



The Furniture Makers Company

Press Release

**Design
Guild Mark**

An Award for Excellence in British Furniture Design – call for entries

The Furniture Makers' Company are calling for entries for The Design Guild Mark 2010. The Design Guild Mark rewards excellence in the design of furniture in volume production. By the award of this Guild Mark for designs which meet the Furniture Makers' Company's criteria, the designers will receive due recognition and the industry will be made more aware of the importance of investment in design. The Design Guild Mark rewards the work of the finest designers working in Britain and the best of British designers working abroad.

Design Guild Marks

Numbered Design Guild Marks will be awarded to the piece or range of furniture in volume production for retail or contract sale, which are judged to achieve excellence in respect of the Company's criteria.

Judges

The eminent judges are:

Craig Allen	– Linley
Sally Bendelow	– Marks & Spencer
Mark Bond	– Home Retail Group
David Brittain	– John Lewis
Barbara Chandler	– Evening Standard
Lee Cheong	– BDP
Sheridan Coakley	– SCP
Sebastian Conran	– Studio Conran
Jonathan Hindle	– KI and Chairman of the Design Guild Mark Committee
Simon Jackson	– Gensler
Olga Pollizzi	– The Rocco Forte Collection
Pernille Stafford	– Scott Brownrigg Interior Design

Criteria

Excellence in design, materials, manufacture and function.

Is the design outstanding? For example:

- Are the materials appropriate?
- Are they from sustained sources?
- Does the piece show new thinking?
- Does it represent value?
- Does it solve a problem?
- Is it fit for purpose?

Eligibility

A Design Guild Mark can be awarded for a piece or a range:

- by any designer, design practice or design firm which designs furniture primarily in the UK but whose designs are manufactured and sold anywhere in the world, or,
- by any British designer, design practice or design firm which designs furniture anywhere in the world and whose designs are manufactured anywhere in the world but which are sold in the UK.

Deadlines for Applications for the 2010 Design Guild Marks

29th January 2010 and the awards will be announced in March 2010

Final Adjudication

Further information and application forms may be found on www.furnituremakers.org.uk.

By the award of this Guild Mark for designs which meet the Company's criteria, the designers will receive due recognition and the industry will be made more aware of the importance of investment in design.

Last year's awards included:

Designer

Samuel Chan
Samuel Chan
Samuel Chan
Russell Pinch
Kay & Stemmer

Product

Motley Drums
Motley Bookcase
Motley Table
Yves Desk
Juliet Dining Table

Manufacturer

Channels
Channels
Channels
Pinch Design Ltd
SCP Ltd

As explained by Tom Lloyd, partner of Pearson Lloyd, one of a previous year's recipients:

"Awards like this are important, not only because they recognise the big challenge of innovation in the mass production sector of design where ideas can be affected by issues such as market price, but because they highlight to clients that their investment in design is money well-spent."

Mark Gabbertas, who received a Design Guild Mark for a design for Bosse in 2008, commented:

'The Design Guild Mark is invaluable as a way of bringing together the best British designers and the best British manufacturers and of recognising the ability of design to provide a competitive edge. We know design should be seen as an investment not a cost, but in order to maximise its potential, both the designer and the manufacturer need to be acutely aware of all the factors that shape the design development and evaluation process. The Design Guild Mark celebrates this essential partnership when it works to the full. '

The judges' comments include:

Craig Allen - Linley

"The Design Guild Mark will be a public recognition of excellence, as judged by impartial figures drawn both from outside and within the design industry. It will provide an indicator for the consumer that will enable them to make better informed purchasing decisions. It also provides an incentive for designers by celebrating and promoting their work via a specifically British yet contemporary medium, The Worshipful Company of Furniture Makers."

Sally Bendelow - Marks & Spencer

"Designing a product suitable for mass production is a rare skill. There is a lot of focus on up and coming designers and new ideas, but not nearly enough of the above. I fully support The Furniture Makers Company for recognising this important area of British Design."

Mark Bond – Home Retail Group

"Having such a prestigious organisation promoting the advance of better quality products through intelligent and creative design solutions at every level of the market, is an excellent way of giving the public confidence in what they are buying. The Design Guild Mark will help raise the standards of furniture design & manufacture, which we all wish to achieve in such a competitive market."

Barbara Chandler – Evening Standard

“Volume production - the mass market - is essentially democratic, making furniture accessible to all. But nothing much is gained if good design is lost in the process. Amidst the plethora of products at home and from abroad, how reassuring to have a label, a prestigious and British Design Guild Mark, to identify furniture of quality, designed and made to an exacting set of criteria. And how inspiring for designers to seek to attain it.”

Lee Cheong - BDP

"Great strides are being made in the furthering of quality architecture and interior design in healthcare and education, the Design Guild Mark should be used to help and encourage quality and excellence in furniture design for use in our public buildings."

Sheridan Coakley - SCP

"The Design Guild Mark hopes to democratize and show the huge range of furniture that is available in the market that are well designed, well made, using the right materials, have longevity both in design and build and most of all are fit for purpose. The DGM will bring recognition both through the press and by the label on the product in store. The idea is that having been chosen by the panel of experts the DGM label will help guide the consumer when they are considering buying a chair, table or a bed."

Sebastian Conran - Studio Conran

"It's good that the public are aware of the design origins of furniture they invest in. As we can all see in the modern antique shops and auction houses, the prices for 20th century furniture, with the provenance of a good British designer or manufacturer it certainly pays to go for quality original design, and the Design Guild Mark will help people recognise the authenticity of this."

Simon Jackson - Gensler

“Design influences and touches every aspect of our day to day life whether it be work, rest or play. To me, with my experience delivering commercial interior solutions to many of the world’s leading businesses, great design is about beauty balanced with form and functionality all necessary prerequisites when specifying for the workplace. Design can tell a story, convey a culture and even a brand. Innovation is key and the Design Guild Mark is the perfect platform to recognise and celebrate British designers British Design.”

Olga Pollizzi – The Rocco Forte Collection

"The Rocco Forte Collection places great emphasis on design in its luxury hotels, so I am delighted to be a member of the judging panel for the inaugural Design Guild Marks. Constant usage in hotels means that furniture needs to last, but I believe it is also important for it to be aesthetically pleasing and comfortable at the same time. I am sure that these awards will help to raise the standard of British design in commercial spaces, setting new levels of creativity and excellence."

Pernille Stafford – Scott Brownrigg Interior Design

"Having been brought up by a furniture designer, the craft and the tenacity for detail is paramount to the success of the piece. To provide items that combine longevity and style and that surpass current trends are equally important. In our current climate a sustainable approach to mass production must be considered as a given. Lastly new manufacturing techniques and stretching the boundaries of materials are always of great interest."

Jonathan Hindle – KI and Chairman of the Design Guild Mark Committee

"The Design Guild Mark is not an Award for only the most elite of furniture designs. It is open for designs which have made good use of materials, materials obtained from sustained sources, are fit for purpose, that will last and show new thinking. The furniture awarded Design Guild Marks are drawn from a wide set of market applications, each with its own attributes in providing design excellence and fitness for purpose. The Design Guild Mark will play an important part in promoting British designers on the world stage."