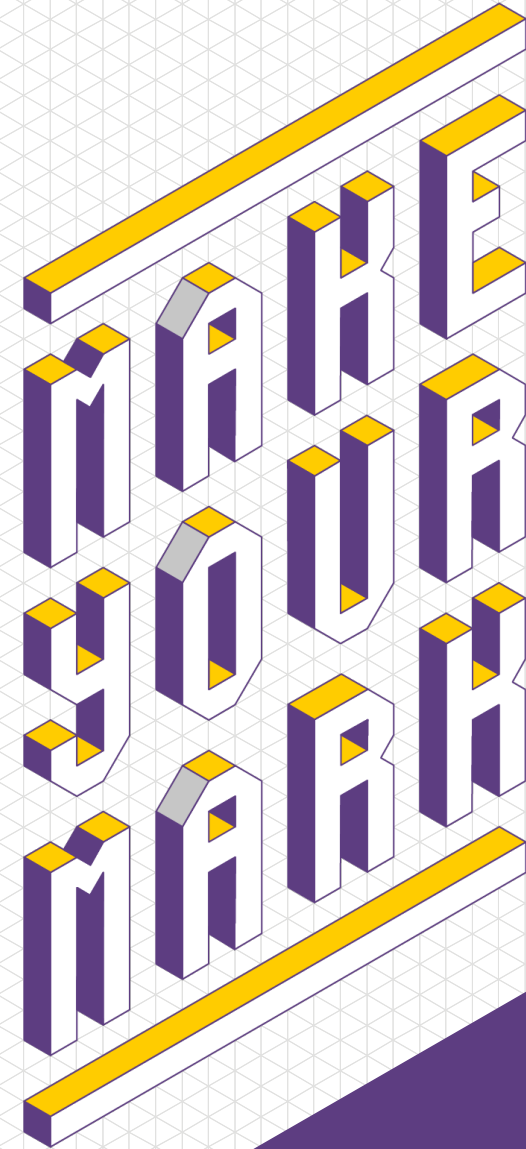




DESIGN
VENTURA
2023-24

Design Ventura 2023-24 Launch Presentation



the
DESIGN
MUSEUM

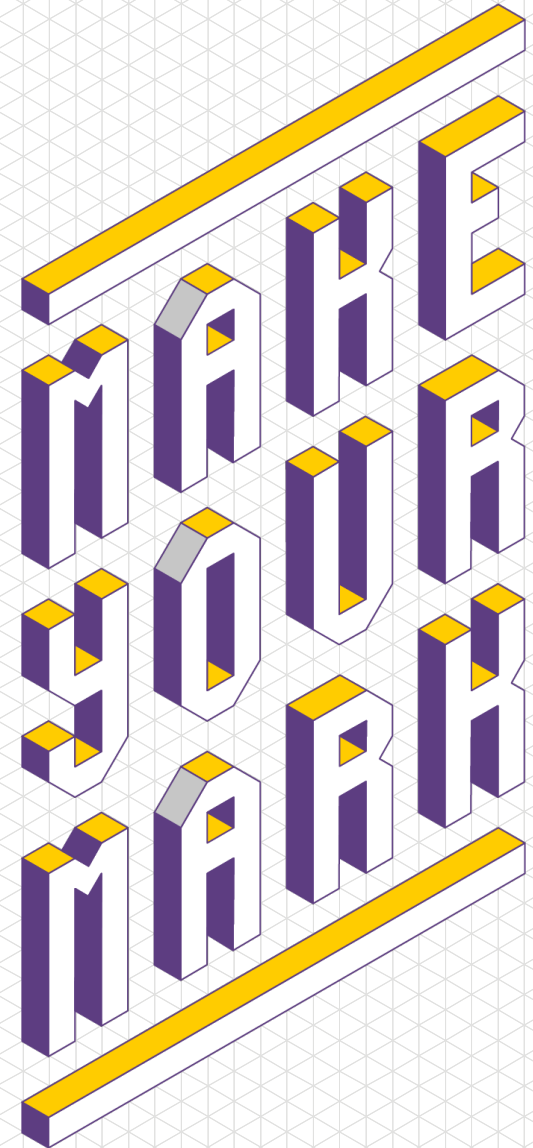


BORN TO BE
The Deutsche Bank youth
engagement programme



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 2023-24

Student Brief

- Be inspired by your senses to create a product that improves everyday life
- Can be sold for around £15 and should 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
VENTURA**
2023–24

Design Ventura Past Winners

the
**DESIGN
MUSEUM**

+

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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

Badooing

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

Eco Seed

Cambourne Village College

A doughnut shaped grid which floats on water keeping seeds moist and provoking them to germinate

Materials: PLA and Card

[Read their story](#)

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, fidget toys, mobile phone cases and holders
- Injection moulding or other expensive materials or processes



Design Ventura 2023-24

Key Dates

Sept: Brief setter announced

Sept – Dec: Museum workshops

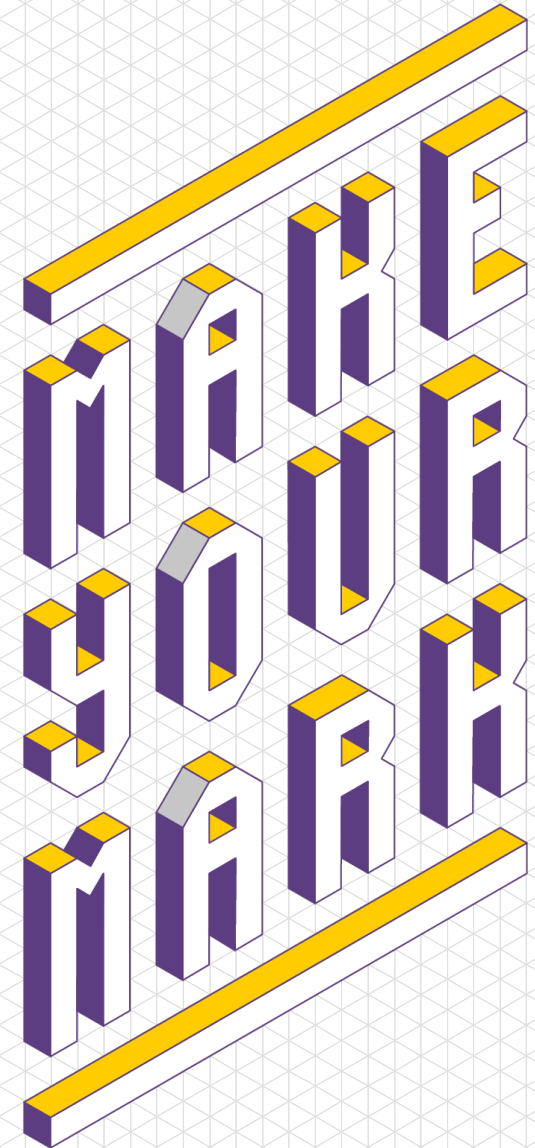
Sept – Jan 2024: Online & in school workshops

Sept – Oct: Weekly webinars

Feb 2022: Submission deadline

March 2022: Pitching Day, Winchester House

April 2022: Celebration Event, the Design Museum



Design Ventura 2023-24

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 2023-24

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
VENTURA
2023–24

Getting in touch

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Stay up to date

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Instagram [@design_ventura](https://www.instagram.com/design_ventura)

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