



**DESIGN
GUILD MARK**

An award for excellence
in British industrial design

2026 Information Pack and Eligibility Criteria

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



Jeremy Myerson, WORKTECH Academy
and Professor at the Royal College of Art.

About the Design Guild Mark

The Design Guild Mark is a non-profit scheme 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 scheme is not a competition with a ranking of entries and a winner; instead, the Guild Mark is given to all designs that demonstrate to the panel 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 experts 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 panel 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 working with UK based design practices or industries.

The Design Guild Mark is a non-profit design 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 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: 21 Nov 2025
Final entry: 16 January 2026

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 experts 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 experts 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 Guild Mark at a ceremony held during Clerkenwell Design Week 2026.



Criteria

The criteria used by the judging panel 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?

Experts

The panel of judging experts 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 EXPERTS

 Daniel Aram ARAM	 Joanna Biggs Sherliker Biggs	 Elliott Koehler JPA Design	 Lucy Kurrein Lucy Kurrein	 Heather Naylor B&B Italia
 Jeremy Myerson WORKTECH Academy & Royal College of Art	 Thomas Pearce Farrah & Pearce	 Luke Pearson Pearson Lloyd	 Campbell Thompson Sazy	 John Tree

02 INTERIOR DESIGN ELEMENTS EXPERTS

 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 EXPERTS

 Simon Alderson twentytwentyone	 Gitta Gschwendtner Gitta Gschwendtner	 Risa Sano MENSTEN	 Simon Terry Anglepoise	 John Tree
 Sebastian Wrong Established & Sons				

CATEGORY SPONSORS

CROFTS & ASSINDER

EST. 1875

Sponsor of the Furniture category



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



The Furniture Makers' Company
the furnishing industry's charity

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