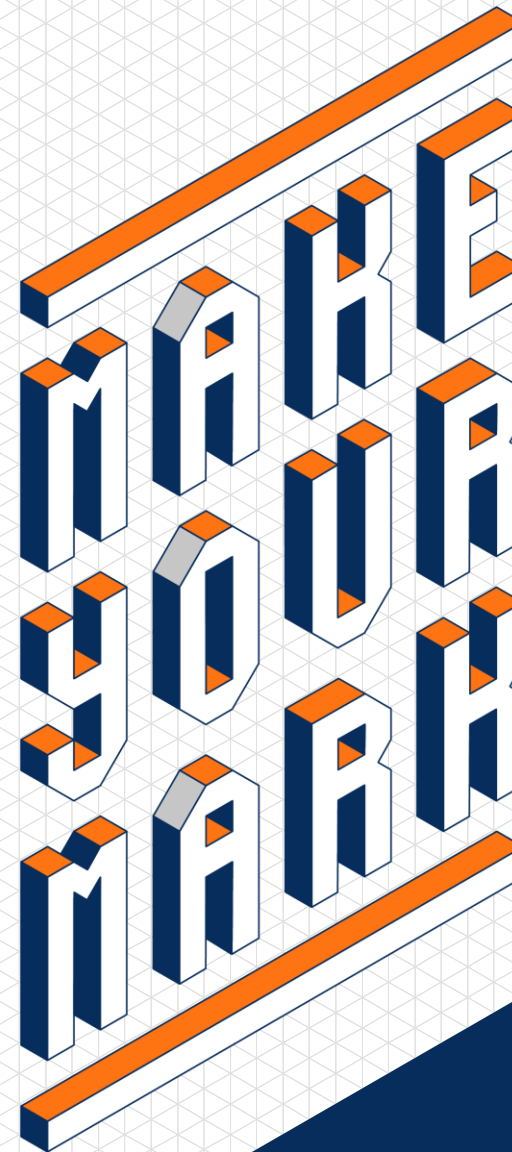




**DESIGN  
VENTURA**  
2021–22

# Design Ventura 2021-22

## Launch Presentation



the  
**DESIGN  
MUSEUM**

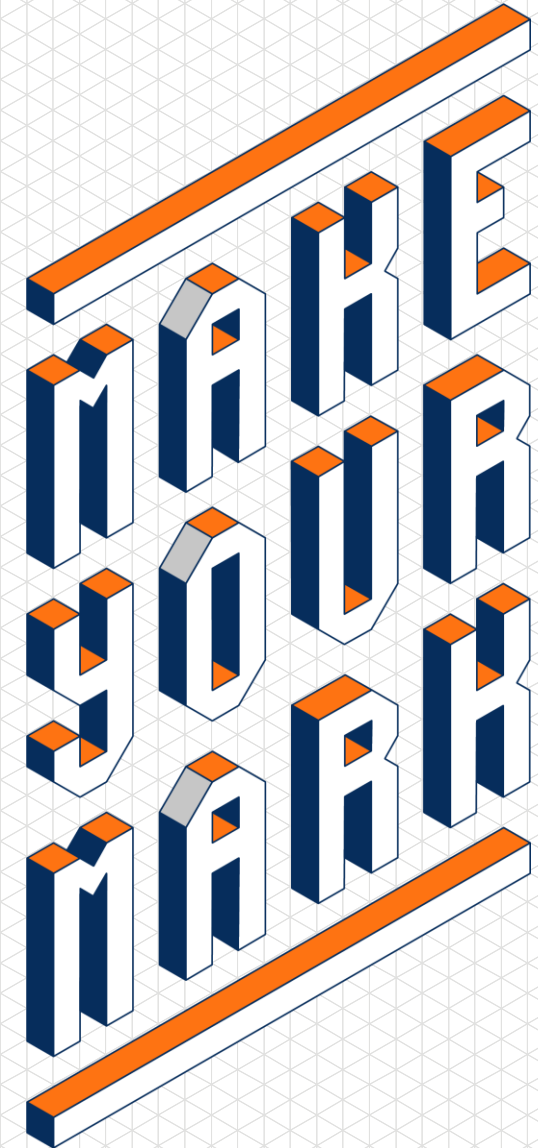
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**BORN TO BE**  
The Deutsche Bank youth  
engagement programme



# What is Design Ventura?

- Design and enterprise project for students in Years 9,10 and 11
- Students work in teams of 4-6 to answer a live brief set by a leading designer
- Top ten shortlisted state school teams will pitch their ideas to a panel of expert judges
- The top three international/independent schools will submit a 3-minute video pitch
- The winning team will work with professional designers to develop their product for sale in the Design Museum Shop
- Watch the [overview film](#)



# Design Ventura is a national and international competition

- Now in its twelfth year
- Design Ventura has supported more than 108,200 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 £14,000 for charity



# Design Ventura 20201-22

## Student Brief

- Be inspired by your senses to create a product that improves everyday life
- Can be sold for around £15 and cost about £7 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  
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2021–22

# Design Ventura Past Winners

the  
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# Design Ventura Past Winners

2010-2021



2010

Dove bunting

Haberdashers' Aske's Hatcham College

Carboard bunting you can personalise

Materials: Card, paper and ribbon



2011

Badoiing

Walworth Academy

A travel version of the game tiddlywinks

Materials: Polypropylene sheet, travel card wallet and card

# Design Ventura Past Winners

2010-2021



2012

Pics Pins

Trinity

Mix and match London landmark badges

Materials: Pin badges and card



2013

Squeezys

Weald of Kent Grammar School

London themed tube squeezers

Materials: Acrylic, card and magnet

# Design Ventura Past Winners

2010-2021



2014

Card Cogs

Burnage Academy for Boys

Acrylic discs that allow you to construct structures out of playing cards

Materials: acrylic and card

2015

Dazzle Racer

Finchley Catholic High School

Wind up racers that you personalise with stickers

Materials: Wood, elastic band and stickers



# Design Ventura Past Winners

2010-2021



2016

Hook20

Harrogate Grammar School A hook for holding a water bottle outside of your bag to avoid spillages

Materials: Polypropylene sheet

2017

Petal Pot A plant pot that grows with the plant  
Weatherhead High School

Materials: Gumtec (recycled chewing gum)

[Read their story](#)



# Design Ventura Past Winners

2010-2021



2018

Active Snap

Simon Balle All-Through School

A version of the game snap that gets players active

Materials: Card

[Read their story](#)

2019

Creative [Un]blocks

Twynham School

Dice that help combat creative block

Materials: Wooden blocks and cardboard packaging

[Read their story](#)

# Design Ventura Past Winners

2010-2021



2020

Sow Beautiful

Heckmondwike Grammar School

A seed cannon to create a source of pollen for bees and help combat bee decline.

Materials: Card, biodegradable balloon, wildflower seeds

[Read their story](#)

2021-22

Could it be you?



# Top tips for creating a winning idea

## From the Design Museum team

- Work as a team - be good listeners and contributors
- Show an understanding of sustainable design
- Appeal to Design Museum Shop customers rather than general retailers
- Use readily available materials and simple manufacturing processes that are achievable for £7 per product
- The winning products since 2010 have been simple and original ideas





# Top tips for creating a winning idea

## From the Design Museum team

### Simple means:

- An idea that is easy to understand and use
- One main manufacturing process such as die-cutting, laser cutting or printing
- One or two key materials such as card or wood, [see sustainable materials sheet](#)

### Original means:

- It stands out from other competition entries
- Clear concept that relates to the brief
- Appeals specifically to Design Museum Shop customers



# Top tips for creating a winning idea

## From the Design Museum team

### We do not want to see:

- Masks, desk tidies, pencil cases, earphone wraps, mug cosies, mobile phone cases and holders
- Injection moulding or other expensive materials or processes



# Design Ventura 2021-22

## Key Dates

### September 2020

Design Ventura project live for students

Online webinars

### September – November 2021

Free museum workshops

### 23 February 2021

Deadline for competition entries

### 5 March 2021

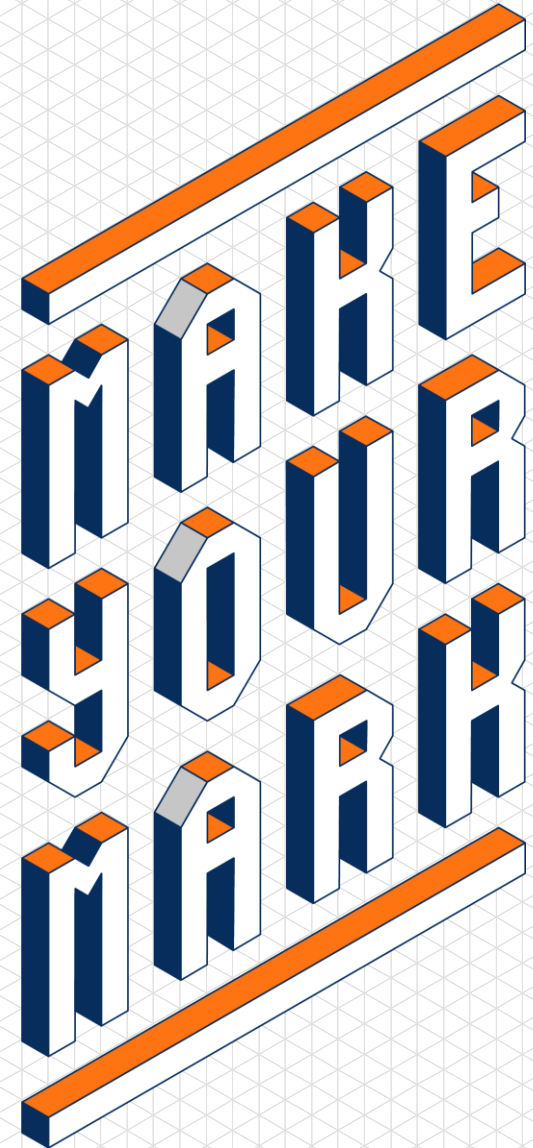
Top 10 shortlisted schools announced

### March 2021

Pitching day at Deutsche Bank

### April 2021

Celebration event at the Design Museum





# Design Ventura 2021-22

## Getting Started

We suggest you start by researching the Design Museum Shop and its customers. You can start with these:

[Shop film](#)

[Shop presentation](#)

[Shop fact sheet](#)

[DM Shop website](#)





# Design Ventura 2021-22

## Getting Started

Look in detail at the target user group you have chosen:

- What are their needs?
- What do they do with their day?
- What problems or issues do they encounter?
- What products do they buy/use?
- How can this be improved?





DESIGN  
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## Get in touch

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