



DESIGN VENTURA 2020

Bringing the business of design
to life with Deutsche Bank

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Design Ventura 2020 Product Notes

For the attendees at CPD events, we provide a small selection of Design Museum shop products as resources to support learning in the classroom. If you would like to create your own, most of these items can be found at [the Design Museum Shop](#).

The following notes are to support classroom activities.

The products have been selected as examples of existing shop stock that fit within the constraints of the brief. This means that they cost around £10 or less, have some eco credentials and/or relate to this year's specified target audiences.

The intention behind the products is to provide further insight into the kinds of products sold in the Design Museum Shop and inspiration and practical ideas to inform your teams' responses to the brief, from a design and a business perspective.

Activities:

The products could be used as part of a product analysis exercise, or could just be kept on hand as reference as your group develops ideas. Encourage your students to explore the products fully, looking at:

What is the intended target audience?

What is the USP (unique selling point)

Suitability or relationship to the current shop stock.

Think about the quality and feel of the product, how well it works ergonomically and practically.

What materials have been used?

What manufacturing processes have been used?

Is it a sustainable product and why? Could it be more sustainable?

What is the price and what in the design adds to their value?

Analyse the packaging or lack of packaging, could it be improved in terms of material, design, sustainability or storytelling?

Is the branding effective?

Does this product improve everyday life? How?

Are any of the products a rethink of an existing design? How?

Choose one or two of the questions above and challenge students to redesign one or more of the products to change or improve them (e.g. change the target audience, improve sustainability).

Reflect on the products through a SWOT (strengths, weaknesses, opportunities, and threats) analysis or using the Design Ventura brief criteria. Analyse the look and feel of all the products in terms of packaging and branding. What are the similarities? What do they tell you about what the Design Museum Shop looks for in its products?

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You will receive three out of the six products from the Design Museum Shop that fit the Design Ventura brief, to support classroom learning:



Design Museum Stainless Steel Straw

Materials: Stainless Steel

Retail Price: £5.00

Useful links: [Design Museum Shop](http://DesignMuseumShop.com)

Two reusable stainless-steel straws with a cleaner and canvas sack for use on the go.



FixIts Sticks

Materials: Eco-plastic

Retail Price: £3.00

Useful links: [Design Museum Shop](http://DesignMuseumShop.com)

Biodegradable, mouldable eco-plastic sticks for DIY, craft and more. Simply heat it, melt it, mould it,



Tough None Sponge

Materials: Organic bamboo and cotton

Retail Price: £5.00

Useful links: [Design Museum Shop](http://DesignMuseumShop.com)

A plastic free alternative to a disposable dish sponge, made from organic cotton with a naturally antibacterial and absorbent quilted bamboo core.



Lingo Play Cards

Materials: FSC® approved Card

Retail Price: £6.00

Useful links: <https://www.itslingo.com>

Fun and educational playing cards that allow you to learn a new language as you play a card game.



Bambino Spoon

Materials: Bamboo

Retail Price: £3.50

Link: [Design Museum Shop](http://DesignMuseumShop.com)

Small spoon designed for children made from biodegradable bamboo fibre.



Soap Saver

Materials: Organic cotton

Retail Price: £6.00

Link: [Design Museum Shop](http://DesignMuseumShop.com)

Pouch for soap. The fabric provides a good lather and grip to prevent slipping out of your hands. Plastic free, biodegradable, with a handy hanging loop for drying.

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