

Design Initiative

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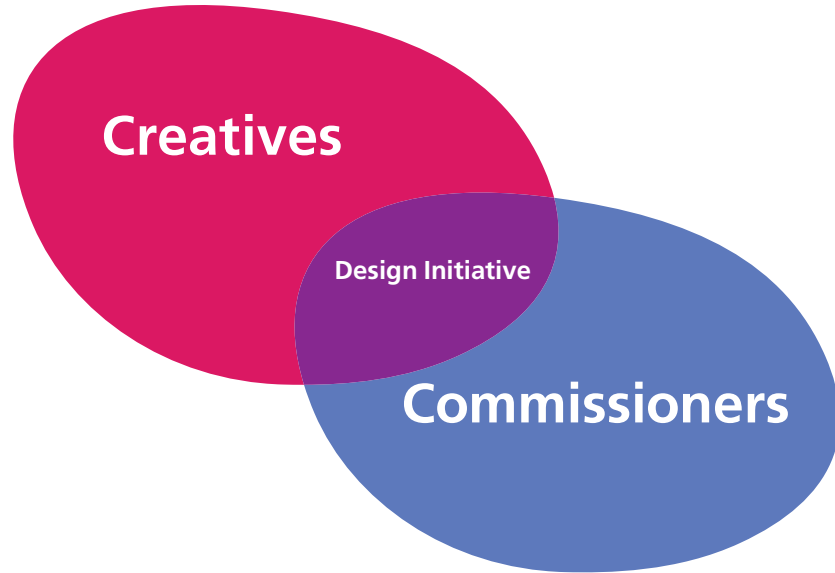
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Use your **Design** Initiative



Design Initiative is a specialist development agency working directly with practitioners, industry partners and commissioners to expand the market for design in the North West. We advocate the benefits and value of quality design to company growth, competition and the region's economy.

Creatives:

Creative professionals can seek information, advice and guidance on enterprise development. We work directly with design practitioners and design businesses where our priorities and activities are directly informed by their needs.

Commissioners:

We provide specific impartial advice to prospective commissioners of design in the public and private sectors on managing the design process, as well as identifying appropriate practitioners or businesses to carry out the work.

Design initiatives:

Our bespoke enterprise activity is devised and delivered in partnership with a range of public and private sector organisations for the benefit of designers, public agencies and commissioners throughout the North West. Regular events and initiatives promote the business to business benefits of good design and increase the profile and exposure of designers in a range of markets within the UK and Internationally.

“As a creative professional, Design Initiative provided me with advice on portfolio development, presentation, marketing my work and where to look for further business support. When clients approach me through Design Initiative their projects are appropriate to my areas of expertise and interest.”

Jason Taylor, Lighting Designer

“As a commissioner of design, Design Initiative provided me with advice on who to approach in the creative sector and a fair and efficient means of selecting the right person for the job. I was provided with a gateway to the creative process and given support and advice about structuring the brief and how to get the maximum value out of the budget.”

*Jayne Garrity, Head of Communications,
Liverpool Philharmonic*



Above: *Activity Centre*
by 24 Design Ltd (Manchester)



Left: *Flowering Bed*
by Nina Edge (Liverpool)

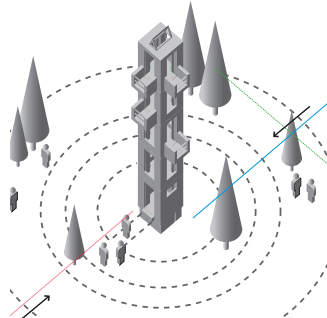
▲ Find a Creative

Through an impartial 'matchmaking' service, Design Initiative can help clients and commissioners to source and identify the right creative brains for their projects. Visit our **Find a Creative** on-line showcase to view portfolios of contemporary designers, artists and makers from the North West region.



◀ Project Management

From the Whitworth Gallery appointing 24 Design for the gallery's new activity stations to managing, for LIPA, the installation of John King's 'A Case History' sculpture, Design Initiative works with a wide range of clients at varying stages of the **commissioning** process from initial proposal to final implementation.



Above: *A Case History*
by John King (Liverpool)

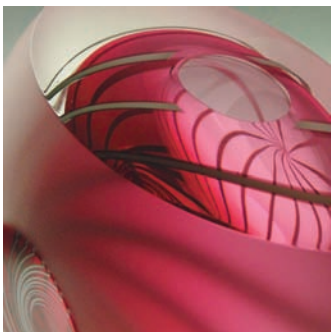
Left: *Culture Castles (detail)*
by Smiling Wolf (Liverpool)

Below: *Cancer Research promotion*
by Love Creative (Manchester)

Design Awards ▶

Love Creative and Smiling Wolf have won plaudits at the **Roses Design Awards**, the biggest design and architecture awards outside London, which, succeeding our Liverpool Design Awards, Design Initiative co-founded and continues to sponsor. Via such Awards, we promote design talent from the region and organise accompanying symposia, exhibitions and public voting.





◀ 100% Design

Notarianni Glass successfully exhibits in the UK and internationally. Participating in a Design Initiative collective showcase at **100% Design** and resulting exhibition at **The Lighthouse** Glasgow, helped their business grow by accessing new markets and generating sales and contacts via our package of advice, support and promotion.



Above: *Rotate Vase*
by Notarianni Glass (Cheshire)

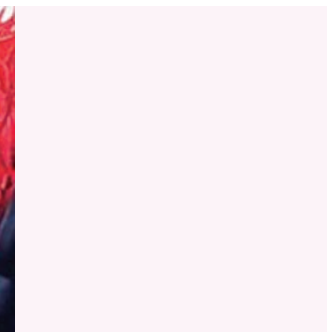
Right: *Red Fragment Ring*
by Alena Asenbryl (Manchester)

▲ Setting Up Scheme

As a business incubated on the **Setting Up Scheme**, Alena Asenbryl recently had exhibition opportunities at Dazzle and the Crafts Council shop and participated in our **Make Me Buy Design** website. The Scheme offers studio space, equipment, funding and a development programme to help designers set up in the region.

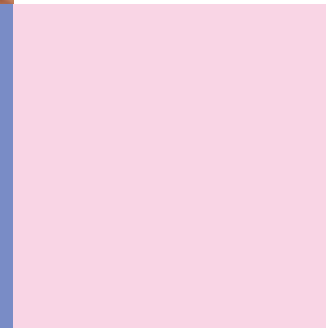
Right: *No.62 Organism*
by Junko Mori (Manchester)

Below: *Make Me Live Urban Splash apartment - Dining table*
by Burnt Toast (Manchester)



▲ Make Me

Junko forges mild steel or fine silver pieces by hand hammering. No piece is individually planned but is formed throughout the creative process. We assisted her to investigate export markets at SOFA in Chicago and she has participated in **Make Me**, our diverse programme of selling events for the North West's design community that has featured gallery exhibitions, bespoke apartments, temporary retail outlets and car park markets.





www.designinit.org.uk

Originally set up as the Liverpool Design Initiative in 1992 and growing to a regional agency with the opening of a Manchester office in 2000, Design Initiative has a formidable track record in initiating and delivering programmes to maximise the potential for design in the North West.

In the past 15 years we have worked on a host of initiatives with a wide range of respected organisations including: Manchester Metropolitan University Building Design Partnership Liverpool Institute for Performing Arts University Of Manchester Bluecoat Display Centre University of Salford Wade Smith Liverpool John Moores University Selfridges Bridgewater Hall Peopleprint Countryside Strategic Projects PLC Manchester Art Gallery Urban Splash Liverpool City Council Merseyside Acme Liverpool Festival of Speech and Drama The Environment Agency North West House, Brussels City College Manchester Wirral Metropolitan Borough Council Sports and Arts Initiative & Hamilton Quarter North West Cultural Consortium Royal Insurance Company Creative Industries Development Service Whitworth Art Gallery Liverpool Rope Walks Partnership Manchester City Council Artworkers, Australia Salford Museum Trident Lighting Bolton Metropolitan Borough Council Speke Garston Partnership UMIST Apollo Leisure Roy Castle Cause for Hope Foundation Sale Waterside Tate Gallery Liverpool Urbis Cavern Quarter Initiative Unity Theatre St Helens Borough Council Made in Koln, Cologne Manchester Craft and Design Centre Liverpool Everyman Theatre Knowlsey Borough Council Imperial War Museum Landlife - National Wildflower Centre Castlefield Gallery Groundwork Trust Merseytravel London Road Development Agency Liverpool Chamber of Commerce Museum of Science and industry FFR Ultrasonics Nazeing Glassworks BTTG Spinnings and Nonwovens Tarmac The Royal College of Art Creative Lancashire The Lighthouse, Glasgow 100% Design Designersblock East London Design Show Carnyx