



Design

Key Facts and Overview

- **Design Centre North:** In 2005, the UK government designated North East England to take the lead on design in the North of England.
- North East England has been recognised as a UK flagship region for design as the host of the first Design Biennial in 2007 in partnership with the Design Council.
- Northumbria University's Design School has developed an international reputation with alumni including: Professor Jonathan Ive - Vice President of Industrial Design, Apple Computing; Professor Stephen Kyffin - Director of Research, Phillips; Peter Horbury - Executive Director of Design, Ford - North America; Simon Butterworth - Design Director, Ford - Asia Pacific; Tim Brown - CEO, IDEO USA; and Scott Henshall - Fashion Designer.



Universities

- Courses on offer at the renowned Northumbria University Design School and other regional universities include industrial, graphic, multimedia, 3D, automotive and design engineering.
- The **Centre for Design Research** at Northumbria University provides professional design practice consultancy in industrial, interaction, interface and service design, which is research-led and informed by a multi-disciplinary approach. Its research is focused on growing: design practice knowledge, innovation processes and management, healthcare products and services, new-media design and design learning.
- The University of Teesside has a long standing reputation for delivering creative, innovative and exciting courses. Areas of particular expertise include industrial/product design, architecture design, graphic design, design marketing, contemporary lifestyle and furniture design, packaging design, transportation design, visualisation, virtual reality and computer games design.

Industry Support

- Announced in 2005 by the Chancellor of the Exchequer **the Design Centre North** will be a unique interface, that brings together new developments in science and technology with design. Its key activities will communicate and make science and technology advances available to designers, develop the skills of new and existing designers, increase the extent to which small to medium sized enterprises (SMEs) utilise high quality design, and provide facilities and specialist services for designers and SMEs to access.
- **Cenamps** is an International Centre for Excellence for Nanotechnology, Micro and Photonic systems working to seed collaborative R&D programmes as platforms for near market commercialisation opportunities. By linking together the key science and technology drivers with additional inputs from art & design, engineering design and nanomaterials enablement, the Centre is able to form a broad market-led product landscape with results ranging from solid state lighting, portable power, i-textiles, smart packaging and wearable sensors.
- **The Design Innovation Education Centre (DEIC)** is the development hub for the emerging discipline of service design and innovation. It encourages new thinking that will significantly improve the design of existing and future services of all kinds. The Centre also trains service designers and carries out service design projects within companies in the region.
- **The Digital Factory** offers industry training, technology and rapid prototyping to assist with product development. Developed in partnership with IBM.
- The region also has a number of businesses with high quality design capacity such as Drager, Visitech, Jackel, Berghaus and Domnick Hunter. There are also high calibre agencies in other aspects of the design industry including advertising and new media such as Blue River, Different and Eutechnyx.



Finance

There are many sources of finance and venture capital available to companies in the region. Unique in North East England is **Nstar** set up by One NorthEast. It focuses on high risk venture capital, and it partners with the commercial venture capital community to invest in new technology spun out of universities or created within the small to medium sized enterprise market. Nstar can create tailored supply chains for large corporations through this process. Nstar has total funding of £60m (\$108m) split into Proof of Concept Fund and Co-investment Funding.

Market Access

The Model below demonstrates how all of the expertise and support organisations place North East England in a unique position to support companies in the commercialisation of research and getting new products to market. At the centre of the process is the Investment & Aftercare Team that will sit with you to understand your own individual requirements and come back with a tailored investment solution to include some or all of the elements below. From here in the UK or offices in North America, China, Japan, Korea, Australia, Norway and Germany, the team will help you get your products and services into the market.



Case Study - Applied Neurodiagnostics Ltd

Applied Neurodiagnostics Ltd (ANL) have developed a piece of research equipment for measuring pupil dilation in response to specific stimuli. ANL are working with Northumbria University's Centre for Design Research and the Microelectronics Industrial Centre to develop and manufacture the commercial version of the technology for sale into the UK Healthcare sector and then the European marketplace. They are currently refitting a factory in Cramlington to produce the intended new product. The Centre for Design Research are assisting ANL with all the industrial and interaction design aspects of the project including selection and management of the new product's manufacture. The project demonstrates the effective collaboration of the University with One NorthEast's Investment and Aftercare Team in helping establish new knowledge-based, innovative companies in North East England.

Contact details

To discuss the service further, or to receive an initial response to an investment proposal, please make contact by phone, fax, e-mail or post today.

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