



An award for excellence
in British industrial design

2024 Application

"The Design Guild Mark remains the gold standard in design excellence"



Jeremy Myerson, Professor at the Royal College of Art and Furniture Judge.

About the Design Guild Mark

The Design Guild Mark was established in 2008 and is intended to raise the profile of British industrial design and to recognise excellence in this discipline.

The Design Guild Mark is unique in that the programme is not a competition with a ranking of entries and a winner; instead, the award is given to all designs that demonstrate to the jury that they represent the highest standards of originality and innovation in industrial design.

The Design Guild Mark is awarded across 3 categories; Furniture, Lighting and Interior Design Elements.

Each category is judged by a panel of judges who are leaders in their field and who bring a wealth of knowledge and experience to the evaluation process. Critically, the judging process requires the designer to present the actual

design in person to allow a dialogue between designer and judge to occur.

The criteria for entry for all 3 categories are identical. The design needs to be in production using an industrial manufacturing process, and there is no restriction when that design was launched. Entry is open to British designers working in the UK or abroad and designers with UK based design practices.

The Design Guild Mark is a nonprofit design award scheme, and it is awarded by The Furniture Makers' Company, the City of London livery company and charity for the furnishing industry

Who can apply

The Design Guild Mark award scheme is intended to recognise the best industrial design. A Design Guild Mark can be awarded for a product or collection of products that are currently in production, that were designed for, and are manufactured by, an industrial design process.

Entry is open to British designers working in the UK or abroad, and designers with UK based design practices. Entries are not restricted by their original date of production and may be for designs that have been launched in previous years. Clear evidence will be required to demonstrate the design approach and the means of production of each design that is entered.

Submission deadlines

Early bird: 24th Nov 2023

Final entry: 19th Jan 2024

Categories

Entries for all categories can be for designs intended for domestic, office, hospitality, educational or corporate use, and for both interior and exterior environments.

01	FURNITURE	To include all types of seating, desking, tables, screening and storage.
02	INTERIOR DESIGN ELEMENTS	To include textiles, wall, floor and window coverings, surfaces and carpets.
03	LIGHTING	To include desk, floor, wall and ceiling fittings and systems.

The Jonathan Hindle Prize

For each category, the judges select in their opinion the single most outstanding design. If there is not a design in a category that merits this distinction, it will not be awarded.

This is an annual award, conceived and presented by the Design Guild Mark founder, Jonathan Hindle, with a unique trophy and a prize value of £1000.

All successful Design Guild Mark awardees are automatically eligible for this award and no separate entry is required.



Judging Process

All applications are assessed initially by the Design Guild Mark committee to establish whether the application meets the basic criteria... that the design is an example of industrial design currently in production and designed by a British designer working in the UK or abroad, or by a designer with a UK based design practice.

Once approved, designers will be notified and asked to present their design in person, giving the judges the opportunity to assess it in real life, and discuss the design with the designer. Successful applicants will be notified within 2 weeks of the judging day and invited to receive their award at an award ceremony held during Clerkenwell Design Week 2024.



Criteria

The criteria used by the judges to establish if a design is deserving of a Design Guild Mark are:

INNOVATION	Does the design demonstrate new and original thinking and problem solving / is it different / does it do something better?
FUNCTION	Is the design fit for purpose / does it work well and intuitively / does it benefit the user and how?
FORM	Is the design aesthetically appealing and its appearance appropriate / is it made well / does it incorporate innovative manufacturing materials and process?
BRAND	Does the design develop a brand's position / does it provide a competitive advantage or edge in any way?
ENVIRONMENT	Does the design demonstrate a responsibility to progressing sustainable and circular practices / is the product designed and made for longevity of appeal and use?

Judges

The judges for each category are highly respected leaders in their field and are invited to join the judging panel on the basis of their extensive experience and expertise in the design discipline. The Design Guild Mark is grateful that all judges give their time to the judging process freely.



01 FURNITURE JUDGES



Daniel Aram
ARAM



Joanna Biggs
Sherliker Biggs



Elliott Koehler
JPA Design



Lucy Kurrein
Lucy Kurrein



Heather Naylor
B&B Italia



Jeremy Myerson
Royal College of Art



Thomas Pearce
Farrah & Pearce



Luke Pearson
Pearson Lloyd



Campbell Thompson
The Conran Shop

02 INTERIOR DESIGN ELEMENTS JUDGES



Linzi Coppick
Forme UK



Daniel Hopwood
Hopwood Design
Studios



Prof Clare Johnston
Royal College of Art



Natasha Marshall
Natasha Marshall
Interiors



Corinne Pringle
TP Bennett



Emma Sewell
Wallace Sewell



Peter Thwaites
Rapture and Wright

03 LIGHTING JUDGES



Simon Alderson
twentytwentyone



Gitta Gschwendtner
Gitta Gschwendtner



Risa Sano
MENSTEN



Simon Terry
Anglepoise



John Tree
Jasper Morrison



Sebastian Wrong
Established & Sons

Entry Process, Dates and Cost

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- 01** Complete the digital application form at the of this document. Or you can download an application form from www.designguildmark.org.uk/apply-now. Please note handwritten application forms will not be accepted.

An application for a Design Guild Mark can be made by the designer, the manufacturer on behalf of the designer, or the UK distributor of non-UK Manufactured designs, but it must always be with the permission of the designer.

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

Completed forms should be sent to guildmarks@furnituremakers.org.uk.

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- 02** Provide a minimum of 3 and a maximum of 10 images of each design entry. These should be 300dpi in JPEG format. They should be sent by email, or we transfer or equivalent to guildmarks@furnituremakers.org.uk.

Confirmation of receipt of these images will be sent to the applicant.

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- 02** You will also need to make a payment at the same time as submitting the entry form, as follows;

Early bird: £210 [inc. VAT] per entry
Final entry: £240 [inc. VAT] per entry
Late fee: £270 [inc. VAT] per entry

BACS

Account name: Worshipful Co Of Furniture Makers
Bank name: Allica
Sort code: 04-13-76
Account Number: 00006144

PayPal: www.paypal.me/TheFurnitureMakersCo

Submission deadlines

Early bird: 24th November 2023

Final entry: 19th January 2024

Judging days

Furniture:

20th March 2024 at The Carpenters' Hall,
1 Throgmorton Ave, London EC2N 2JJ

Interior Design Elements:

26th March 2024. Venue TBC.

Lighting:

26th March 2024. Venue TBC.

Award ceremony

21st May 2024. The venue at Clerkenwell Design Week will be confirmed nearer the date.

Contact

If you need advice, contact:

Meera Samani

020 7562 8520

guildmarks@furnituremakers.org.uk

Important guidance on completing this form

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

The applicant is the key point of contact throughout the Design Guild Mark evaluation 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.

It is also important that sections 4,5,6,7 are completed accurately in the knowledge that this information is used in press material, certificates and all forms of accreditation.

Questions? Contact:

Meera Samani
020 7562 8520
guildmarks@furnituremakers.org.uk

01 WHO IS THE APPLICANT?

Designer

Manufacturer

UK Distributor/Agent

Other [please specify]

02 DESIGN DETAILS

Provide the name of the design as it should appear in publicity and on the certificate.

Name of the design/collection

03 DESIGN CATEGORY AND ELIGIBILITY

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

Furniture

Lighting

Interior Design Elements [Textiles, wall, floor and window coverings, surfaces and carpets]. Please specify;

04 DESIGNER

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

Name	Social media handles
Title	
Company	Postal address
Email	
Website	
Telephone	

04a DESIGNER'S MARKETING AND PR CONTACT

If different to above

Name	Email
Title	Telephone

05 MANUFACTURER

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

Name	Social media handles
Title	
Company	Postal address
Email	
Telephone	

06 UK DISTRIBUTOR/AGENT

If relevant and different to above, please enter as you would wish to appear in publicity and on the certificate.

Name	Social media handles
Title	
Company	Postal address
Email	
Telephone	

07 PUBLICITY

Please indicate which, in addition to the designer, is to be used in publicity and on the certificate.

The Manufacturer

The UK distributor

Please provide the PR and Marketing contact details for the selected option above.

Name

Email

Title

Telephone

08 LAUNCH DATE OF THE DESIGN

09 DESIGN SUMMARY

Provide a summary [200 words max] of the design; to include the thinking behind the product or collection, and how it meets the criteria described in full on page 7 of this application form. This summary will be provided to the judges in advance.

10 MANUFACTURING VOLUME AND PROCESS

Provide the approximate achieved or anticipated manufacturing volume per annum for the design. **Furniture:** units. **Interior Design Elements:** [Textiles, wall, floor and window coverings, surfaces and carpets] linear/square meters. Lighting Design: units.

Provide a brief description of the industrial manufacturing process used.

11 RECOMMENDED PRICE

Provide the current RRP and trade price if applicable.

12 PRODUCT TESTING

State the standards the product has been tested to and is certified by (if any).

13 IMAGE CREDIT

Provide the name of the photographer to be credited for the images supplied.

I confirm that:

- > 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 it is only the specific design/s entered and judged that is/ are the potential recipient of an award and other associated designs or those within a range not specified should not make claim to a Design Guild Mark.
- > 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 WeTransfer or equivalent to guildmarks@furnituremakers.org.uk. Note these images will also be used for publicity and that for use on social media, please include in your selection a number of images using a plain white background.
- > 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, within reason, to 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.

I have read and confirm the application checklist

WHERE DID YOU HEAR ABOUT THE DESIGN GUILD MARK?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Editorial | <input type="checkbox"/> Advertising |
| <input type="checkbox"/> By invitation | <input type="checkbox"/> Social media |
| <input type="checkbox"/> Word of mouth | <input type="checkbox"/> DGM website |

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 a Design Guild Mark and the entrant does not knowingly infringe the intellectual property rights of a third party.

I have read and understood this privacy statement and I consent to the Company collecting and using my data for the purposes described. Please contact us if you wish to view our full Data Protection Policy.

Signed/Date

Name

Date

Signature

SUBMIT & PAY

Submit by sending this form and supporting images to:

Meera Samani
guildmarks@furnituremakers.org.uk

On completion of the application form, please make a payment of:

Early bird: £210 [inc. VAT] per entry
Final entry: £240 [inc. VAT] per entry
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020 7562 8520

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designguildmark.org

[@designguildmark](https://www.instagram.com/designguildmark)



The Furniture Makers' Company
the furnishing industry's charity

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).



You can also reach us at the following address: Furniture Makers' Hall, 12 Austin Friars, London, EC2N 2HE.