

Design Guild Mark 2020

An award for excellence in British design

Closing dates:

Early bird: 28th November 2019

Final: 23rd January 2020

Apply now:

www.designguildmark.org.uk/apply-now



DGM 233 Igneous
Designed by Nathan Philpott and Jemma Ooi
for Custhom

About the Design Guild Mark

Now in its eleventh year, the prestigious Design Guild Mark is awarded by The Furniture Makers' Company, the City of London livery company and charity for the furnishings industry, 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.

What makes the Design Guild Mark Unique: Unlike traditional awards, the Design Guild Mark does not pit design against design and there is no first, second or third place. All pieces entered are eligible to win if they meet the requirements of our judges, each of whom are experts in their respective fields and bring a wealth of knowledge to the process.



Who can apply



A Design Guild Mark can be awarded for a product or collection of products that are currently in volume production. Entries are not restricted by the original date of production. Clear evidence must be provided to showcase the design process and the means of production of each piece that is entered. Most importantly it is paramount that all entries are designed by a British Designer or Designers or Design practices that are based in the United Kingdom.

Judging criteria

Design

- Does the design have longevity?

Materials

- Are the materials/technology used appropriate?
- Are they from sustainable sources?

Manufacture

- Has the design been refined for and is it capable of being produced in volume?

Function

- Does it represent value?
- Does it solve a problem?
- Is the performance and functionality optimised?

Is the design outstanding?

- Does the piece or collection show new thinking?



Categories

Furniture



Domestic

- Chairs
- Soft seating
- Tables
- Storage
- Outdoor furniture



Educational

- Chairs
- Soft seating
- Tables & desks
- Storage



Hospitality

- Chairs
- Soft seating
- Tables & desks
- Storage
- Reception furniture
- Outdoor furniture



Office

- Chairs
- Soft seating
- Tables & desks
- Storage
- Reception furniture

Categories

Textiles, Wall coverings, Surfaces, Carpets and Floor coverings



Textiles

- Upholstery fabrics
- Curtains and blinds
- Cushions and cushion covers
- Outdoor textiles
- Healthcare textiles



Wall coverings

- Wall Paper
- Wall tiles
- Cladding
- Decorative acoustic panels
- Paint



Surfaces

- Glass
- Illuminated surfaces
- Tiles
- Stone surfaces
- Veneers



Carpets

- Carpets
- Carpet tiles
- Rugs



Floor coverings

- Wood
- Ceramic
- Bamboo
- Tile
- Laminate
- Vinyl
- Resin
- Rubber
- Cork Flooring

Categories

NEW

Lighting Design



Table lights

- Swing lamp
- Arm lamp
- Bedside lamp
- Novelty lamp



Floor (standard) lamps

- Tower lamp
- Multi-way or tree lamp
- Arc lamp
- Tripod
- Pole
- Console
- Torchiere



Pendants

- Drum
- Globe
- Bowl
- Multiple
- Mini
- Abstract



Ceiling/Wall lights

- Chandeliers
- Flush mount fixtures
- Island
- Recessed
- Track



Outdoor

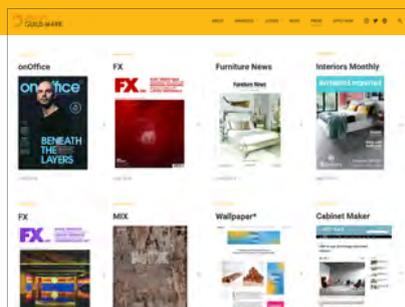
- Path lighting
- Down lighting
- Shadow lighting
- Lanterns
- Flood lights



Technical/System

- Strip lights
- Coaxial lights
- Spotlights
- Line Lasers
- Machine Lights

Where your work will be seen



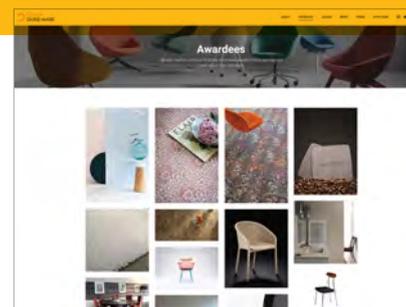
Print coverage

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



Trade shows

Benefit from Design Guild Mark partnerships with national design shows.



Online promotion

Your design will be showcased on the Design Guild Mark website amongst all other 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 2019 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 is money well spent

Participating in the Design Guild Mark provides a cost effective marketing tool (it costs less than an online banner and a 1/4 page print ad) and can bring you and your brand a greater level of recognition within the industry

2. It is an accreditation of quality

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. Designs are judged by an independent body of renowned judges who are experts in their respective fields.

3. It provides great press and social media coverage

Our awardees will get exposure to their work in the design world and beyond across a range of platforms and publications. Take a look at our 2019 coverage: www.designguildmark.org.uk/press

4. You're in good company

Your design will be showcased with that of all our current holders which can be seen on in our awardees gallery www.designguildmark.org.uk/awardees and on our Instagram, Pinterest and Twitter accounts.

Jonathan Hindle Prize

Created in 2015 by Design Guild Mark founder Jonathan Hindle, this is comprised of a trophy and cash prize for the value of £1,000. All successful Design Guild Mark awardees are eligible to win, however only one is selected per category that the judges consider to be the most outstanding.



This award programme continues to shine a spotlight on the best British design. The design scene in the UK is in great shape and we are proud to be part of it."

Mark Gabbertas, Owner of Studio Gabbertas winner of 2019 awarded DGM 213 (Designed for Allermuir)



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, furnishings or lighting 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.



Judges

Furniture



Joanna Biggs
GA Design



Sarah Bryan
Sheppard Robson



Elliott Koehler
Layer Design



Jeremy Myerson
Royal College of Art



Thomas Pearce
Farrah & Pearce



Campbell Thompson
The Conran Shop



Terence Woodgate
Terence Woodgate

Textiles, Wall coverings, Surfaces, Carpets and Floor coverings



Linzi Coppick
Forme UK



Daniel Hopwood
Hopwood Design Studios



Prof Clare Johnston
Royal College of Art



Natasha Marshall
Natasha Marshall Interiors Ltd



Corinne Pringle
tp bennett



Peter Thwaites
Rapture & Wright

“ The Design Guild Mark remains the gold standard in design excellence for manufactured furniture.”

Jeremy Myerson, Professor at the Royal College of Art and judge in 2019.

NEW

Lighting Design



Simon Alderson
twentytwentyone



Tim Rundle
Tim Rundle Studio



Simon Terry
Anglepoise



John Tree
Jasper Morrison



Sebastian Wrong
Established & Sons

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/apply-now

Dates

Submission deadlines

Early bird: 28th November 2019
Final: 23rd January 2020

Judging days

Furniture: 19th March 2020
Textiles, Wall coverings, Surfaces, Carpets and Floor coverings: 24th March 2020
Lighting Design: 26th March 2020

Award ceremony

19th May 2020

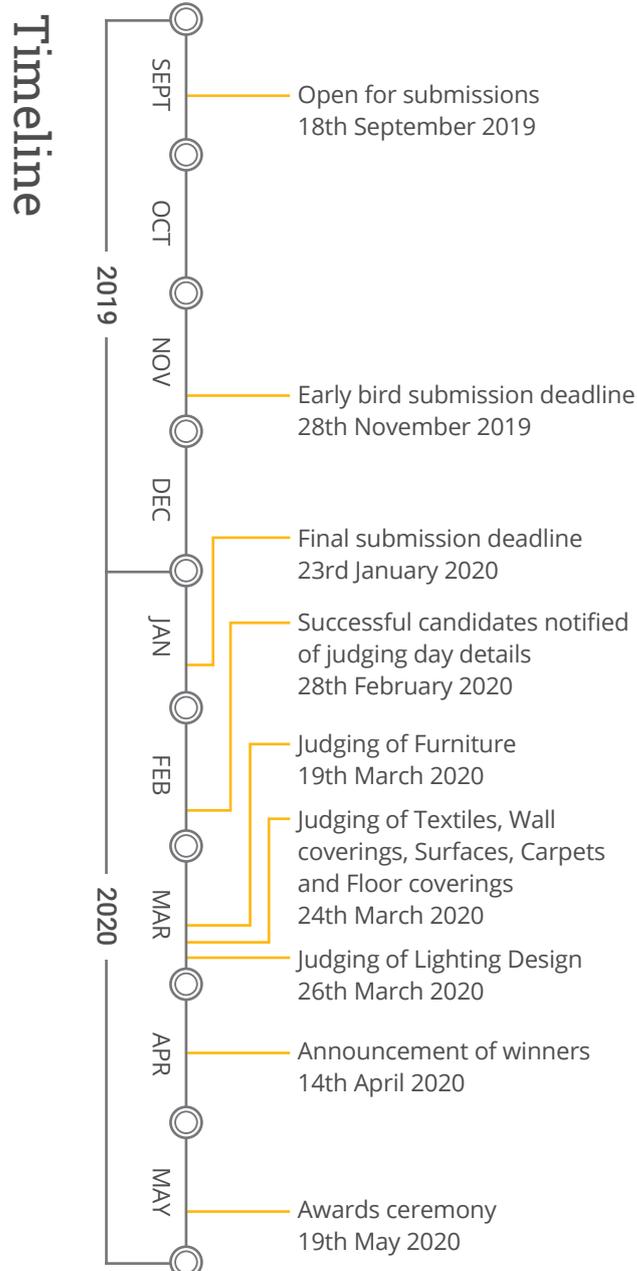
Payment

There is a one-off application fee of £180 (including VAT) for applications submitted by or before the Early Bird deadline. Submissions before the Final Deadline cost £210 (including VAT).

Contact

If you need advice on your entry, contact Sheena Kotecha by email on: guildmarks@furnituremakers.org.uk or she would be pleased to hear from you by phone on 020 7562 8520.

www.designguildmark.org.uk



The Furniture Makers' Company
the furnishing industry's charity

The Furniture Makers' Company is the City of London livery company and charity for the furnishing industry. 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.



2020 Application form

Please complete the following digital application form in full – hand written applications will not be accepted.

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.

Important Note: The applicant is the key point of contact throughout the Design Guild Mark process. This is the person to whom all key points of communication will be directed such as details about the judging process, logistics, results of the judging days, all requests for marketing collateral and more. Therefore it is vital that the details provided in this section are correct.

1a. Applicant

Name	Social media handles
Title	
Company	Email
Website	Postal address
Telephone	

1b. Applicant's Marketing and PR details

Name	Email
Title	Telephone

2a. 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.

2b. Designer's Marketing and PR details

Name	Email
Title	Telephone

3a. 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

4a. UK Distributor

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 Distributor

6. Launch date/Intended launch date

7. Current manufacturing volume

Furniture: units per annum.

Textiles, Wall coverings, Surfaces, Carpets and Floor coverings: linear meters/square meters per annum.

Lighting Design: units per annum.

8. Design details

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

Title of design/collection	Colourways
Number of pieces in range/collection	Dimensions (width cm x depth cm x height cm)

Design category

Please select one of the categories below that best describes your entry.

Furniture:

Domestic
 Educational
 Hospitality
 Office

Textiles, Wall coverings, Surfaces, Carpets and Floor coverings:

Please specify;

Lighting:

Architectural
 Decorative
 Bespoke

Other:

Please specify;

Unsure if your design is eligible for entry? Just give us a call on 020 7562 8520 to discuss and we can help.

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.
- I agree to deliver and collect a production sample at my own risk 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

On completion of the application form, please make a payment of £180 (inc. VAT) (early bird) or £210 (inc. VAT) (final deadline) via one of the following methods:

BACS

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

Bank name: **Allied Irish Bank**

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

Account number: **01404009**

Credit or debit card

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

**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).