British excellence is great creativity

CREATIVITY IS GREAT BRITAIN

The Renaissance of the Value of Excellence

As Asian-led mass-manufacturing is nearing its zenith due to the saturation of world markets, western consumers are waking up to the values of the 'home-made' product. A product, which forsakes the accepted interface of global design trends and ideologies for the beauty of an object with an identifiable identity, a meaning close to the cultures of those using it, an authentic story of its own and a value adding to the economy and people of its country of origin.

The new trend is a return to the 'home resources' of cultural identity and skills now driven not only by the excellence of the traditional maker's craft, but also by the creative ingenuity of contemporary design.

Especially where high-end, low-volume products are concerned, the term 'MADE IN BRITAIN' also highlights a revival of the values of Britain's traditional crafts sectors.

British creative ingenuity manifests itself in a variety of different characteristics – the well-known elements of conceptual experiments, the irreverent interpretations of the habitual and the artistic adaptations of the functional alongside down-to-earth practicality.

British design is playful and thought-provoking, but above all it is a strong indicator of the individuality and uniqueness of the excellence and true spirit of British creativity.

K. B. Phillips

Cover: Nick Munro Diamond Jubilee Tea Pot

Imprint

Editor:
Karin-Beate Phillips
British European Design Group
E: info@bedg.org
W: www.bedg.org

Art Direction:
Clemens Hackl
E: executive@clemenshackl.com
W: www.clemenshackl.com

Print:
ReproCity
E: brett@reprocity.net
W: www.reprocity.co.uk

Index

4 1882
5 AfriqueAuthentique-AuthenticAfrica
6 Abi Wright
7 Ali Siavoshi
8 Charlene Mullen
9 Corita Rose
10 Denise Diane Mahmud
11 Eleanor Pritchard
12 Elli Popp
13 Eva Sonaike
14 Headsprung
15 Labrador Company
16 Luxury Planter Collection
17 Melin Tregwynt
18 Merlin Glass
19 Miranda Watkins
20 Mumo
21 Nick Munro
22 Rachel O'Neill
23 Ted Baker
24 Turnstyle
25 British European Design Group
26 UKTI
27 British Consulate-General, New York

Interactive features: To experience the Augmented Reality features in this booklet
1. Go to the app store on your mobile device and download the "Aurasma" app. 2. Launch the app and search for and subscribe to the BEDG channel. 3. Using the app's viewer, hold your mobile device over the cover of this booklet to launch the interactive feature.

1882

The mission of the Staffordshire based company 1882 Ltd. is to champion inventively designed ceramic products from lighting to domestic ware whilst employing the manufacturing heritage of North Staffordshire and promoting the British ceramic industry.

In collaborating with exceptionally talented designers to realise their interpretation of a very traditional material and craft, 1882 is bringing innovative ceramics to a wider audience while supporting a valuable UK resource.

T: +44 (0) 203 0028 023
E: eoin@1882ltd.com
W: www.1882ltd.com

AfriqueAuthentique-AuthenticAfrica

The AA-AA Fabric Collections

100% African, 100% Handwoven

AA-AA UK presents the first 100% handwoven 100% African fabric collections matching an ancient traditional craft with modern technology and indigenous design with contemporary interpretation.

Handwoven on the traditional West African handloom
The AA-AA ***bayir pèla TissusVillages*** collections are 100% handmade using only traditionally handspun yarn from the purest new cotton grown by the village co-operatives of Sulgo and Napalgue in Burkina Faso, West Africa.

Handwoven on metal and wooden handlooms
The co-ordinated AA-AA ***teng pèla TissusVilles*** collection uses machinespun pure new cotton yarn for greater versatility in large scale commercial projects.

The collections are a perfect symbiosis of design innovation inspired by the cultural heritage of the stripe patterns that dominate indigenous stripcloth designs and the cultural meaning of each pattern in the different West African cultures.

T: +44 (0)20 8940 7857
F: +44 (0)20 8948 2673
E: info@afriqueauthentique-authenticafrica.com
W: www.afriqueauthentique-authenticafrica.com

TissusVilles
MACHINE-SPUN HAND-WOVEN

Tissus Villages

Afrique authentique Africa authentic

Abi Wright

Abi Wright is a graphic designer, visual artist and curator, who enjoys creating work that represents her passion - celebrating culture and identity.

She draws inspiration from West African textiles, as she is fascinated by the hidden history and stories that are told within the repetitive patterns and colours. Her style is simplified and bold paying homage to the striking symbolic qualities of these patterns.

As an on-going accompaniment, Abi Wright has created a book, entitled *Translating West African Textiles*, in an attempt to create awareness about an isolated part of a culture that is often overlooked.

T: +44(0)7958356047
E: abiwrightdesign@gmail.com
W: www.abiwrightdesign.com

Ali Siavoshi

Morphing ordinary objects into zany, highly desirable light fixtures is the signature style of designer Ali Siavoshi.

Made from umbrellas and cutlery, his products are not the expected form of stylishness, but represent design with a great sense of humour, giving charm and energy to something very ordinary.

Siavoshi designs are commercially produced by Anthology Quartett in Germany, Italian lighting manufacturer Fabbian and Suck-UK.

The designer/artist also undertakes the production of artistic one-off collector's pieces.

Ali Siavoshi's work has been seen in major exhibitions from Hong Kong to New York and Prague to Dubai.

T: +44 (0)20 8749 8336
E: ali@alialiali.com
W: www.alialiali.com

Charlene Mullen

Charlene Mullen is an award-winning designer, who creates beautifully executed textiles for residential and commercial interiors. Intricate embroidery using traditional techniques creates a contemporary yet thoughtful approach to pattern.

From the naive charm of the hand drawn scenic range to simple geometric patterns, the texture of the embroidery brings an added depth and warmth to Charlene Mullen's work.

T: +44 (0)20 7733 6190
E: charlene@charlenemullen.com
W: www.charlenemullen.com

Corita Rose

Established in 2009 by textile artist Caroline Ritchie, the Dorset based company CORITA ROSE has made its name with the signature designs of its founder - an explosion of joyous, vivid colours, inspired by Caroline Ritchie's passionate love for folklore and influenced by many world cultures.

Her designs vary from traditional pattern repeats to large-scale images printed on luxuriously rich fabrics such as velvet, silks and linen. Individual pieces often cross the boundaries between statement furnishing and art.

Fabrics are available by the metre, but the company also prints to size and provides bespoke services making and restoring furniture and furnishings. All Corita Rose products are sourced, printed and handmade in the UK using natural products where possible.

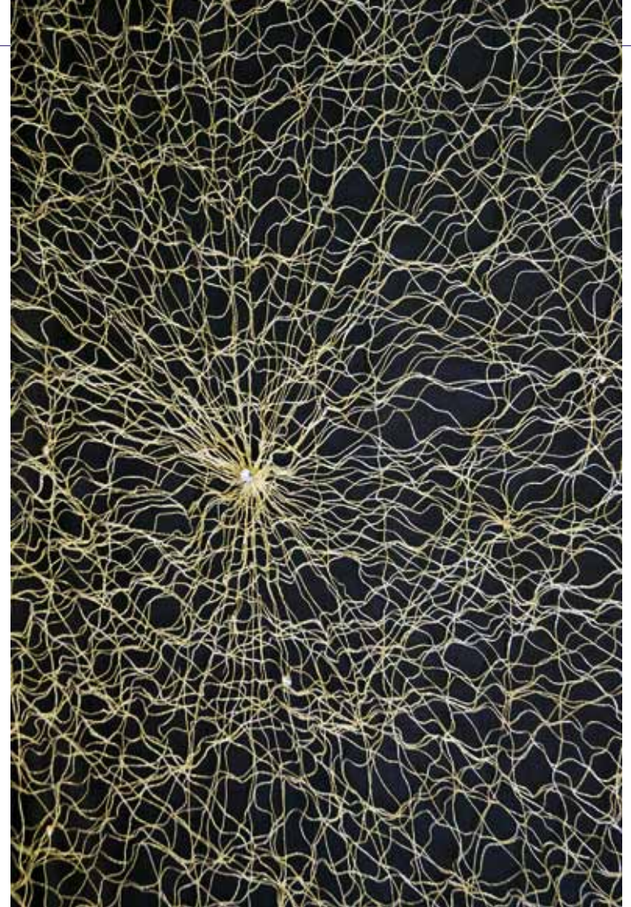
T: +44 (0) 1747 858599
E: caro@coritarose.com
E: josh@coritarose.com
W: www.coritarose.com

Denise Diane Mahmud

The 'Nephila' from the Greek words *nen* (to spin) and *philos* (love), translating to "*love of spinning*" or more commonly known Golden Orb-web spider inspired designer Denise Diane Mahmud to create her shimmering handmade web fabrics.

She uses her handmade embroidery and photographic imagery to transform her work through the latest in digital printing technology, creating intricate wall coverings and luxury fabrics for beautiful home and lifestyle products.

T: +44 (0)797 431 9415
E: denise@denisediane.com
W: www.denisediane.com



Eleanor Pritchard

A love of pattern, colour and texture runs through all of Eleanor Pritchard's work. Her designs celebrate traditional British fabrics, reinterpreting them for a contemporary context.

The designer's interest in re-visiting tradition is carried through to her commissioned project work with clients such as the English National Trust, Orleans House, Ely Cathedral, Margaret Howell and Christian Lacroix.

All her work, including her woven blanket collections of 100% pure new wool, are developed and sampled on her dobby loom in her London studio and then woven up at a small traditional mill in Wales for the production runs.

T: +44 (0)794 134 4510
E: eleanor@eleanorpritchard.com
W: www.eleanorpritchard.com

Altar cloth for Ely Cathedral, UK

Cabbage Rose, Somerset House, London

Cabbage Rose, Somerset House, London

Elli Popp

Elli Popp's work features a range of neo-romantic designs blended with the balancing use of colour, shape and theme. Influenced by nature, Elli Popp offers a nostalgic relief through elegant yet contemporary motifs within an increasingly urbanising modern world, creating designs and products specific to clients' individual requirements.

T: +44 (0)795 713 5041
E: info@ellipopp.com
W: www.ellipopp.com

Eva Sonaike

London-based fashion/textile designer Eva Sonaike brings her love for Africa and bright, beautiful colours to life with her artistic collections of fabrics, cushions and soft furnishings.

Of Yoruba origin but born and raised in Germany Eva Soneike takes the best elements of both cultures to create a fusion between bold African patterns and imagery and decorative European styles all printed on highest quality fabrics.

T +44 (0) 7957 404802
E: info@evasonaike.com
W: www.evasonaike.com

Headsprung

'Drip' magnetic clipboard

Founded by design engineer Hemal Patel, HeadSprung is a London-based practice specialising in the design and manufacture of contemporary home accessories, furniture and lighting.

Believing that good design should be a universal right and therefore affordable to most, Hemal Patel set up the company as a vehicle to create products that combine originality, stylish aesthetics and high functionality at accessible prices without neglecting the quality aspects of materials and manufacturing.

Trained as an engineer to look at the most minor detail to ensure the smooth functioning of a machine, Hemal Patel deliberately stays with the small object as a statement of 'intelligent' design.

He prefers to create objects that can find a place in many homes and be integrated into many different environments, rather than going for the big 'creative' statement of "space-marking" design.

T: +44 (0)796 688 9965
E: hemal@headsprung.co.uk
W: www.headsprung.co.uk

Labrador Company

A design company for dog lovers, Eaton has a range of labrador, spaniel and dachshund bespoke fabrics suitable for curtains, blinds & upholstery.

There is a collection of bags made to the highest standard with bridle leather. For the fun loving a clock with a wagging tail makes everyone smile!

T: +44 (0)177 2555 2707
E: Vicky@thelabradorcompany.co.uk
W: www.thelabradorcompany.co.uk

"Our vision was to create a collection of planters, simple in form yet bold in scale and colour, with an ultimately seamless quality of finish."

Luxury Planter Collection

Born from a passion for all things contemporary, The Luxury Planter Collection was conceived by award-winning landscape architect Kyle Gallagher and retail manager Ally Gallagher in 2005. The Luxury Planter Collection - four styles, three sizes, sixteen colours.

T: +44 (0)28 9335 0847
E: kyle@luxuryplanters.com
W: www.luxuryplanters.com

Melin Tregwynt

The more than hundred year old working woollen mill Melin Tregwynt employs over 25 local people.

Eifion and Amanda Griffiths, the third generation of this family business, have transformed traditional Welsh textiles with colour and innovative design.

Their products can be found in boutique and designer hotels and high-end design stores worldwide.

Melin Tregwynt offer client's own label and customized designs in short runs.

In 2008 the mill wove the largest picnic blanket in the world – 1,760 square metres – for an advertisement for British food multiple Waitrose.

T: +44 (0)13 4889 1225
E: design@melintregwynt.co.uk
W: www.melintregwynt.co.uk

Merlin Glass

Cornish Master Glassmaker Liam Carey has been making glass in Liskeard for over 35 years.

His colours, techniques and materials have evolved and developed over time, such as the unique process for his luxury collection of glass knobs. They represent the very best of British craftsmanship with its outstandingly high quality of design, materials and execution.

Every piece is individually handmade by Liam Carey - from gathering the raw glass in the furnace onto the iron, shaping it with traditional methods such as newspaper and finishing the process using old glassmaking tools.

The results of this 'labour of love' are beautifully crafted authentic works of art – collections of unique designs in myriad colours, sizes and finishes with the lifetime guarantee of true artisan craft for architectural and interior design solutions.

T: +44 (0)15 7934 2399
E: info@merlinglass.co.uk
W: www.merlinglass.co.uk

'Prism Light'

Miranda Watkins

Interdisciplinary British designer Miranda Watkins creates innovative designs and art pieces for contemporary interiors.

From its base in central London, the studio handles a diverse range of creative projects worldwide - from large-scale commissioned artworks to mass-produced designs for global brands.

Across a collection comprising mobile sculptures, lighting, furniture, and tabletop products, Miranda Watkins embraces traditional techniques as well as modern industrial processes in her designs.

Whether hand crafted or precision engineered, her work is known for its outstanding quality, using high-grade materials flawlessly hand finished in British artisan workshops.

Permanent collections include: Royal Institute of British Architects (RIBA) and the Victoria and Albert Museum, London.

T: +44 (0)20 7928 9206
E: mw@mirandawatkins.com
W: www.mirandawatkins.com

Mumo

Mumo is an interiors brand with a difference. The studio works with a variety of eclectic, ethical fabrics and transforms them into objects of desire for the home allowing the design consumer to support environmentally sound principles, while still indulging in his love of luxurious chic. Collections are inspired by exotic destinations and the unique craft skills that can be found there.

T: +44 (0)20 7060 6866
E: info@mumo-uk.com
W: www.mumo-uk.com

Nick Munro

Nick Munro's importance for the British design scene is perhaps best illustrated by the impressive list of his global client portfolio.

The creator of the official London 2012 Olympic Games silverware has worked for international brands such as Wedgwood, Bloomingdales, P&O Cruises, Victoria & Albert Museum, Royal Selangor Malaysia, Bugatti Italy, Auratic China and CHF Industries USA.

His most recent commission was to design a Diamond Jubilee teapot for HM the Queen.

Nick Munro designs in a variety of product sectors including furniture, silver- and glassware, porcelain, men's accessories and textiles.

The products are made by the best craftsmen all over the world: silverware and furniture in the UK, stainless steel and ceramics in China, wood and glassware in Eastern Europe and watches in Japan.

T: +44 (0)12 4440 1736
E: nickmunro@nickmunro.com
W: www.nickmunro.com

Rachel O'Neill

Northern Irish artist/designer Rachel O'Neill works at the interface between art and design using a variety of tactile materials to create wonderfully playful one-off installations and limited edition pieces for contract and residential interiors and special events.

Corporate clients include Peugeot France & Peugeot Germany, Bergdorf Goodman, Velcro Ltd and the Crafts Council of Ireland.

T: +44 (0)28 4062 4538
E: mail@racheloneill.com
W: www.racheloneill.com

Ted Baker

Ted Baker London is a global lifestyle brand with over two hundred locations across five continents. As 'no ordinary designer label' Ted offers menswear, womenswear, accessories (and the lovely extras in between).

Renowned for a distinct use of pattern and colour and a quintessential British sensibility, the brand's unconventional approach to fashion, irreverent sense of humor and, above all, unswerving attention to detail, appeals to style-conscious men and women who trust Ted to deliver that certain something... a little out of the ordinary.

For further information, please contact:
Fiona Zeman
PR & Marketing Guardian
E: fiona.zeman@tedbaker.com

W: www.tedbaker.com

Turnstyle

Founded in 1992, Turnstyle Design is a leading producer of innovative, design led architectural hardware. The company still produces in the UK believing in the wealth of British skill and craftsmanship.

The attention to detail - followed through in every aspect from quality control in production to servicing customers' needs - is made possible by the company's highly skilled and knowledgeable staff.

In addition to its own ranges of sophisticated, superbly produced architectural hardware, the company also collaborates with architects, interior designers and specifiers on bespoke corporate and residential contract.

T: +44 (0) 1271 325 325
E: sales@turnstyledesigns.com
W: www.turnstyledesigns.com

British European Design Group

A unique organisation with a unique mission: promoting British creative industries for export.

This one hundred percent self-financed not-for-profit organisation has been promoting UK creative industries worldwide since its foundation in 1991.

It has achieved an unparalleled track record of success in promoting creative excellence worldwide and in exporting British creativity to global markets.

Since 1991, the British European Design Group has taken more than 4000 British and British based design professionals, agencies, companies, associations, organisations and institutions working in the creative industries to showcase their products and skills in key and emerging export markets worldwide.

The BEDG has organised more than 100 international trade events, 100 curated exhibitions, 50 international seminars, conferences and outward and inward missions within Europe, Russia, North and South America, the Middle East, Africa, Australia, Hong Kong, Taiwan, Japan and China.

25 Stanmore Gardens
Richmond, Surrey TW9 2HN, UK
T: +44(0)20 8940 7857
F: +44(0)20 8948 2673
E: info@bedg.org
W: www.bedg.org

UKTI

UK Trade & Investment

UK Trade & Investment (UKTI) is the Government Department that helps UK-based companies succeed in the global economy.

We also help overseas companies bring their high quality investment to the UK's economy – acknowledged as Europe's best place from which to succeed in global business.

UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

For more information on UKTI
visit www.ukti.gov.uk
or visit the online newsroom at
www.ukti.gov.uk/media

www.ukti.gov.uk

British Consulate-General, New York

British Consulate-General New York

From our nine key locations across the country, the UKTI USA team and its sector specialists are dedicated to providing UK businesses with help and support to help them achieve their export goals.

For more information please contact our dedicated
USA Trade Services Team
E: ResearchUSA@fco.gov.uk

Brittany Banta
Vice Consul, Consumer Goods
E: brittany.banta@fco.gov.uk

Kristie D'Agnes
Business Development Associate, Homewares, Giftware, Interiors
E: kristie.dagnes@fco.gov.uk

UK Trade & Investment
British Consulate-General
845 Third Avenue
New York, NY 10022

UKTI USA offices:
Atlanta, GA
Boston, MA
Chicago, IL
Houston, TX
Los Angeles, CA
Miami, FL
New York, NY
San Francisco, CA
Washington, DC

CREATIVITY IS GREAT
BRITAIN

UK Trade & Investment

bedg.org
ukti.gov.uk

UK creativity inspires the world, producing a stream of brilliant individuals and creative teams who are hugely influential in global media, entertainment and the arts.

Building on a rich heritage, the UK's creative leaders, including musicians, film-makers, TV and theatre producers, authors, architects, games developers, fashion designers and publishers, enjoy international acclaim.

Renowned for their innovation and originality, UK creative pioneers and entrepreneurs pride themselves on working in cross-disciplinary collaborative teams, providing business with the creative imagination that drives commercial success.

Source: UKTI 2012