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Award-winning Northumbria students among the next generation of creative talent at New Designers

Talented Design for Industry and 3D Design graduates showcased their innovative projects at the UK's most important exhibition for emerging design this month. A creative method of exposing children to healthier food options, a kettle for diagnosing frailty and a range of products to combat animal anxiety were among the works displayed by Northumbria students at this year's New Designers in London.

The exhibition, which took place in July 2016, offered students the

opportunity to showcase their skills and creativity, meet industry experts and connect with fellow students in an environment aimed at celebrating upcoming creative talent. Leading industry figures and visitors attending the exhibition had the chance to appreciate the innovative and creative thought process behind graduate projects such as 'Plank'. Northumbria's Design for Industry student Adam Galley designed this unique piece of furniture that accompanies its owner for life. It is a clever sheet of ply, pegboard on one side and a smooth surface on the other which, thanks to a collection of intelligent components, allow the user to create their own configuration in response to their own needs.

Callum Smith's diagnosis kettle, 'FrailTea', allows for early recognition of frailty in order to better tailor care. The Northumbria student's ingenious and socially aware design has been recognised at the RSA Student Design Awards this year and has also awarded him an internship with leading technological brand Philips.

Continuing the trend of socially conscious projects, Jonty Aveyard's 'Armourdilo' is a gilet and hood designed for autism. Aimed at reducing the anxiety associated with travel for people with autism, the features of the garment are hidden and adaptable, rendering it more conspicuous and unique to other products on the market.

[David O'Leary](#), Senior Lecturer and Programme Leader in the [School of Design](#) at Northumbria, says: "I am extremely proud of Northumbria University's talent on display at New Designers this year. Our students have worked consistently hard to produce projects that are truly innovative and practical, aimed at helping others and making a difference in today's society. Some of our students' work has already been recognised by the industry, with two of our students winning two RSA Student Design awards. "

Two students from the [Design for Industry course](#), Lewis Power and Tom Leslie received the 'John Lewis Loves' awards for their inspiring projects. Lewis presented 'Leon', a lamp that can be manipulated with our hands, whilst Tom's project, 'In Search of Atmosphere', prompts a conscious understanding of atmosphere and its inherent values through a considered interaction with light.

Northumbria's 3D Design students also exhibited their work at New

Designers. Among the projects were kitchen tools specifically designed for those suffering from dyslexia and dyspraxia and a light pendant collection using alternative materials such as resin. For more information about studying Design at Northumbria's award-winning School of Design go to: www.northumbria.ac.uk/design

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