



# DESIGN VENTURA 2021–22

Bringing the business of design  
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## Design Ventura 2021-22

### 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 £15 or less, relate to one of the specified target audiences, or have some sustainable/accessible design credentials.

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

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.

#### Questions:

Encourage your students to explore the products fully, asking:

**What is the intended target audience?**

**What is the USP (unique selling point)?**

**Why do you think it is sold in the Design Museum Shop?**

**Does it fit with other products sold in the shop?**

**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?**

**Is it an accessible product and why? Could it be more accessible?**

**What is the price and what in the design adds to its 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 have they changed it from the original?**

**How does the product compare with other similar products on the market?**

#### Activities:

1. Choose a product and one or two of the questions above and get the students to discuss the questions in their teams. Invite students to share their answers with the rest of the class.

2. Challenge students to redesign one or more of the products to change or improve them (e.g. change the target audience, make more sustainable, improve accessibility, improve packaging etc.)

3. Reflect on the products through a SWOT (strengths, weaknesses, opportunities, and threats) analysis or against [the Design Ventura brief](#).

4. 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 of the products below from the Design Museum Shop to support classroom learning:



### Iconic Architecture Game

Materials: Card

Retail Price: £12.50

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

A 'happy families' card game featuring the greatest contemporary architectural icons.



### RNIB Shoe Clip Organiser

Materials: Hairclip and packaging, plastic

Retail Price: £4.00

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

Inspired by life hacks created by the blind and partially sighted community. When a hair clip becomes a shoe organiser, just one of the Ingenious ways the blind community have redesigned the world around them.



### Konjac Sponge

Materials: [Konjac](http://Konjac.com)

Retail Price: £6.00

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

Konjac Sponge is an all-natural replacement for the natural sea sponge (which is a living creature) made from the root of a Konjac plant.



### Brass Paper Clips

Materials: Brass

Retail Price: £8.00

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

A new take on the classic paper clip made from solid brass that comes in three shapes - circle clip, triangle clip or hexagon clip.



### B Berry Toy Car

Materials: Wood

Retail Price: £10

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

Wooden toy car for play and display for young children.



### Petal Pot

Materials: [Gum-tec](http://Gum-tec.com)

Retail Price: £12

Link: [Design Ventura](http://DesignVentura.com)

The Design Ventura 2017 winning product. A plant pot made from Gum-tec (recycled chewing gum that expands as your plant grows, reducing the waste of replacing pots.

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