



**DESIGN  
VENTURA**  
2009–2019

# Design Ventura 2019 Launch Presentation

Celebrating 10 years of young  
creative entrepreneurship



the  
**DESIGN  
MUSEUM**

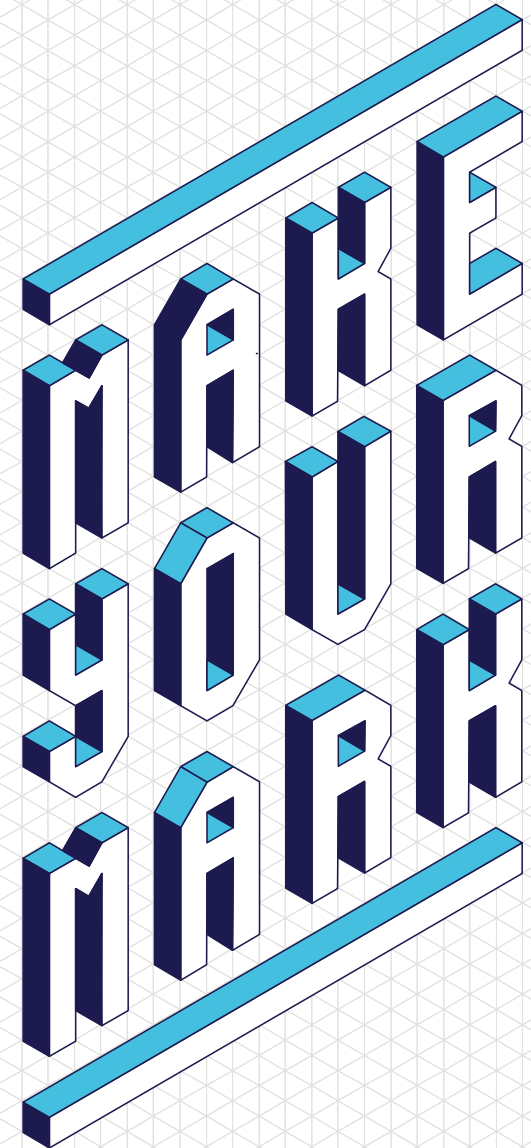


**BORN TO BE**  
The Deutsche Bank youth  
engagement programme



# What is Design Ventura?

- Design and enterprise project for students in years 9,10 &11
- Students work in teams of 4-6 to answer a real life brief
- Top ten shortlisted state school teams will pitch their idea at the museum.
- The top three independent/overseas schools will submit a video pitch
- Winning team will work with industry professionals to develop their product for the Design Museum shop





## You are part of a national and international competition

- Now in its landmark tenth year
- Design Ventura has supported more than 75,900 students since its inception in 2010
- Growing national competition is quickly becoming a benchmark of design talent in schools



# Design Ventura 2019

## Student Brief

- Create a well-designed product that improves everyday life
- Can be sold for around £10 and cost about £5 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





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# Design Ventura Past Winners

the  
DESIGN  
MUSEUM

+

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# Design Ventura Past Winners 2010 - 2019



2010

Dove bunting

Haberdashers' Aske's Hatcham  
College

Theme: Young People

Materials: Card, paper and ribbon



2011 Badoiing

Walworth Academy

Theme: Play

Materials: Polypropylene sheet,  
travel card wallet and card

# Design Ventura Past Winners 2010 - 2019



2012

Pics Pins

Trinity

Theme: Journeys

Materials: Pin badges and card



2013

Squeezys

Weald of Kent Grammar School

Theme: Handy

Materials: Acrylic, card and magnet



# Design Ventura Past Winners 2010 - 2019



2014  
Card Cogs  
Burnage Academy for Boys  
Theme: Connect  
Materials: Acrylic and card



2015  
Dazzle Racer  
Finchley Catholic High School  
Theme: Move  
Materials: Wood, card tube,  
dowel and rubber band



# Design Ventura Past Winners 2010 - 2019



2016  
Hook20  
Harrogate Grammar School  
Theme: Change  
Materials: Polypropylene sheet



2018  
Active Snap  
Simon Balle All-Through School  
Final product under development  
Materials: Card



2017  
Petal Pot  
Weatherhead High School  
Materials: Gumtec

# 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 customers rather than general retailers
- Use readily available materials and simple manufacturing processes that are achievable for £5 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 acrylic

## **Original means:**

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





# Top Tips for creating a winning idea from the Design Museum team

## We do not want to see:

- Desk tidies, pencil cases, earphone wraps, mobile phone cases and holders, oyster card wallets
- Injection moulding or other expensive materials or processes





# Design Ventura 2019

## Key Dates

### July – September 2019

CPD for teachers at the Design Museum or online

### September – November 2019

Design Ventura project live for students

Online webinars

Free museum workshops

### 13 November 2019

Deadline for competition entries

### 22 November 2019

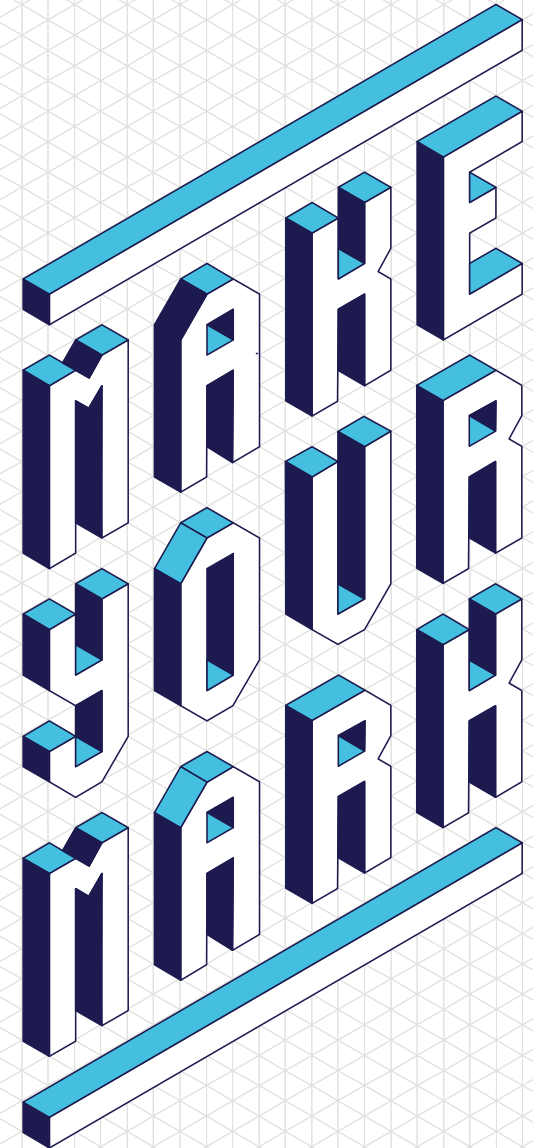
Top 10 shortlisted schools announced

### 9 December 2019

Pitching event

### February 2020

Awards event and exhibition of top ten ideas



# Design Ventura 2019

## Getting Started

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

- [Shop film](#)
- [Shop power point](#)
- [DM Shop website](#)

Look in detail at the target user group you have chosen to design for – what are their needs, what do they do with their day, what products do they buy/use? How can this be improved?





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## Get in Touch

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