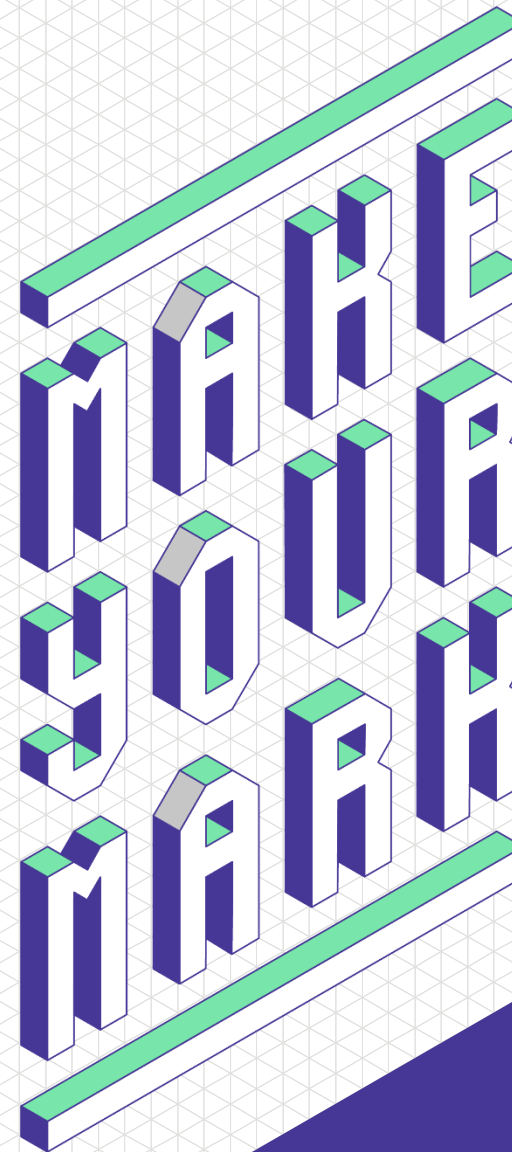




DESIGN
VENTURA
2020

Design Ventura 2020 Launch Presentation



the
DESIGN
MUSEUM

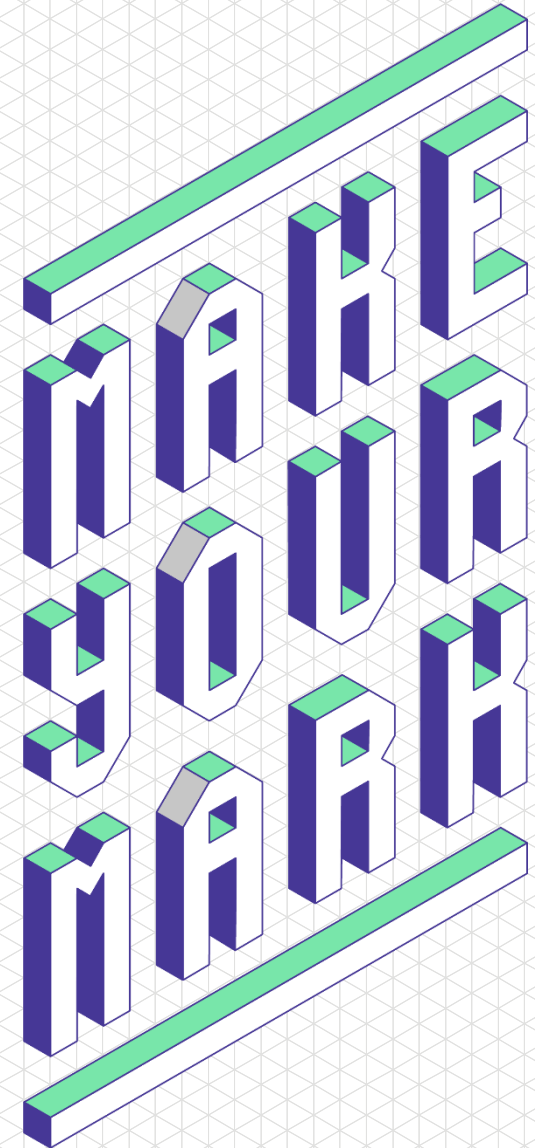
+

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 real life 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 industry professionals 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 eleventh year
- Design Ventura has supported more than 92,500 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 £13,000 for charity



Design Ventura 2020

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





DESIGN
VENTURA
2020

Design Ventura Past Winners

the
DESIGN
MUSEUM

+

BORN TO BE
The Deutsche Bank youth
engagement programme



Design Ventura Past Winners

2010 - 2019



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 - 2019



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 - 2019



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 - 2019



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)

Design Ventura Past Winners

2010 - 2019



2018

Active Snap

Simon Balle All-Through School

A version of the game snap that gets players active

Materials: Card



2019

Design Cubes

Twynham School

Dice that help combat creative block

Final product under development

Materials: Card

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 £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 wood

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:

- Desk tidies, pencil cases, earphone wraps, mug cosy, mobile phone cases and holders
- Injection moulding or other expensive materials or processes



Design Ventura 2020

Key Dates

September 2020

Design Ventura project live for students

Online webinars

November – February 2021

Free museum workshops

24 February 2021

Deadline for competition entries

5 March 2021

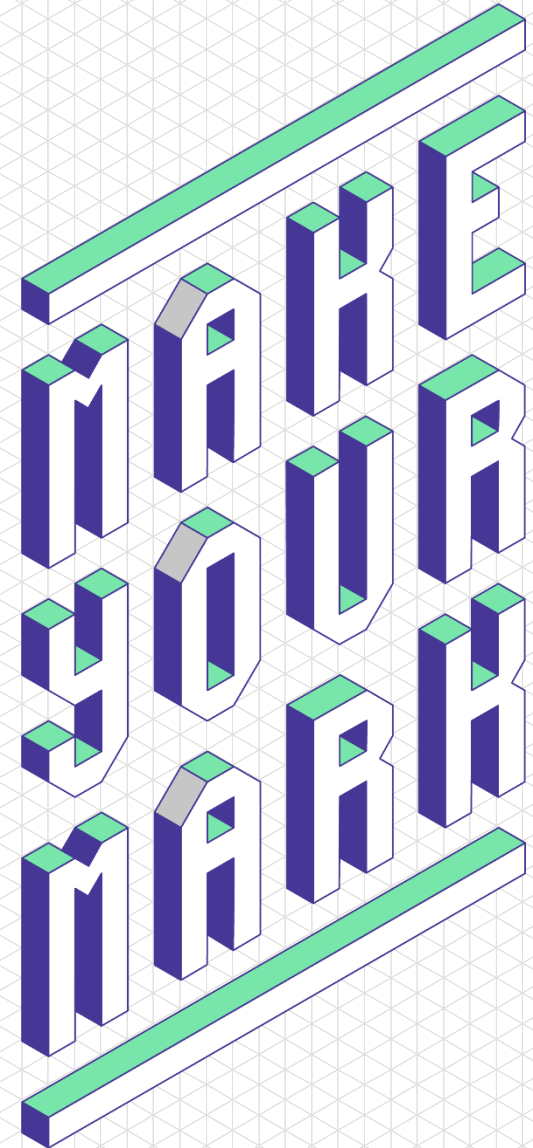
Top 10 shortlisted schools announced

March 2021

Pitching day at Deutsche Bank

April 2021

Celebration event at the Design Museum



Design Ventura 2020

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](#)



Design Ventura 2020

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?





Get in touch

Email
ventura@designmuseum.org

Stay up to date

Twitter [@DesignVentura](https://twitter.com/DesignVentura)

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

Facebook [Design Ventura](https://www.facebook.com/DesignVentura)