

DESIGN VENTURA 2024-25

PROJECT INTRODUCTION

What is Design Ventura?

A design challenge for schools.

Design your own product with a chance of having it commercially produced and sold in the Design Museum Shop in London.

Project introduction

How does it work?

- ▶ You will 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
- ▶ 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.





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Choosing your team

Assigning roles and responsibilities.

Your team: roles and responsibilities

What role suits each of your strengths and will create the best team dynamic?



Project manager An **organised, encouraging all-rounder** who can plan, manage their time, and help others work together without taking over.

Design manager A **creative problem-solver** who is able to tap into an imaginative idea-generating space and document their own and their teammates' ideas effectively.

Finance manager A **keen researcher** who is good with facts and figures and able to apply pragmatic, critical thinking without sacrificing ambition and creativity.

Communications manager A **confident and receptive communicator** who is adept at understanding and summarising ideas clearly, able to engage with others, and comfortable presenting.

Your team: roles and responsibilities

What role suits each of your strengths and will create the best team dynamic?



- Project manager**
 - Maintain an overview of the whole project to help your teammates work together
 - Monitor your design process to ensure every stage is completed on schedule
 - Delegate tasks so the whole team can contribute to the process
 - Complete the competition entry form with assistance of your team
- Design manager**
 - Lead development of creative ideas within your team
 - Document concepts, from initial sketches to final design
 - Make models and prototypes
 - Oversee creation of A3 submission sheets with input from entire team
- Finance manager**
 - Research costs of materials and manufacturing, trying to find best value options
 - Keep an eye on cost or practicality issues throughout the design process
 - Develop ideas and plans to make your product profitable
 - Complete your team's budget template (if you choose to do this – recommended!)
- Communications manager**
 - Support your team in remembering to fulfil all parts of the brief
 - Conduct research into target audience and existing products
 - Develop marketing ideas and brand image
 - Lead the pitch that will present your team's idea to the judges



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the Design Museum Shop

What can you buy? Who do you find there?

Your retail context and target market

The Design Museum Shop location



Visitors to the Design Museum Shop tend to fit into at least one of the following categories. **What sort of thing might catch each group's eye?**

- ▶ Tourists from abroad or outside London
- ▶ Exhibition-goers (art, culture and/or design enthusiasts)
- ▶ Design professionals or enthusiasts
- ▶ School groups and design students
- ▶ Families and children
- ▶ People who live nearby (often regulars)

Your retail context and target market

Your chosen target audience



The brief asks you to choose between 3 'target market' groups:

- Adult design enthusiasts
- Young people and students
- Families

Look in detail at the group you have chosen.

- ▶ What do they do day-to-day? What problems or issues do they encounter?
- ▶ What products do they buy/use already and how could they be improved?
- ▶ **What do they need?**

Your retail context and target market

Market context and existing products

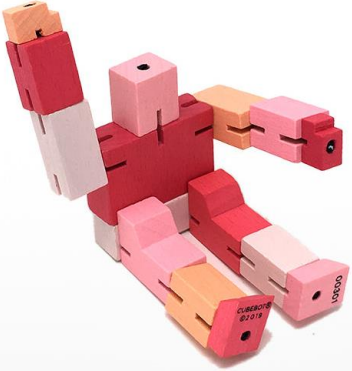


The Design Museum Shop sells a variety of products which can be broadly categorised into the following (several categories may overlap!):

- ▶ Exhibition-specific merchandise
- ▶ Furniture, homewares, and 'wellbeing' items
- ▶ Clothing and accessories
- ▶ Toys and games
- ▶ Books
- ▶ Technology
- ▶ Gifts

Your retail context and target market

Market context (£15 and under range)

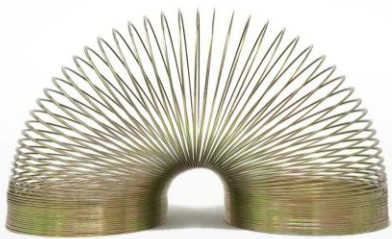


Cubebot Micro

MATERIAL hardwood, elastic, paint finish

RETAIL PRICE £15

Robot toys are usually made of plastic and require batteries, but not this one! Inspired by Japanese Kumi-ki puzzles, Cubebot's hardwood frame and elastic-band muscles make him impervious to breakage. When it's time for him to rest, he folds into a perfect cube.



Springy Slinky

MATERIAL metal

RETAIL PRICE £8.50

The classic children's toy made from robust metal. Deceptively simple and perfect for encouraging a budding interest in physics and materials. The pre-compressed helical spring is governed by Hooke's law and gravity, causing it to travel down steps end-over-end as it continually stretches and re-forms itself.

you can conduct your own research at designmuseumshop.com/

Your retail context and target market

Market context (£15 and under range)



Hibi Citronella Incense Matchsticks

MATERIAL softwood, natural oils and fragrances, cardboard

RETAIL PRICE £10

Hibi incense sticks are lit as you would a match. They are then placed on the included heat-resistant mat to provide 10 minutes of fragrance each. Made in Japan, they are born from the encounter of two of Hyogo Prefecture's traditional crafts.



London Brick Soap

MATERIAL vegan bar soap, natural peppermint oil

RETAIL PRICE £10

Designed and hand-cast in London, using processes and materials derived from the city's history and the science and engineering behind traditional soap-making and the humble London brick.

you can conduct your own research at designmuseumshop.com/

Your retail context and target market

Market context (£15 and under range)



Water from a Stone

MATERIAL glass, cork

RETAIL PRICE £9.50

A hand-blown glass water dispenser in the shape of a smooth stone, to drip feed your plants their water over time without drowning them.



No Dice!

MATERIAL lightweight metal, wood, card

RETAIL PRICE £15

A dice game for maths lovers! Packaged in a tin for robust, portable (and visually appealing) storage. Tin contains notepad, mini pencil, 5 dice, and instruction sheet (with quick instructions printed directly onto tin)

you can conduct your own research at designmuseumshop.com/

Your retail context and target market

Market context (£15 and under range)



Stainless steel straw set

MATERIAL stainless steel, cotton, nylon

RETAIL PRICE £5

Sip without single use plastics by using stainless steel straws. Set of two straws accompanied by a wire cleaner to make washing up easy. Supplied in a reusable canvas drawstring bag for hygiene and portable storage.



Desktop notepad

MATERIAL FSC® Certified paper, soy-based ink

RETAIL PRICE £15

A large notepad (40 sheets of 29x21cm) carefully pre-printed with just enough to offer some structure to organise your thoughts without constraining you: a space to write the week number or name, a small lightly printed grid, a to-do list, and most importantly a space to use as you wish or leave to breathe.

you can conduct your own research at designmuseumshop.com/

Your retail context and target market

Market context (£15 and under range)

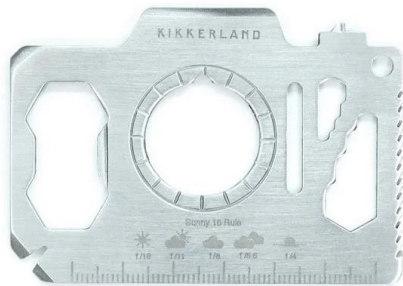


3-in-1 Clip Lens Set

MATERIAL polypropylene, aluminium, glass

RETAIL PRICE £12

A set of three lenses that can be clipped onto almost any phone camera. Lenses are wide-angle, macro, and fish-eye. Microfibre carrying pouch and protective lens cap included to ensure longevity of the product.



Camera multi-tool

MATERIAL Stainless steel

RETAIL PRICE £15

Portable multi-tool, slim to fit in a wallet. 13 functions include 3 spanners, 2 screwdriver heads, 2 blades, direction ancillary indicator (for devising a makeshift compass), 'Sunny 16 Rule' guide (for photographers), 6cm ruler, pry bar, nail puller and bottle opener!

you can conduct your own research at designmuseumshop.com/

Your retail context and target market

Questions to help you analyse existing products



- Who do you think is the intended **target audience**?
- Does this product **improve everyday life**? How?
- Is it a new take on an existing design? How has it been changed from the original?
- How does it compare with other products on the market? What is its **USP** (unique selling point)?
- Why do you think this is sold in the Design Museum Shop? Does it fit in there?
- How well does the product (seem to) work ergonomically and practically?
- What materials and manufacturing processes have been used?
- Could it be more **sustainable**? How?
- Could It be more **accessible**? How?
- What does it cost? What in the design do you think has made it cost this? Do you think it's good value? Would the target customer agree?
- Could the packaging be improved in terms of practicality, sustainability, or storytelling?



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Design and sustainability

How can we design more sustainable products?

Sustainable design

Making Climate Conscious Choices



There are many facets to sustainability. The [UN Sustainable Development Goals](#) provide a good overview, but how might these goals shape a designer's work? You'll see how the Design Museum Shop approaches it on the next slide, but you may feel a different approach would be better.



Sustainable design

How we talk about sustainability



Reduces Waste

This product can be used multiple times and replaces single use plastics and disposables.



Circular / Recyclable Product

This product is made using materials previously used by other products, and/or it can be treated using a special industrial process to reclaim its constituent materials for use in future products.



Vegan

This product is produced wholly from plant-based materials.



Made in the UK

This product has been manufactured in the UK using locally sourced materials, supporting local communities, and reducing its carbon footprint due to a shorter distance to market.



Sustainable production

This product has been manufactured in the UK using locally sourced materials, supporting local communities, and reducing its carbon footprint due to a shorter distance to market.



Material from sustainable resources

This product uses FSC accredited wood and/or its by-products to ensure forests are alive and thrive for future generations to enjoy.

Sustainable design

Sustainable materials

These are some of the sustainable materials we include in our Design Ventura workshops at the Design Museum.



Card and paper – recycled, waste, and off-cuts

Can be used to make chipboard such as cereal boxes, paperboard, paper towels, tissues, and even for finer printing or writing paper. Unpulped, larger paper off-cuts are increasingly popular for one-of-a-kind, zero-waste notepads!

EXAMPLE PRODUCTS [Scrap Pad 2024 Weekly Planner](#), [Risotto The Shuffle Recycled Notebook](#)



Cork

Cork floats, is recyclable and biodegradable, and is uniquely renewable even among other fast-growing plant products due to being harvested from the cork oak tree's bark, which rapidly grows back (closer to shearing a sheep every season than cutting down a decade-old tree trunk). Surprisingly versatile and can be a good alternative to plastics and textiles such as leather.

EXAMPLE PRODUCTS [Waterhaul sunglasses case](#), [LØCI x Reed trainer collection](#)



Bamboo

Bamboo grows fast and needs only a third the volume of water required by cotton. It is hardy and easy to cultivate almost anywhere. As a material it is versatile: strong, water-resistant, and obviously biodegradable. It can be processed into viscose fabric like any other plant fibre, but this is not a very sustainable process in itself.

EXAMPLE PRODUCTS [Bamwoo bamboo toothbrush](#), [IKEA furniture and homewares](#), [Bamboo Skateboards](#)

Sustainable design

Sustainable materials

These are some of the sustainable materials we include in our Design Ventura workshops at the Design Museum.



Felt (wool)

Wool is a biodegradable and largely very sustainable material (although there can be animal cruelty concerns with the wool industry despite sheep not being killed for their fleeces). Wool felt is strong, durable, lightweight, can be water-resistant, and is an excellent insulator. It can also be recycled from unusable woolen garments.

EXAMPLE PRODUCTS [Giesswein felt slippers](#), [Jule Waibel experimental felt seating](#)



GUM-TEC®

Made by Gumdrop Ltd using post-consumer chewing gum sourced with the support of manufacturers and councils around the world, to make materials replacing conventional rubber and plastic compounds.

EXAMPLE PRODUCTS [Waterhaul sunglasses case](#), [LØCI x Reed trainer collection](#)



'Sustainable' plastics e.g. recycled plastics

While these materials should be approached with caution and still depend on the existence of post-consumer plastic waste, they do help extend the life of plastics before they go to landfill (or worse, the oceans). Good companies such as [Smile Plastics](#) can transform waste materials (e.g. yogurt pots and white goods) into unique and attractive panels for the architecture and design industries.

EXAMPLE PRODUCTS the Design Ventura trophy is always Smile Plastics! Also explore [Madreperla GreenCast](#)

Sustainable design

More sustainable materials and suppliers (a starting point – please do research and find more!)



Eco-Craft www.eco-craft.co.uk/

Eco-Craft source products from reputable green suppliers. Most of the paper and card are 100% recycled and the majority contain a large proportion of post-consumer waste (e.g. old brochures, print-outs).

Chip[s] Board www.chipsboard.com/

A bio plastic made from waste potato from manufacturing, used to create eyewear, buttons and other accessories.

Piñatex www.ananas-anam.com/

Piñatex is a natural textile made from waste pineapple leaf fibre. It provides an environmentally friendly alternative to leather or PVC.

AlgiKnit www.algiknit.com/

A biomaterials company integrating science and design into textile production. AlgiKnit create durable yet rapidly degradable yarns, to bring sustainable bio-based textile alternatives to the footwear and apparel industries.