



DESIGN VENTURA 2009–2019

Bringing the business of design
to life with Deutsche Bank

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Handling Collection Notes 2019

For the attendees at live 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, could it be better in terms of material, design, 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 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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A selection of the following products have been provided – please note that content of bags will vary so you may not have everything listed below:

S'up Spoon by Grant Douglas



Materials: Tritan

Retail Price: £12.50

Useful links: <https://www.sup-products.com/>

A spoon that requires you to tip food into your mouth. Helpful for those with cerebral palsy, Parkinson's, essential tremor and shaky hands.

Petal Pot by Weatherhead High School



Materials: Gum Tec

Retail Price: £12.00

Useful links:

<https://ventura.designmuseum.org/2018/03/09/petal-pot/>

Design Ventura 2018's winning product Petal Pot, is a plant pot that expands as the plant grows, reducing the waste of replacing pots. It is created using Gum Tec, a plastic made from recycled chewing gum.

Lingo



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.

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Casagami House by Litogami

Materials: Paperboard and solar module

Retail Price: £7.50

Useful links: <http://en.litogami.com/>

<https://designmuseumshop.com/products/casagami>

Casagami is a little night-light that runs on sunlight. A concept designed to be fun and educational, teaching children about sustainability while they play. Casagami can be customised with pens or stickers.



Moonlight Greeting Card by Pheobe

Materials: Recyclable FSC® approved card with a recycled kraft paper envelope

Retail price: £3.50

Useful links: www.phoebejewellery.co.uk

Moonlight Greeting Card is made from entirely recyclable and biodegradable materials. Most foil effect cards and cellophane wraps are not recyclable; however, this card and its packaging is completely plant based and biodegradable.

Information about these products can be found online at:

designmuseumshop.com

For further advice, contact us by email us at:

ventura@designmuseum.org

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