



DESIGN
VENTURA
2024-25

LAUNCH PRESENTATION
DESIGN VENTURA 2024-25

the
DESIGN
MUSEUM

+



Deutsche Bank

What is Design Ventura?

- ▶ Design and enterprise project for students in years 9,10 and 11, now in its 15th year
- ▶ Also includes a Mini Challenge lighter version of the main project for years 7-11
- ▶ An increasingly recognised benchmark of design talent in schools
- ▶ We have reached more than 160,000 students since the competition's inception in 2010
- ▶ Winning student products which have been made and sold in the Design Museum Shop have raised over £19,000 for charity



How does it work?

- ▶ Students work in **teams of 4-6** to answer a live brief set by a leading designer or company (this year it's [Notpla](#))
- ▶ 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 actual Design Museum Shop
- ▶ Watch the [overview film!](#)



Project introduction

The brief

- ▶ Be inspired by your own everyday observations or problems to **create a product that improves everyday life for the Design Museum Shop.**
- ▶ The business context is the Design Museum Shop. Your product must be targeted at one of the following audiences who frequent this shop:
 - Adult design enthusiasts
 - Young people and students
 - Families
- ▶ The product must retail for a maximum of £15; this means it should not cost more than £7 per product to make.
- ▶ You must embed sustainable manufacturing, materials, and/or disposal into your design.



Project introduction

Tips for students

- ▶ Understand the project brief – break it down into the key criteria (it may help to create an actual checklist to refer to throughout the design iteration process).
- ▶ Keep it simple – e.g. “everyday life” can just mean one everyday activity such as eating or reading a book.
- ▶ Consider and enact how designers work in teams, making individual and group contributions to the design process.
- ▶ Investigate the design and business context of a product or product idea, and understand why this is important in design.

Find more tips on [the Design Ventura website](#).





Past winners 2010-2023

2010

Dove Bunting

Haberdashers' Aske's Hatcham College

Cardboard bunting you can personalise.

Card, paper, ribbon



2011

Badoiing

Walworth Academy

A travel version of the game tiddlywinks.

Polypropylene sheet, travel wallet, card



2012

Pics Pins

Trinity

Mix and match London landmark badges

Pin badge blanks, card



2013

SqueezEys

Weald of Kent Grammar School

London themed tube squeezers.

Acrylic, card, plastic





2014

Card Cogs

Burnage Academy for Boys

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

Acrylic, playing cards included



2015

Dazzle Racer

Finchley Catholic High School

Wind up racers that you personalise with stickers.

Wood, elastic band, paper stickers

2016

Hook20

Harrogate Grammar School

A hook for holding a water bottle outside of your bag to avoid spillages.

Polypropylene



2017

Petal Pot

Weatherhead High School

A plant pot that grows with the plant.

GUM-TEC® (recycled chewing gum – [find out more](#))





2018

Active Snap

Simon Balle All-Through School

A version of the game Snap that gets players active.

Card, cardboard



2019

Creative [Un]blocks

Twynham School

Dice to combat creative block – developed into the Design Museum's popular [Idea Machine!](#)

Wood, cardboard

2020

Sow Beautiful

Heckmondwike Grammar School

A seed cannon to help combat bee decline.

Card, biodegradable balloon, wildflower seeds



2021

EcoSeed

Cambourne Village College

A reusable 'life preserver' for propagating seedlings through germination on water.

PLA and Card



Last year's winner...



2023

Stack It!

The Piggott School

A puzzle game which can be endlessly reassembled and combined.

Post-consumer waste by [Smile Plastics](#), cardboard



What you can learn:

- ▶ Limit yourself to **1-2 main materials**.
- ▶ Packaging and branding should not be an afterthought. Is it appropriate for your target market?
Is it sustainable to make/dispose of?
- ▶ The winning products since 2010 have been **simple** and **original** ideas.

Top tips from the Design Museum team

simple means...

An idea that is **easy to understand at first glance**. Remember that in a retail context this may need to be conveyed through packaging.

A product that is **easy and intuitive to use**.

One main manufacturing process such as die-cutting, laser-cutting or printing.

One or two key materials such as card or wood.

original means...

It **stands out** from existing products on the market, as well as past competition entries.

There is a **clear concept that relates to the brief** in a well-communicated way.

It is **appealing to your specific target market** at the Design Museum Shop.

It isn't a **repeat idea** which has already won.

Top tips from the Design Museum team

General advice

- ▶ **Work as a team** – be good listeners and contributors. Champion each other to be in with a chance to win!
- ▶ Demonstrate your understanding of **sustainable** design at the manufacturing, retail, usage, and/or disposal stages.
- ▶ Appeal to Design Museum Shop customers, not just general retailers.
- ▶ Use readily available materials and simple manufacturing processes; **be realistic** about what is achievable for £7 per product.

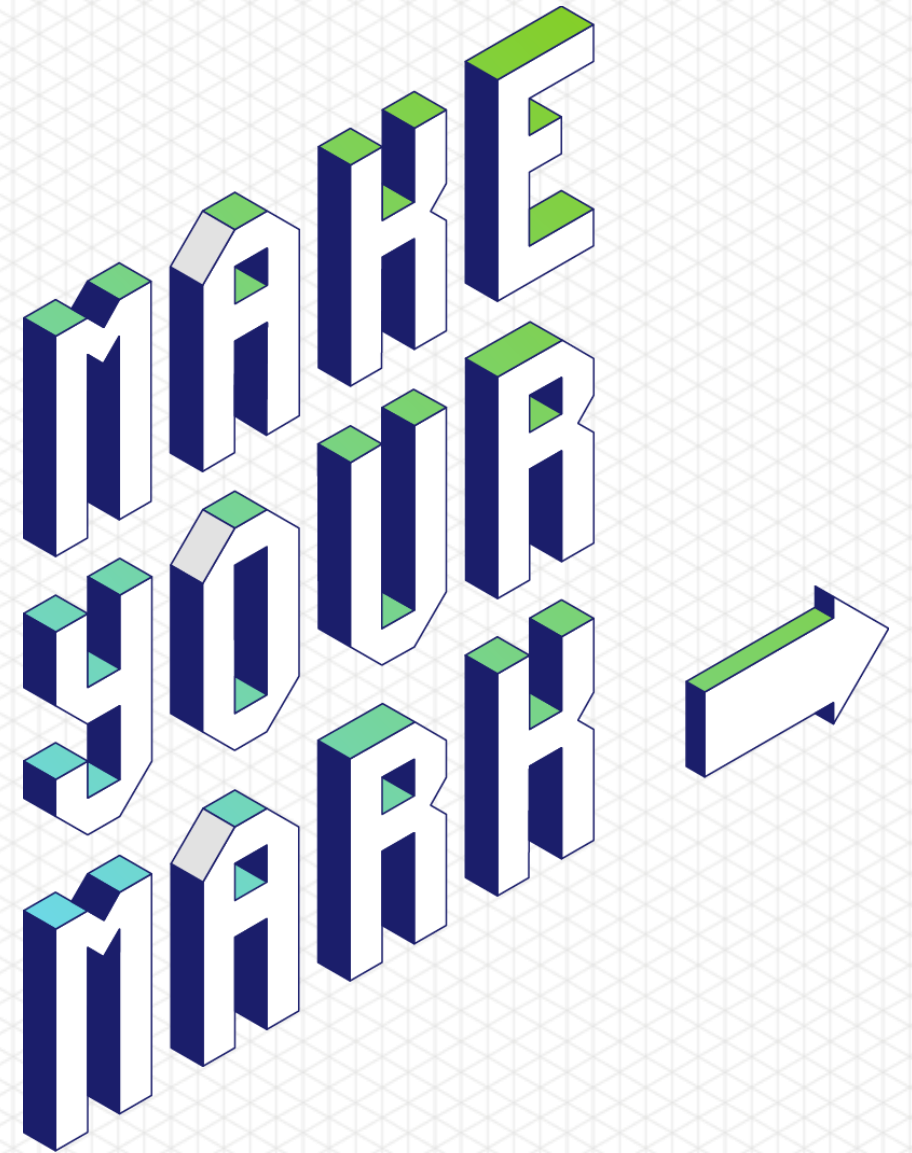


Top tips from the Design Museum team

We do **not** want to see...

- ▶ Masks, desk tidies, pencil cases, earphone wraps, cosies, fidget toys, mobile phone cases.
- ▶ Very complicated games or gadgets.
- ▶ Very expensive materials or processes e.g. injection-moulding.
- ▶ Small-batch manufacturing processes (unless only for prototype) e.g. 3D printing.

If you feel you need to break any of the 'rules' above to meet the main brief criteria, **and you can communicate why** in your submission, go ahead and prove us wrong!



Project introduction

Key dates



- ▶ **9 September 2024 – brief setter announced** (read blog post [here](#)).
- ▶ Bookable events and activities running throughout competition cycle:
 - September to December 2024 – **workshops at the Design Museum**. [Link to book.](#)
 - September 2024 to January 2025 – **remote and in-school workshops**. Email ventura@designmuseum.org at least 3 weeks in advance to book. [In-school workshops are only available to priority schools](#); if you aren't sure whether your school is eligible, email us to check.
 - September 2024 to January 2025 – **online sessions for teachers** including CPDs. [Link to book.](#)
 - September to November 2024 – **webinars** for teachers and students. [Link to book.](#)
- ▶ September 2024 to February 2025 – Mini Challenge taking submissions.
- ▶ **26 February 2025 – submission deadline** for main competition.
- ▶ March 2025 – Pitching Day at Deutsche Bank headquarters.
- ▶ March 2025 – Celebration Event and unveiling of shortlist display at the Design Museum.

Getting started

the Design Museum Shop

We suggest you start by researching the Design Museum Shop and its customers. You can begin with these before exploring all the resources and activity sheets on the Design Ventura website.

- ▶ [Shop film](#)
- ▶ [Shop website](#)



Getting started

Your target market

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

- ▶ What do they do every day or every week?
- ▶ What problems or issues do they encounter in their day-to-day activities?
- ▶ What products do they already buy/use? What do they avoid?

This will help you practice user-centred design, informed by real-world need.



Stay updated!



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