Online Mini Challenge

- A short online mini challenge will be run in the for students in Years 7 & 8
- Shortened and simplified version of the brief
- Students can enter as teams or as individuals
- Can be run as a single lesson, set for homework or run over a few lessons
- Prizes are awarded weekly and sent in the post



# Design Ventura 2020

## Key Dates

### September 2020

CPD for teachers at the Design Museum or online  
Design Ventura project live for students  
Online webinars with leading designers

### November – February 2021

Free museum workshops

### 24 February 2021

Deadline for competition entries

### 5 March 2021

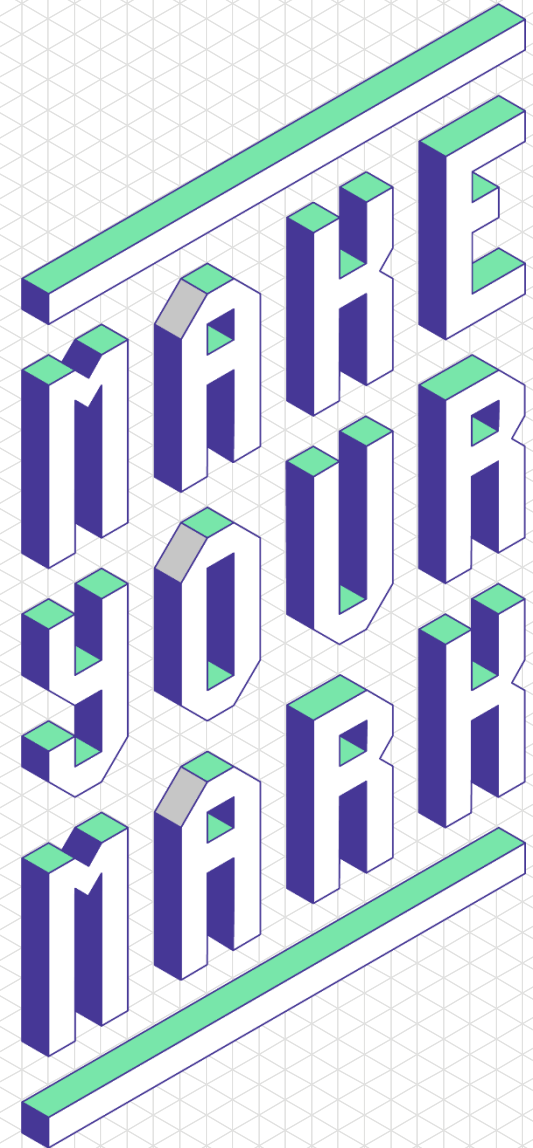
Top 10 shortlisted schools announced

### March 2021

Pitching Day at Deutsche Bank

### April 2021

Celebration Event at the Design Museum



# Design Ventura 2020

## Pitching Day



Top ten teams present a three minute pitch to a panel of industry experts.



# Design Ventura 2020

## Celebration Event



Finalists attend a celebration event at the Design Museum in which the winning teams are announced.



# Design Ventura 2020

## Product Launch



The winning product is launched in the Design Museum Shop and the students host a pop up shop.



## Get in touch

Email  
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## Stay up to date

Twitter [@DesignVentura](https://twitter.com/DesignVentura)

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