

IDI ANNUAL REPORT

2014

INSTITUTE
DESIGNERS
IRELAND

LEADING
DESIGN



**OUR ROLE IS TO ACT
AS A VOICE FOR YOU
AND ALL DESIGNERS
WORKING IN IRELAND**

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DESIGNERS
IRELAND**

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DESIGN**

2014 PRESIDENT'S REPORT

ANDREW BRADLEY

Never before has our profession been in the spotlight like it is today. The Year of Irish Design (ID2015) is in full swing and has already delivered an impressive list of events, both locally and internationally. It's time to celebrate the wonderful and exciting work of Irish designers.

It's a very exciting time to be a designer in Ireland today, as we see a merger of traditional design disciplines with new skills in the digital media and the craft space, allowing young entrepreneurs to realise their dreams more quickly. As we move from the knowledge economy to the creative economy, Irish designers are in demand like never before.

The IDI estimate there are 7000 plus designers working in Ireland. About 30% of us are employed as in-house designers as opposed to working in their own design practices – that's a big growth on 10 years ago, and a telling statistic in its own right.

RESOURCING UP OR COLLABORATION?

We know that many IDI members have seen a pick up in business in 2014. Thank goodness...! And with many trying to hire talent to service their growing business we know that good designers are thin on the ground. It is not easy to recruit, as many graduates are either being headhunted by the large international companies or going abroad to find creative challenges.

To manage the increasing demand for designers in Ireland, I believe more of us will start collaborating to take on more strategic and bigger projects. An alternative to growing internally is for us to combine our resources to tackle bigger projects together. Interestingly, the lack of scale in the Irish design sector is often the reason why some Irish companies choose to work with UK design agencies. Our sector is too fragmented, with too many small design studios. While many of us are nervous of employing more, for obvious reasons, we will need to scale up to take on the challenges that may come our way. To this end, the IDI is a great network for you to identify other like minded designers you would like to work with. We need to stop seeing each other as competitors but rather potential collaborators.

ID2015 – A YEAR TO CELEBRATE

During 2014, the IDI worked very closely with the Design and Crafts Council of Ireland (DCCOI) to plan and prepare for ID2015. We were delighted when IDI member, Alex Milton was appointed as Programme Director.

What has impressed me most about ID2015, has been the high level of interest from the broader state network in the idea of ID2015 and how many organisations have put their hand up to organise an event. This demonstrates that design is now firmly in the mainstream and that we need to mobilise the profession to capitalise on ID2015 to insure a legacy will live long after this year is over.



ID2015 LEGACY

With a design sector that is very fragmented, I would like to see the DCCOI adopt a more proactive approach in bringing the creative community together and promoting the work of DCCOI members. Building on the good work for ID2015, I would like to see the design and craft sector continue to promote the contribution the sector makes to industry and society, as well as addressing the training needs of the sector to prepare designers for more commercial endeavours.

Furthermore, I believe creativity can be key to Ireland's achieving sustainable economic stability in the future. To realise this potential, the design and craft sector needs a single and strong voice representing all the different design sectors. The DCCOI is ideally positioned to represent the sector and drive Ireland's creative agenda.

A NEW PRESIDENT

I am delighted that our next president will be Marc O'Riain, an Interior Architect, and previous Grand Prix winner in 2013. Marc is dynamic and passionate about designers reaching their potential and I look forward to working with him to make the IDI more relevant in the regions.

THANK YOU

It is been a privilege to be your President during such an exciting time for our profession. Thank you to all the council members who supported my agenda over the past few years. A special thank you to Denis O'Kelly for his administration and hard work throughout the year. As Ireland emerges from one of the toughest economic periods in our history, I am confident that designers will play a key role.

IDI PRESIDENT, ANDREW BRADLEY

IDI COUNCIL 2014-15

OFFICERS AND COUNCIL

Andrew Bradley, President

Marc O' Riain, President Elect

John Walsh (Immediate Past-President and Acting Treasurer)

Aileen Dempsey (Hon. Secretary)

James Hubbard, CEUD

John McDonald (Griffith College Dublin)

Julie Richards (PwC)

Paul Finnegan (Mola Architecture),

Alex Milton (ID2015)

Peter Whittaker (Martello Media)

Clarke Fyfe (PwC)

Liz Quin (Fashion Designer)

Natalie Cassidy

Fiona Finegan

EXECUTIVE OFFICER

Denis O'Kelly

DESIGN AWARDS COMMITTEE

Denise O'Connor, Chairman, (Optimise Design)

James Hubbard

Peter Whittaker

Natalie Cassidy

Denis O'Kelly

Andrew Bradley

COMMUNICATIONS COMMITTEE

Simon Richards (Richards Dee)

Daragh O'Toole (Persuasion Republic)

Tom Skinner (PTools)

Aileen Dempsey, Honorary Secretary

Eamonn Hurley (Vermillion)

EVENTS & TRAINING COMMITTEE

Julie Richards (PwC)

Paul Finnegan (Mola Architecture)

Krista Cook

EDUCATION

John Walsh (DIT and Immediate Past President)

Alex Milton (ID2015)

John McDonald (Griffith College, Dublin)

Eamon Spelman (LIT)

EVENTS & TRAINING REVIEW

2014/15 was a really exciting year for training and events. We worked closely with The Design, Print and Packaging Skillnet and ID2015 to develop an ambitious program of heavily subsidised events, specifically tailored to the design community. Our aim is to support the design sector with affordable training solutions that not only improve overall business performance, but enhance the skills and expertise of Irish design professionals.

All of the training provided is in response to direct feedback we have received from our members, companies in the design sector and friends of the IDI. We want to make a difference to the Irish design sector by supporting the development of individual careers and skills. If there is anything you would like us to develop/provide/focus on in the year ahead, please drop us a line at info@idi-design.ie, we'd love to hear from you.

Some of the events/training run last year...

ADOBE CC WORKSHOP

(In conjunction with CompuB, Oct '14)

Practical workshop covering the Adobe CC suite tools and new features.

Speaker: Keith Bailey, an Adobe qualified trainer.

GROW YOUR DESIGN BUSINESS

(One day workshop, May '14)

The session covered growing design businesses, building client relationships and increasing client loyalty, getting the best from people and developing personal profiles and reputation in the marketplace.

Speakers: Derek Howard & Niamh O'Connor, owners of 'The Customer'.

SKETCHING FOR DESIGNERS

(Two day workshop, Oct '14)

A simple and systematic approach to producing professional looking design sketches every time. A practical and intensive session, run over two days that included a workshop element.

Speaker: Luan Lawler, practicing multi-disciplinary designer.

“Good course / speakers were engaging and session was relevant and lively / can we run again and go further into networks, pitching and pricing?”

“Really enjoyed course / speaker was great, really engaging / more emphasis on using sketching as a tool to help problem solve and display complex ideas in meetings”



EVENTS & TRAINING REVIEW

THE ART OF ART DIRECTION

(One day workshop, May '14)

A practical insight into the head of a highly successful Art Director. Day one focused on the theory behind great art direction, the second day was all about putting that theory into practice.

Speakers: Alexandra Taylor, acknowledged as one of the UK's most respected and acclaimed art directors.

INFOGRAPHIC STORYTELLING

(One day workshop, March '15)

An overview of the data visualisation process, and its potential as a storytelling medium. It looked at assembling/ interpreting datasets and understanding the basics of various popular visualisation techniques.

Speakers: Valentina D'Efilippo, Author of 'The Infographic History of the World'.

YOU ARE AS OLD AS YOU THINK

(June '14)

On 26th June, The IDI and the Centre for Excellence in Universal Design at the National Disability Authority- presented a masterclass from Dr Catherine Bridge. (Associate Professor at UNSW)

Title: "You are as old as you think! Key Universal Design Issues for Tomorrow." New tools and skills to help you design for all people.

“Alexandra was great / super course / would definitely recommend”

“Fun, interesting, hugely informative, great notes and resources. Would highly recommend and really enjoyed it / Interactive and engaging, lots of information delivered in a clear, comprehensive format! / We need more [courses] like this... ”

COCKTAILS + DESIGN

Cocktails + Design brings together designers and creative thinkers one evening a month for innovative talks and discussion in a casual and relaxed environment. Creating a sense of a global community inspired by the Year of Irish Design 2015, Cocktails + Design encourages designers to inspire each other over a casual drink, be it pint, a cocktail or even a cuppa!

Taking place in the Liquor Rooms on Wellington Quay on the last Wednesday of every month. Cocktails + Design, have welcomed Designgoat and Dolmen to speak at Cocktails + Graphics and Alex Fegan of Atom Films to speak at Design + Films, both successful events with packed audiences.



Paddy Thornton, Paul Finnegan and Benji Vice at IDI DESIGN SOCIAL in The Liquor Rooms.

The monthly event, with no agenda and no set rules, welcomes similar minded people, involved in all aspects of design, from product to architecture and all the wonderful mediums in between, highlighting topics in the design scene, be it in Ireland or abroad.

Come along and join the fun at the next Cocktails + Design night – Cocktails + Graphics on the 29th of April with what is set to be an amazing talk from the hugely talented Steve Simpson and Mel O'Rourke of Creative Inc, who recently worked with Cartoon Saloon on their Academy Award nominated animation 'Song of the Sea'.

For more information on Cocktails + Design or if you are interested in getting involved in the series of events contact Paul Finnegan at paul@designpal.ie or Chandrika Narayanan-Mohan at chandrika@theliquorrooms.com

PRODUCT DESIGN IS ABOUT THE INTERACTION BETWEEN ITS USERS, MATERIALS AND FUNCTIONALITY. THERE IS NO SUBSTITUTE FOR GOOD DESIGN



Event details can be found: [Cocktails + Design - www.facebook.com/theliquorroomsdublin](https://www.facebook.com/theliquorroomsdublin)



Designgoat presented their work and projects at IDI DESIGN SOCIAL in The Liquor Rooms.

IDI DESIGN AWARDS 2014

For the first time ever, the IDI Design Awards were sold out! Over 300 finalists and friends attended the awards ceremony in the Marker Hotel in 20th November 2014. A sign of the times yes, but also reflecting the growth in our membership and the great range of design work taking place in Ireland today.

The IDI Awards Exhibition was hosted by DIT at their shiny new Grangegorman campus from 13th to 27th Nov in The North House Gallery, A special thanks goes to Barry Sheehan, John Walsh and Peter MacCann of DIT.

The judges reviewed 252 entries, from which 105 were selected for exhibition and thus became finalists. From the 28 categories we had 25 winners. The jury was made up of;

Rory Dodd, Designersblock London

Lorenzo Tonti, Graphic Designer

Shane O’Riordan, Boys and Girls

Jane McDonnell, The Gloss Publications

Alex Milton, ID 2015

James Hubbard, Centre for Excellence in Universal Design

1st Place, Grand Prix Winner for **Mocall** by Dolmen



Christopher Murphy and Lyndsey Bryce of Dolmen were **Grand Prix winning designers 2014** for the SMS calving alert sensor (Mocall)

MEDIA COVERAGE

Wide press coverage for the IDI Design Awards was achieved by the Elevate PR team, lead by Emma Kelly. In total, 16 clippings were secured in the national press over a five week campaign. Four journalists attended the awards which helped secure our press coverage. The value of the media exposure was €40,000, in PR value terms (this is to say if we had to purchase the media space). This reflects a 15:1 return on our investment.





Neville Knott discussing projects during the IDI Design Awards Exhibition at DIT -13th-27th Nov in The North House Gallery, Grangegorman



2ND Place, Grand Prix Winner for Gazel Design Ltd by Gazel Design Ltd



3RD Place, Grand Prix Winner for Alice's Wonderland Foundation by Plus Architecture

SPONSORS AND THANKS

We offer a big thank you to all our sponsors and supporters who helped make the IDI Design Awards 2014 possible. These include DIT, Spectrum Printing, Display Contracts, the Centre for Excellence in Universal Design, the Design & Crafts Council of Ireland, Compu B, Ptools, Moa for the beer on the night and HI Macs James Latham for again providing the wonderful IDI 'Eye' trophies.

Our MC Paddy Cullivan (himself a former designer) entertained us with his inimitable blend of comedy and was model of efficiency on the night. A special thanks to Peter Whittaker for the AV and his work on The Awards Exhibition, to Denis O'Kelly who along with the team from Bradley Brand helped organise the competition, the exhibition and main event, They all ensured Awards 14 ran smoothly, and Bradley Brand also helped produce the 80 page IDI Awards 2014 catalogue.

AWARDS SPONSORS



IDI MEMBERS WINNING INTERNATIONALLY

DOLMEN IS DOUBLY SUCCESSFUL IN THE **RED DOT AWARD 2015**: IRISH DESIGNED AND DEVELOPED VOYAGERECK AND MOOCALL AWARDED FOR HIGH DESIGN QUALITY

Among the international design competition winners in the past year were **Frontend.com**, **Dolmen**, **Design Partners** and also Marc O'Riain's **Architecture Factory**, winning multi-awards. For the second time in two years Dolmen has won a Red Dot Award: Product Design 2015. This year for the VoyagerECK and the MooCall- both IDI winners in 2014 (MooCall is a IDI Grand Prix winner).

Both the **VoyagerECK** from Klas Telecom and the **MooCall** from MooCall Sensors (both successful Irish companies) succeeded in convincing the jury members, winning the sought-after RedDot seal of quality. In 2014 Dolmen won a Red Dot for Careclip and they have also won an A' award for Cyclok.

Red Dot Award: High Design Quality 2015 MooCall by Dolmen



“With your entries, you showed uncompromising competency and considerable courage and have measured yourself successfully against the best in the industry”

President of the Red Dot Awards,
Professor Dr Peter Zec



Red Dot Award: Product Design 2015 for VoyagerECK by Dolmen



reddot design award

IDI MEMBERS WINNING INTERNATIONALLY

THE ARCHITECTURE FACTORY IN CIT, CORK, AN IDI GRAND PRIX WINNER IN 2013 FOR INTERIOR ARCHITECT MARC O'RIAIN, RECEIVED MANY INTERNATIONAL ACCOLADES IN 2014, INCLUDING:

INTERNATIONAL SBID AWARDS, PUBLIC SPACE FINALIST. NOVEMBER, 2014

WORLD FESTIVAL OF ARCHITECTURE, RUNNER UP EDUCATION INTERIORS. (SINGAPORE) 2014

A'DESIGN AWARD PLATINUM WINNER (ITALY) 2014

CORE 77 DESIGN AWARDS 2ND PLACE (NEW YORK) 2014

A+ FINALIST (NEW YORK) 2014



FREQUENT IDI AWARDS WINNER, DESIGN PARTNERS, ALSO HAD A GREAT START TO 2014, WHEN IN JANUARY THEY WON SEVEN IF AWARDS AND LATER CELEBRATED FIVE RED DOT PRODUCT DESIGN AWARDS.



Ultrathin Touch Mouse

3D Connexion's SpaceMouse Wireless received its second international design award following success earlier that year with the iF awards.

Design Partners won eight Good Design Awards in December for their work with Cricut, ResMed, Logitech, Logitech G and 3D Connexion - awarded for gaming, living room, tablet, audio, consumer healthcare and design products.

The winning products include the ResMed S+, Cricut Explore, SpaceMouse Wireless, Illuminated Bluetooth Keyboard K830, G402 Hyperion Fury, G502 Proteus Core, Ultrathin Keyboard Cover for iPad Air and the X-300 Bluetooth Speaker. Many of these winners were also awarded at the IDI Awards in 2014

IDI MEMBERS WINNING INTERNATIONALLY

FRONTEND.COM WINS GLOBAL IX DESIGN AWARD AT INTERACTION15 IN SAN FRANCISCO.

In February, design agency **Frontend.com** won the Grand Prix at the Global **IxDA Interaction Design Awards** in San Francisco. The best in Optimizing category was awarded to MyMilkman.ie by Frontend.com and later the project was chosen as the Overall Global IxDA Winner. These annual IX Awards showcases the best examples of interaction design from around the world each year.

This year over 300 projects from 29 different countries battled it out for the prestigious awards. Frontend.com were shortlisted for their work on MyMilkman.ie, a suite of apps designed specifically around the needs of milkmen and their customers. Other entries included work from brands such as Skype, Yahoo, Lego, Nike and Volkswagen, as well as projects from Stanford University and the Copenhagen Institute of Design.



Commissioned by **Glanbia**, MyMilkman.ie and launched in 2014, MyMilkman has moved an entire business into the digital age. There are currently 60,000 deliveries made each week using MyMilkman.ie. In the first year alone, orders of EUR 5 million have been put through the system. Milkmen have testified to huge efficiencies achieved through the system, enabling them to service existing customers more efficiently and providing them with new scope for business growth. This was also an IDI Awards winner in 2013.



IDI MEMBERS WINNING INTERNATIONALLY

2015 Interaction Awards were held in San Francisco, celebrating excellence in IX Design.



“ MYMILKMAN REPRESENTS THE VERY BEST WORK IN OUR FIELD TODAY. THE ABILITY OF THE DESIGN TEAM TO FRAME A DESIGN PROCESS AND EXECUTE IT SO WELL IN EVERY PHASE FROM PROBLEM IDENTIFICATION, TO USER RESEARCH TO THE EXPLORATION OF A VERY COMPLEX SYSTEM IS EXEMPLARY, BUT YET TO HIDE AWAY THE DETAIL BEHIND THE SCENES PRESENTING A SIMPLE INTERFACE TO THE CUSTOMER AND THE MILKMAN. WE THINK THIS IS REALLY POWERFUL. THIS IS WHAT THE INTERACTION DESIGN COMMUNITY SHOULD ASPIRE TO IN OUR WORK – NOT NECESSARILY TO SIMPLIFY, BUT TO CLARIFY AND TO UNDERSTAND HOW A LARGER ECOSYSTEM BUILDS AROUND THE WORK WE DO” – DR. RICHARD BUCHANAN – JURY CHAIRMAN

GRADUATE DESIGN AWARDS

On the 6th of November 2014, the Limerick School of Art & Design hosted the Institute Designers Ireland Graduate Design Awards, an event which each year brings together the very best of graduate design.

From over 220 entries, 32 graduates were shortlisted in the disciplines of Animation & Motion, Craft & Furniture, Digital, Fashion, Interior & Architecture, Product, Textile and Visual Communication, from all colleges, institutes and universities on the island of Ireland.

The selection of work submitted showcased a group of engaged graduates who have responded to cultural, social and, in some cases, political themes, both local and global. These young designers used their skills and thinking to produce exciting, innovative work.

As they launch their design careers in a time of unprecedented change, what they have is a valuable combination of skills and knowledge that should, without doubt, be both acknowledged and celebrated.

The awards night itself was a great success, with many of those shortlisted in attendance, along with family and friends. The accompanying exhibition, featuring all those shortlisted, was held also at LSAD and ran until the 14th of November.

The Limerick School of Art & Design was very proud to host the 2014 awards, as these young designers embark on their future careers.

A big thanks to **Eamon Spelman** and his team in LIT for organizing everything so efficiently.



Graduate Exhibition Display

MANY THANKS...

The Graduate Design Awards team would like to take this opportunity to thank the judging panel: Brenda Aherne, Alan Dunne, Tom Foley, Daria Lisowska, Cathal Loughnane, Rosie Martin, Niamh McNeela, Claire-Anne O'Brien and Danielle Romeril, for their well-considered decision-making and incisive comments.



CATEGORY WINNERS:

Visual Communication - Derek Doyle, Dublin Institute of Technology

Textile Design - Cara McCaughey, University of Ulster

Product Design - Craig Higgins, University of Limerick

Digital Design - Ruby Henderson, Institute of Art Design & Technology

Animation & Motion Design - Keith Hurley, Limerick School of Art & Design

Interior Design & Architecture - Ciara Daly, Cork Institute of Technology

Craft & Furniture - Peter Kitterick, GMIT Letterfrack

Fashion Design - Fintan Mulholland, University of Ulster

GRAND PRIX WINNER:

Keith Hurley from Limerick School of Art & Design

EVENTS & COURSES – PLANNED FOR 2015

UX AND YOUR DESIGN BUSINESS

TWO DAY WORKSHOP, 5 & 6 JUNE '15

Normally priced at €895 we are delighted to be able to bring you this 2 day course for only €250 (€350 for non-members) – only 25 places available. It will be a practical, hands-on workshop that will look at the nuts and bolts of practicing user experience design. Speaker: Colman Walsh, owner of 'UXTraining.ie' and all round UX guru.

GROW YOUR DESIGN BUSINESS

ONE DAY WORKSHOP, THURS, 1 OCT '15

Following on from last year, this session will cover growing design businesses, with an emphasis on networks, pitching, pricing, increasing client loyalty, getting the best from people and developing personal profiles and reputation in the marketplace. Speakers: Derek Howard & Niamh O'Connor, the customer.

INFOGRAPHIC STORYTELLING

Due to a high demand for places we will be asking Valentina D'Efilippo to run this session for us again later in the year.

IDI LECTURE

SAT, 25 APR' 15

by Paul Adams discussing "The Challenges and Opportunities Facing Irish Designers today".

Marker Hotel Dublin 2.

IDI ANNUAL AWARDS CEREMONY

Thursday 26th November 2015

PAST PRESIDENTS

1973 Raymond McGrath	1989 Denis Handy	2005 Arthur Duff
1974 Arthur Gibney	1990 John Sugrue	2006 Cameron Ross
1975 Alpho O'Reilly	1991 David Morgan	2007 Tracy Fahey
1976 Kevin Fox	1992 Niall Brennan	2008 Barry Sheehan
1977 Raymond Kyne	1993 Frances McDonogh	2009 Damian Cranney
1978 Frank Ryan	1994 Brian Donnelly	2010 Derek McGarry
1979 Robin Walker	1995 John Tobin	2011 Carol Coffey
1980 Alan Pleass	1996 Michael Grogan	2012 John Walsh
1981 Gerry Brouder	1997 Catriona Shaffrey	2013 Andrew Bradley
1982 Alec Pamplin	1998 Steve Conlon	2014 Andrew Bradley
1983 Peter Metcalf	1999 Hugh Wallace	
1984 George Hutton	2000 Sheila Robinson	
1985 Donal Gilligan	2001 Sean McNulty	
1986 Liam Birkett	2002 Libby Carton	
1987 Iseult McCarthy	2003 Selma Harrington	
1988 Martin Crotty	2004 Martin Gaffney	

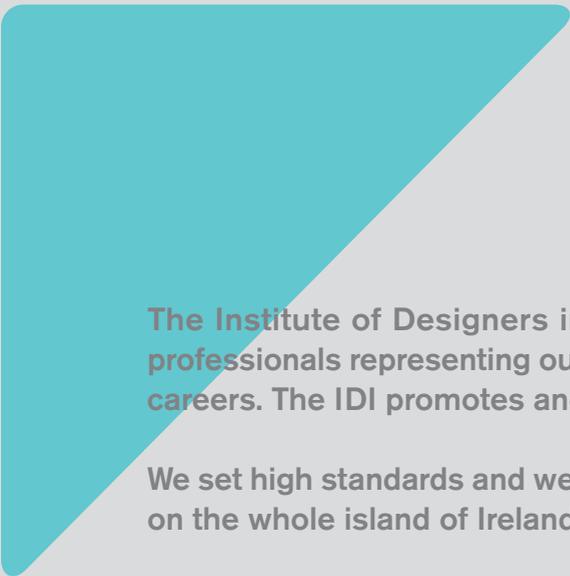


ANDREW BRADLEY, PRESIDENT, IDI

Andrew is an entrepreneur in the Irish design sector having successfully built his own design management and brand strategy consultancy starting out in the early 1990's. He was student member of the IDI in the 1980's, and was instrumental in the establishment of the Irish Design Awards in 1999.

He regularly lectures and hosts clinics on brand understanding on behalf of state agencies and private organisations. A graduate of Industrial Design at the NCAD (1984), he also holds a Master's Degree in Environmental Design from the University of Calgary, Canada (1989).

Today, Andrew is Managing Director of Bradley Brand & Design which focuses on building Irish brands in the SME and retail sector.



The Institute of Designers in Ireland is a community of design professionals representing our members right through their design careers. The IDI promotes and recognises design excellence.

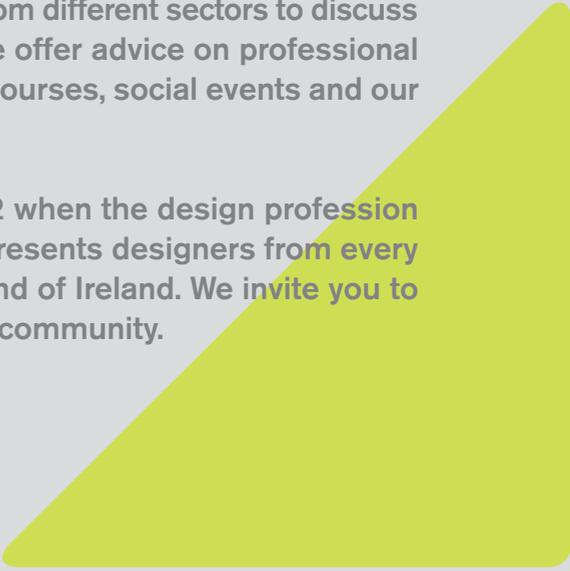
We set high standards and we seek to advance the cause of design on the whole island of Ireland.

We believe that Ireland's commercial and industrial life benefits greatly from the inputs of qualified and committed professional designers. We believe that a designer's vision and creativity enhances the community as a whole.

We seek to bring designers together from different sectors to discuss issues that are important to them. We offer advice on professional practice, hosting lectures, upskilling courses, social events and our annual IDI Design Awards.

IDI first came into being back in 1972 when the design profession was starting in Ireland. Today, IDI represents designers from every design discipline throughout the Island of Ireland. We invite you to join and become part of our growing community.

www.idi-design.com



PRINT SPONSORS



Institute of Designers in Ireland

Fumbally Exchange, 5 Dame Lane, Dublin 2

www.idi-design.com

email: info@idi-design.ie

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