

Design Guild Mark 2019

An award for excellence in British design

Closing dates:

Early bird: 29 November 2018

Final: 24 January 2019

Apply now:

www.designguildmark.org.uk/



DGM 206 "Famiglia"
Designed by PearsonLloyd for Allermuir

About the Design Guild Mark

The prestigious Design Guild Mark is awarded by The Furniture Makers' Company, a City of London livery company and the furnishing industry's charity, in order to drive excellence and raise the profile of British design and innovation.

The Mark recognises the highest standards in the design of furnishings for volume production, by the finest designers working in Britain, or British designers working abroad.

Unlike traditional awards, the Design Guild Mark doesn't pit design against design. There is no first, second or third place. If a piece meets the criteria, it is awarded a Mark. There is no limit of how many pieces can receive a Mark – all of them could receive one or none of them.

The judges are renowned experts in their respective fields and bring a wealth of knowledge and experience to the process.



Jonathan Hindle Prize

Created in 2015 by Design Guild Mark founder Jonathan Hindle, this cash prize of £1,000 is awarded to the most outstanding design in any year. The judges will assess this prize once the Design Guild Marks have been awarded. All entries that receive a Design Guild Mark are eligible for this prize.

Who can apply

A Design Guild Mark can be awarded for a product or collection. There are no restrictions on the time the design was first produced, as long as it is currently in volume production. Evidence of this must be provided in terms of the design process and the means of production.

Furthermore, it must be designed:

- by a British designer, or
- by a United Kingdom based design practice

Judging criteria

Entries must demonstrate excellence in design, materials, manufacture and function. Is the design outstanding?

Consideration will be given, for example, to:

- Are the materials appropriate?
- Are they from sustainable sources?
- Does the piece/collection show new thinking?
- Does it represent value?
- Does it solve a problem?
- Is it fit for purpose?
- Does the design have longevity?
- Has the design been refined for and is it capable of being produced in volume?

Categories

Furniture



Furniture

Entry is open to all types of furniture from all different sectors.

2D



Textiles

The design should demonstrably be part of an extensive range and be commercially available. It should have achieved minimum sales of 500 linear metres.



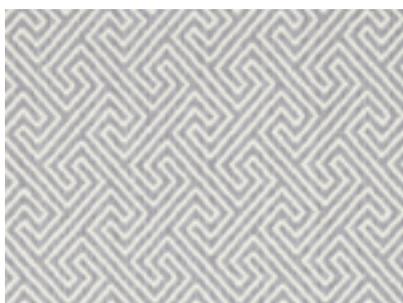
Wall coverings

Eligible wall coverings include wallpaper, wall tiles, decorative acoustical panels and paint.



Surfaces

Qualifying surface categories are glass, illuminated surfaces, tiles, stone surfaces and veneers.



Carpets

Eligible are carpets and carpet tiles. The design should have achieved minimum sales of 400 linear metres.



Floor coverings

Eligible flooring types include wood, ceramic, bamboo, tile, laminate, vinyl, resin, rubber and cork flooring.

Where your work will be seen



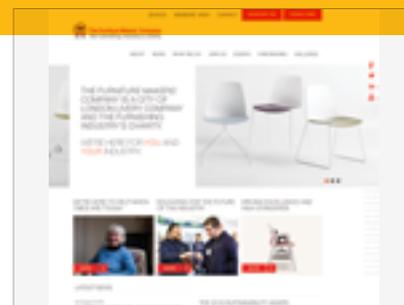
Print coverage

See our latest press coverage on website: www.designguildmark.org.uk



Trade shows

Benefit from Design Guild Mark partnerships with national design shows.



Online promotion

Benefit from online publicity generated by The Furniture Makers' Company for all Design Guild Mark holders.



Self-promotion

Use the Design Guild Mark logo on all your marketing materials relating to each piece or range that has been awarded a Mark.



Online coverage

Have your work shown to the design world and beyond. See the 2017 coverage on www.designguildmark.org.uk



Get social media coverage.
www.pinterest.co.uk/designguildmark/
www.instagram.com/designguildmark/
www.twitter.com/FurnitureMkrsCo
 #DesignGuildMark

Why you should apply

1. It's money well spent

Participating in the Design Guild Mark costs less than an online banner, less than a 1/4 page print ad. And it can bring you and your brand much more.

2. It's an accreditation of quality

The Mark recognises the highest standards in the design of furnishings in volume production, by designers working in Britain or British designers working abroad, and is judged by an independent body of renowned judges who are experts in their respective fields.

3. You get great press and social media coverage

Have your work shown to the design world and beyond. See the 2017 coverage on www.designguildmark.org.uk

4. You're in good company

Look at www.designguildmark.org.uk/awardees and our Pinterest and Instagram accounts to see past holders.



It's always pleasing to obtain an award but in this case, a local award for the UK design industry makes it a little special. It's also great to have a varied set of judges view the products, which in our view, grounds the award and makes it relevant both from a cultural and a commercial perspective.

Luke Pearson of PearsonLloyd, winner of 2018 awarded DGM 206 and 207



Judging

All applications will be presented to the Design Guild Mark committee to establish whether the application meets the technical criteria.

Once approved, designers present their design in person, giving the judging panel the opportunity to examine it closely, and find out first hand from the mind behind the piece, how it demonstrates excellence in the design of furniture or furnishings for volume production.



Judging panel

Chaired by The Furniture Makers' Company, the Design Guild Mark is judged by an independent panel that is subject to change up to the day of judging.



Judging

Furniture category



Simon Alderson
twentytwentyone



Helen Berresford
Sheppard Robson



Joanna Biggs
GA Design



Elliott Koehler
Layer Design



Thomas Pearce
Farrah & Pearce



Jeremy Myerson
Royal College of Art



Campbell Thompson
The Conran Shop



Terence Woodgate
Studio Woodgate



The designs were a pleasure to judge with the work presented being diverse in form and function. There were some exceptional designs, well considered and executed. Design for me is a mix of art & technology and we certainly experienced designs at both ends of the spectrum.

Terence Woodgate, founder of Studio Woodgate and judge in 2018

2D category



Linzi Coppick
Forme UK



Daniel Hopwood
Hopwood Design Studios



Prof Clare Johnston
Royal College of Art



Natasha Marshall
Natasha Marshall



Corinne Pringle
tp Bennet



Peter Thwaites
Rapture & Wright

How to enter

In order to apply, you must fill in a Design Guild Mark application form which can be downloaded here:

www.designguildmark.org.uk

Dates

Submission deadlines

Early bird: 29 November 2018
Final: 24 January 2019

Judging days

Furniture: 19 March 2019
2D: 26 March 2019

Award ceremony

During Clerkenwell Design Week

Payment

There is a one-off application fee of £150 + VAT for applications submitted before the Early Bird deadline. Submissions before the Final Deadline cost £175 + VAT.

Contact

If you need advice on your entry, contact Doreen Oddy by email on: guildmarks@furnituremakers.org.uk or she would be pleased to hear from you by phone on 020 7562 8522.

www.designguildmark.org.uk



The Furniture Makers' Company
the furnishing industry's charity

The Furniture Makers' Company is a City of London livery company and the furnishing industry's charity. Our vision is to sustain a thriving British furnishing industry with a talented workforce delivering high quality products, which supports those in need from within its ranks and those who have served it in the past.

Make us your first port of call

We're here to help when times are tough with grants, services, time and support.

Make us a part of your future

We're encouraging new talent with our extensive education programme, working with schoolchildren, students and young professionals to create a powerful workforce.

Make excellence your goal

We're recognising and inspiring the very highest standards within the industry with our prestigious Guild Marks and Awards.

2019 Application form



Applicants

An application for a piece or range to be assessed for a Design Guild Mark can come from the designer, or the manufacturer on behalf of the designer, or the UK distributor for furniture made overseas and imported, but must always be with the permission of the designer.

1. Applicant

Name	Social media handles
Title	
Company	Email
Website	Postal address
Telephone	

2. Designer(s)

Please enter name as you would wish to appear in publicity and on the website

Name	Social media handles
Title	
Company	Email
Website	Postal address
Telephone	

Please confirm your category of eligibility: Tick boxes for British Designer UK-based Design Practise

If successful, the designer will be invited to attend the judging process to make a five-minute presentation, in person or via Skype.

3. Manufacturer

Please enter name as you would wish to appear in publicity and on the certificate

Name	Social media handles
Title	
Company	Postal address
Telephone	
Email	Place of manufacture

4. UK Distributer

Please enter name as you would wish to appear in publicity and on the certificate

Name	Social media handles
Title	
Company	Postal address
Telephone	
Email	

5. Publicity

Please indicate which is to be used in publicity and on the certificate

Tick boxes for The Manufacturer The UK Distributer

6. Date design was first produced

7. Current manufacturing volume

Furniture: units per annum, 2D: linear meters/square meters per annum

8. Design details

Please enter name as you would wish to appear in publicity and on the certificate

Title of design/collection	Brief description (up to 150 words)
Design category Please select one of the categories below that best describe your entry	
Furniture:	Number of pieces in range/collection
Furniture type	
2D:	Colourways
<input type="checkbox"/> Textiles <input type="checkbox"/> Wall coverings <input type="checkbox"/> Surfaces <input type="checkbox"/> Carpets <input type="checkbox"/> Floor coverings	Dimensions (width cm x depth cm x height cm)

9. Design summary

Describe the design including the thinking behind the product or collection, its function, design language and innovative features (up to 150 words)

10. Materials and manufacture summary

Describe the materials used and the reasoning behind their selection, and the notable aspects of the manufacturing process (up to 100 words)

11. Recommended price

Retail price or manufacturer's list and typical net end user prices

12. Sustainability

Please provide an explanation of how your piece has been designed with sustainability in mind

13. Product testing

Please state standards the product has been tested to and is certified by (if any)

Application checklist

- I apply for the piece or range described to be considered for a Design Guild Mark.
- For all Furniture entries:** I agree to deliver and collect a production sample at my own risk after successful qualification.
- For all 2D entries:** I agree to send a production sample after successful qualification.
- I understand that ranges will be judged holistically.
If you consider part of the range might compromise the entry, please submit separate entries.
- I agree to send the completed application form with three to ten high-resolution (300dpi) images in JPEG format of the individual piece or range by email or via Mail transfer/Dropbox.
Please note these images will also be used for publicity.
- I agree to make the application fee payment at the time of application.
Failing to make payment will result in your application not being considered.
- If awarded, I agree to loan the winning piece for promotional purposes, such as exhibitions.
- If awarded, the holder agrees to, within reason, support the promotion of the Design Guild Mark, e.g. participating in talks and presentations.
- I hereby agree to abide by the conditions governing the award of a Design Guild Mark.

Signed/Date

Name

Date

Instructions: Please click into the signature dialogue box above and follow the instructions on creating/using a digital signature.

Payment details

Please complete the application form and make payment of **£150 + VAT** (early bird)
£175 + VAT (final deadline) by BACS:

Account name: **Worshipful Co of Furniture Makers Corporate Account**

Bank name: **Allied Irish Bank**

Sort code: **23-83-98**

Account number: **01404009**

or via credit or debit card by calling this number: **020 7562 8522.**

Where did you hear about the Design Guild Mark?

<input type="checkbox"/> The Furniture Makers' website	Please specify
<input type="checkbox"/> Exhibition	Please specify
<input type="checkbox"/> Editorial	Please specify
<input type="checkbox"/> Advertising	Please specify
<input type="checkbox"/> Word of mouth	
<input type="checkbox"/> By invitation	
<input type="checkbox"/> Social media	
<input type="checkbox"/> Other	

Privacy

Contact us if you have any questions or comments about our privacy practices or this Privacy Statement. Contact us if you want to make use of any of the above rights, or other rights that you may have in relation to your personal data. Contact us if you wish to view our full Data Protection Policy. Contact us if you have other questions or requests. Please contact us at Membership@furnituremakers.org.uk. You can also reach us at the following address: Furniture Makers' Hall, 12 Austin Friars, London, EC2N 2HE.

I have read and understood this privacy statement and I consent to the Company collecting and using my data for the purposes described.

Signed/Date

<input type="text"/>	<input type="text"/>
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Submit by sending form and supporting images to: guildmarks@furnituremakers.org.uk

All entrants own the Intellectual property rights (IP) in, or otherwise have the right and/or licence to market and sell the products which are entered for Guild Marks (Bespoke, Manufacturing and Design) and the entrant does not knowingly infringe the intellectual property rights of a third party.

The Worshipful Company of Furniture Makers is incorporated by Royal Charter (Company Number RC000866). The Worshipful Company of Furniture Makers' Charitable Funds incorporating the Furnishing Trades Benevolent Association (Charity Number 1015519). The Furniture Makers' Company Limited (Charity Number 1118569).