

IDI • Creative Axis

THE NEWSLETTER OF THE INSTITUTE OF DESIGNERS IN IRELAND | 8 MERRION SQUARE | DUBLIN 2 | idi@indigo.ie

APRIL 2003

IDI Directory 2003

The Institute's 2003 Directory is in preparation. Should you have recently changed contact details please update Rina Whyte at 01.716 7885 immediately.

IDI Design Awards 2003

Things are falling nicely in to place for the 2003 Design Awards. Having celebrated at Dublin's Leopardstown Pavilion in 2002, this year sees a return to Belfast for festivities. City Hall will be a worthy venue.

Closing Date 22nd August 2003

Judging Friday 29th & Saturday 30th of August, 2003. Judging, with an international panel of jurors, will take place in Dublin.

Awards City Hall, Belfast
Friday 17th October, 2003

William H. Walsh Lecture

The much-heralded inaugural William H. Walsh Lecture is now firmly scheduled for Saturday 20th September at the Parade Tower in Kilkenny Castle. The event coincides with the unveiling of a memorial plaque, permanently honouring the first Director of Kilkenny Design Workshops. Janice Kirkpatrick will deliver the main lecture. The next issue of Creative Axis will carry information on both Janice and Bill Walsh.

Membership Stamp

An IDI annual membership stamp is now available. The stamp, intended for use on correspondence, drawings, and other professional documents, is personalised and non-interchangeable. It must be updated every year. If you wish to purchase a stamp it may be ordered at a cost of €25 from Rina Whyte in the IDI office, idi@indigo.ie or 01.716 1885.

Institute Documents

Those members who attended the AGM will know that the Institute's Standing Orders are amongst a series of documents which are to undergo a review and update over the coming months. Any member who would like to contribute views on the Standing Orders should make contact with Libby Carton.



IDI members and Officers attending the Annual General Meeting at RTE, Dublin, on February 22nd.

Onwards and Upwards – Looking Forward to a New Year *Our President, Selma Harrington, outlines her plans.*

After two years of serving on the IDI Council, I am stepping-in to a well-structured organization and I draw inspiration from the solid commitment and energy of my predecessor Libby Carton, all the Officers and Council members, supported by our executive officer Rina Whyte. Together, they have all given their time and creative energy in the last few years, to ensure that the IDI gets a professional structure and constantly improves its service to the membership. My job will be to keep up the momentum and consolidation of the organization.

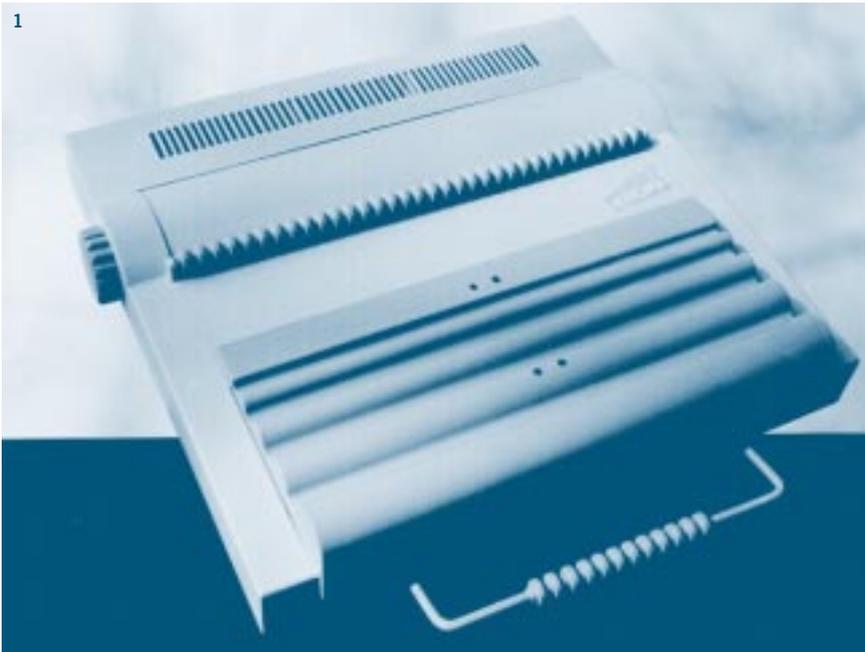
The IDI is now in its thirty first year of existence, and I look simultaneously back at past aspirations and achievements, seek to concurrently share experience and resources with similar and friendly organizations, and look forward with vision appropriate to the current social, economic and political context within which IDI is acting.

With the AGM in February and our first Council meeting this year just behind us, it strikes me that a dedicated group of people closely involved in the IDI affairs is at the same time its strongest critic. It is also fair to say that this is a healthy self-criticism, as we cannot afford to rest on any laurels. The IDI's achievements are, I hope, self-evident, even if only by glancing at the Annual Report '02. My task will be to stay focused and facilitate the implementation of this year's programme.

Membership

Having come to live in Ireland a few years ago, I believe that I share some of the experience in confronting the organization like the IDI with some newer or aspiring members. My membership in 1997 coincided with the first year after the former Society of Designers was transformed into Institute of Designers. This

Continued overleaf >



Some of Selma's earlier work: 1. Award winning product design, for UNIS Design, Sarajevo, Bosnia & Herzegovina; 2. Street furniture program, for UNIS Design, Sarajevo, Bosnia & Herzegovina
3. Offices Interior design, for CABS, Harare, Zimbabwe

was an important step towards its professionalisation. The objectives, which were set then, are equally valid and on-going.

I was at the time only familiarizing myself with the whole country and life style and did not know much about the IDI. Having worked in different environments and been active in professional bodies, there was no doubt in my mind about the relevance and need of being a member as one of the first steps of establishing a professional path here. So as an outsider, I went through a patient process of finding information, making contacts, attending the events, sometimes feeling frustration for lack of response or information. But all along, I persisted in offering my input and energy when I felt it could be useful. So, a few years on, much to my enjoyment, I find myself in the middle of a group of ambitious, enthusiastic and energetic design professionals, willing to give their time and service to the broader design community.

The IDI has progressed enormously since and I believe that the service it provides is valuable and readily available in a number of ways.

Professional practice

A special value of the IDI, which must never be understated, is in its multifaceted profile, consisting of related but distinctly formed design disciplines. This is a source of strength and inspiration. New technologies that are constantly invading our daily work practices often give an opportunity for transdisciplinary professional expression and the boundaries between disciplines become flexible. Some of our members, myself included, find themselves in their career to have started, for example, as product designers, becoming educators, or design management consultants. Interaction of our disciplines, grouped into eight of the IDI's constituent sections, provides us with the opportunity to evolve both professionally and personally.

However in recognizing this potential, I am not forgetting the constant need to keep the high level of professional standards and conduct, always respecting specific needs of practice regulation within each section. In this I rely on the good work of a number of IDI sub-committees and cross communication between section members and section representatives on the Council.

Through the IDI's subscription and representation on the international design bodies, we aspire to be part of broader movements within the EU and the world in regulating and standardizing our professions. These are often cumbersome and long processes lead by bureaucrats, which even more stresses the need for our vigilant attention and involvement. Looking at the national situation at the moment, it is imperative to be alert to the regulation of the architectural profession in Ireland and its consequences on the discipline of interior architecture. Our colleagues from the RIAI have worked hard for years to put this on the official agenda, and are still awaiting a solution. In that context, the debate about the relationship between architecture and interior architecture has not even started between our professional bodies, let alone including educational institutions. The IDI has an open mind and is prepared to enter into this debate, if supported by section members' requests.

Communication

The IDI's communication with its membership is multifold. The first point of communication is through the office of the Executive Officer (Rina Whyte), who's job is to run day-to-day activities, coordinate task-groups in charge of major events, implement the IDI annual programme, coordinate the publishing of the IDI newsletter and annual directory, and to oversee the updating and development of our website.

We are committed to publishing four newsletters this year and the IDI Directory '03 will be distributed in the first half of the year.

From the initiative already shown by section representatives, I am confident that there will be more section meetings arranged this year, which will give us better feed-back on our performance and enable us get to know the membership base better, which is a constant demand from our end.

Section meetings, newsletters, the IDI office, and our website are the communication framework offered as easily accessible and friendly to all our members.



Our programme this year, published at the back of this newsletter, is ambitious and I hope to have your broad support and presence at the events. I am sensitive to the changing economic climate in the country, to the uncertainty in the world and ever-stronger need to act in unison, with responsibility, intelligence, care and optimism.

As I look forward to the coming months in office, I encourage more members to become actively involved, with new ideas, energy and input, in expression of Irish design strength.

Selma Harrington, March 2003

IDI: Connecting with the public

A workshop on public relations and communications helps pinpoint the challenges facing the Institute.



Institute members attended an evening workshop on public relations and communications entitled 'IDI: Connecting with the public' on Wednesday April 9th. The workshop was presented by President-Elect Martin Gaffney of Designworks and hosted by Angela Woods, in the new tiered theatre at the National College of Art and Design in Dublin. The workshop was the first of a number of initiatives aimed at growing an awareness of the important role of public relations in promoting the aims and objectives of the IDI. Among the challenges facing the IDI, Martin cited heightening the visibility of the Institute and widening the appeal of the IDI to young designers as among the most important areas of concern.

Martin concluded the proceedings by co-ordinating 'break-out' groups with attendees where participants discussed practical IDI issues and PR concepts and shared experiences with each other. Carol Coffey, David Smith and Rina Whyte were nominated to speak on behalf of their discussion groups and presented the results to the gathering. Among the many insights shared were a number of innovative initiatives that included;

- building awareness in design employers of the need to look for IDI membership as part of job interviews.
- promoting the highly successful but little known network of IDI mentors to the wider membership and design community.

Together with President Selma Harrington and the Officers, Martin has undertaken to establish and implement a programme of planned and managed public relations activity throughout the organisation during the coming months.



IDI members attended a recent public relations and communications workshop hosted by NCAD in Dublin and conducted by Martin Gaffney.

Travelling exhibition welcomed in Athlone

The IDI, in collaboration with Enterprise Ireland and the GDBA, recently conducted a highly successful event in Athlone IT. Centred around the travelling awards exhibition, design and marketing students participated in a creativity session with the results of their work presented at the close of the industry seminar.

A full report on the event, and its sister event in Sligo, will follow in the next issue of Creative Axis.



Attendees appreciated the travelling awards exhibition and industry seminar at Athlone IT

'Graphic Europe' recognises bright young design stars of the future.

The inaugural pan-European design conference 'Graphic Europe' was held in Barcelona in March.

The inaugural pan-European design conference 'Graphic Europe' held in Barcelona between 27-29 March featured a distinguished line up of international keynote speakers including Stefan Sagmeister, Wim Crowel, Peter Saville, Graphic Thought Facility and Javier Mariscal. These established heavyweights were joined at the conference by a select group of emerging international designers who were invited to exhibit work at the event.

Selected amongst this group of young designers was Dublin designer David Smith. Current visual communications section representative of the IDI and lecturer at Dunlaoghaire Institute of Art Design and Technology, he was selected in recognition of work from his studio Atelier David Smith.

Eleven of the most exciting emerging international graphic designers were chosen by an international panel of design luminaries including Graphic Europe keynote speakers and members of the GE advisory panel, editors of magazines such as Patrick Burgoyne (Creative Review) and Nick Bell (Eye). Each had been invited to nominate a young designer or design group whose work represents an important and original contribution to graphic design. The only stipulation was that they must not have been in professional practice for more than 10 years. These bright young stars of the future included Experimental Jetset (Netherlands), Field Study (USA), Kerr! Noble (UK).

David was nominated by Hans Bockting, Partner at UNA (Amsterdam) designers.



David Smith's poster, produced for the Graphic Europe exhibition.

Bockting had this to say about the nomination 'Unusual for many young designers the majority of David's work remains typographic and while occasionally formal it is never at the expense of content – it appears to be neither exclusively traditional or modernist. Somewhere between these two schools of practice exists a tension that interests him. I think it can result in his work appearing to be both contemporary and timeless. The almost exclusively print-based outcomes reflect an appreciation of words and his love of books. Occasionally flirting with fashion and experimenting with media he always returns to the letter, the word and the page.' DS

Danish Design Visit

Rina Whyte attended an Enterprise Ireland meeting with Danish representatives to discuss design promotion.

An informal discussion on design promotion took place in Enterprise Ireland with Soren Hellener and Lasse Dahlberg, representatives of the National Agency for Enterprise and Housing in Denmark, Peter Koppel, Danish design consultant, Jim Cuddy, Manager Innovation Services Enterprise Ireland, George Kiely, Design Unit Enterprise Ireland, Andrew O'Sullivan, Design Unit Enterprise Ireland, Ciaran O'Gaora, Designworks and Rina Whyte, Institute of Designers in Ireland.

Peter Koppel is the ex-Head of the Danish Design Centre. He has been working with the Danish Department of Industry and Economics to examine best practice in design in Europe, and will be examining the situations in Norway, Sweden, Finland, Denmark, England, Spain and France. He brought with him two colleagues from the National Agency of Enterprise and Housing to Dublin. Their mission was to find out our experience and opinion on design promotion, and to get any statistics and information available in this area.

Rina Whyte

Skillnets

Design Ireland makes the most of an extensive funding opportunity.

Work is underway for the application to Skillnets for funding for a comprehensive training programme. A detailed questionnaire was sent out to members of Design Ireland and other design organisations (on request). The responses so far show a high demand for business skills training. Design Ireland are focusing on getting estimates for good value training courses relevant to the design sector. The application was due for submission at the end of March. News of submission status is expected in May.

Competing Through Design

Limerick hosts conference

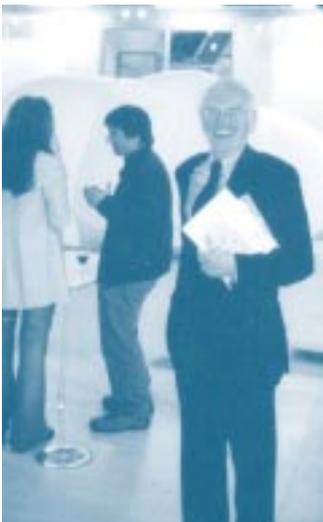
Early in the year national and international experts from the design sector came together to examine and discuss the economic benefits of design at the 'Competing Through Design' conference in Limerick, organised by Design Shannon in association with Design Ireland and the Institute of Designers in Ireland.



Pictured at the 'Competing Through Design' conference (from left) Kenneth Finn, Creative Fusion, Shannon; Olivia Loughnane, research, development & communications director, Shannon Development and Christian Bjorn, Christian Bjorn Design, Copenhagen.

Swedish Design

In January Dublin hosted a seminar and exhibition on Swedish design.



Design can be enjoyed by both young and, well, a little older. Frank Ryan was one of many who attended the Swedish Design event at the Atrium.



Anna-Maria Svensson of the Swedish Institute captured the action and the exhibits in the Atrium.

The Swedish Trade Council and the Embassy of Sweden, in co-operation with Design Ireland and the Institute of Designers in Ireland, held a Seminar on 17th January 2003 at the Office of Public Works, 51 St Stephen's Green, Dublin 2.

The accompanying exhibition on Excellent Swedish Design was open to the public in Dublin at the Atrium from Wednesday, January 8th until Friday January 17th, 2003.

Speakers and Programme

Design as a Force of Development in Companies and Society

Mr Claes Frössén, Information manager, Swedish Industrial Design Foundation, SVID

The Swedish Industrial Design Foundation (SVID) was founded in 1989 by the Royal Swedish Academy of Engineering Sciences, NUTEK, and the Swedish Society of Crafts and Design. SVID is commissioned by the Ministry of Industry and Trade to help develop and deepen an understanding of industrial design in Swedish industry. The aim is to increase corporate awareness of the importance of design as a competitive tool and to encourage companies to integrate it more into their business activities.

Ergonomics and Design

Krister Thorsell, Managing Director, ErgonomiDesign

ErgonomiDesign is an industrial design consultancy based in Stockholm and established in 1969. Today the company has twenty seven designers, engineers and ergonomists and is working with clients world wide. Ergonomi-design has worked with companies such as

IKEA, Baby Björn, Bahco, Tupperware, Siemens Elema etc and have won several awards for their product design including the Excellent Swedish Design Award, the American Good Design Award, the German Red Dot Award etc.

Design at IKEA

Lars Engman, Design Manager, IKEA of Sweden

The IKEA business idea is to offer a wide range of home furnishings with good design and function at prices so low that as many people as possible will be able to afford them. IKEA currently employs 12 in house designers, but also works with a number of freelance designers.

The seminar was rounded off with an interesting open forum.

The Exhibition

The Excellent Swedish Design Awards are the largest annual design awards in Sweden. Each year the award-winning products of the design awards are collected in an exhibition that tours around Sweden. The award exhibition presented the best of the latest Swedish designs in eight different categories: furniture, lighting, industrial design, textile design, industrial art design, graphic design, visual identity, and website design

For the first time a travelling version of the Excellent Swedish Design Awards exhibition has been created to suit a European public.

For more information see www.svenskform.se/english

Rina Whyte

Activity Report from the European Front

BEDA activities get into gear



BEDA has commenced issuing a monthly e-bulletin with brief updates on its activities. Several items will be of interest to IDI members and it's good to know that our affiliation fees are helping to make things happen in the European arena.

Change

The process of reviewing our bylaws and statutes to identify where changes have to be made has started. This is all in order

- to open BEDA up
- to facilitate full membership for organisations outside the EU
- to encourage membership by design and schools
- to develop a more equitable fee structure

The issue will be discussed at the executive meeting in May, following which proposals will be circulated to board members.

Design events

The next 'breakfast meeting' in the BEDA Communications Series is expected to take place in June in Brussels. We expect to have three or four presentations on regional development including one from the Øresund Region about cross border integration, provisionally entitled 'The Human Capital'.

A second likely presentation relates to the Rhône-Alpes region of France and the impact of design across an industrial region; its role in developing the image of the city of Lyon and in supporting the development of tourism.

In the last while, members of the board have attended the DMI conference in Cologne, GraficEurope in Barcelona and the Congresso Internacional 'Design User' in Lisbon – a first for the Centro Portugues Design.

In Cologne, we are pleased to report that Steinar Amland was asked to sit on the DMI Advisory Board. DMI has also appointed Raymond Turner (one of the speakers at the DFFN conference last December) as chair of DMI Europe. During the conference, talks were held with DMI officials about possible co-operation and design management representation in Design Europe, as well as the need to strengthen contacts between design organisations, designers, design managers, design schools and research.

BEDA Executive

Design for the World seeks new Director General

Design for the World (DW) is a non-governmental organisation created by the international professional design associations ICSID, Icograda and IFI, and the Barcelona Design Center to bring the skills and commitment of professional designers to people in need.

DW collaborates with a wide range of partners in projects that aim to improve the living conditions of people, especially vulnerable and marginalized groups, all over the world.

DW's office is based in Barcelona, Spain.

DW is currently looking for a new Director General to manage the organisation.

Candidates should have:

- An interest in social and humanitarian issues.
- An interest in design as a way to create a new environment for humankind.
- The ability to help define, and to execute, a strategic action plan for the organisation.
- Experience in managing projects, especially projects involving creative professionals. Including budget management and fundraising.
- A capacity to network and relate.

– Excellent written and oral communication skills.

Mastery of English (written and oral) is required; a good working knowledge of Spanish is preferred or will have to be acquired very quickly. Knowledge of other languages is a plus.

Interested candidates should apply with a motivation letter and curriculum vitae, by e-mail to dbogaert@designfortheworld.org, or by mail or fax to:

Design for the World
Att. Dirk Bogaert
Palau de Pedralbes, Av Diagonal 686 (annex)
08034 Barcelona, Spain

Fax +34/93.206.36.82
www.designfortheworld.org
www.designfortheworld.org/want/dg.htm

Applications should reach DW before April 30th, 2003

Members, we do apologise if you don't receive this notice before the application deadline. We thought it would be worthwhile to remind you of Design for the World despite the tight timeframe.

DLIADT Conference

Call for Papers

Dun Laoghaire Institute of Art, Design and Technology have issued a 'Call for Papers' for a one-day, interdisciplinary conference 'On the Edge? Design and Material Culture in and of Ireland', which will take place at the college on 24th October 2003. Queries should be directed to Linda.King@iadt.ie.

www.iadt.ie/events/call_papers.pdf

Rockport Publishers seek submissions for forthcoming publications

The graphic design acquisitions editor at Rockport Publishers is desperately seeking talented designers to submit their work to be included in their books.

Rockport Publishers creates beautiful illustrated source books for professional graphic designers. Its books present the best design work from around the world and bring readers inside the world's most talented design studios to see how the work gets done, and the inspiration that lies behind each finished piece.

Rockport Publishers are constantly looking for the newest and most noteworthy trends in the design industry as well as keeping abreast of the best work being done in the traditional areas of commercial design. Because Rockport sells 50% of its books outside of North America, they are always looking for strong design work that has been done outside of North America. There is no charge to submit work to Rockport's books and designers often find that having their work in these books has brought them new and varied clients.

A PDF of Rockport Publisher's two latest calls for entries is available online. It's a great way for designers to get free worldwide exposure, and we will certainly benefit from having a more global feel in the books.

Both books now have new deadlines for art submissions and they are:

The Best of Business Card 6:
Deadline May 1, 2003

1,000 Designer Greetings:
Deadline June 2, 2003

If anyone would like to be on Rockport's mailing list to receive future calls for entries, please email your snail mailing address. Rockport does not sell this list and will not inundate anyone with junk mail or spam... that's a promise!

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www.rockpub.com

An Evening with Sir Christopher Frayling

For all of you unlucky enough to miss it, Ann Scroope gives a personal view of the Design Week Lecture, with some observations on the IDI.

Have you heard of Thomas Midgely?

He is the guy who added lead to petrol, developed CFC gases and then hanged himself (by accident). Thomas was a designer. He got a few things wrong along the way but that is only known through the benefit of hindsight – except of course for the hanging bit. Everyone knew he got that one wrong pretty quickly.

The last event of Design Week 2002 was held at the National Museum of Ireland, Kildare Street. Sir Christopher Frayling, Chairman of the British Design Council and Rector of the Royal College of Art presented what he believes are 10 (only 10!) things people get wrong about design. Interspersed with lots of little anecdotal witticisms the presentation was really focused on what you might say is the “arritude” people have about design and particularly designers have about themselves.

In short the ten heresies are:

- 1 The phrase ‘creative industries’ applies to just a small number of business such as product design, fashion, visual media – WRONG. It applies to manufacturing, engineering, technology, etc. Let me add accountancy, planning authorities, politics. So let’s be more inclusive.
- 2 Designer is with ‘D’ – design managers, business planners, strategists are all little ‘d’. WRONG. By definition, to design is to plan, to intend, to map – therefore common parlance needs to be broadened.
- 3 Design (with the big ‘D’) can be brought in at the last minute to save a business on its

last legs. WRONG. Design must be at the heart of the business and integrated throughout all processes, structures, costs, materials and markets.

4 Design should be about youth, makeovers, short term style. (Who said this?) Of course WRONG, unless you work for Celia or ‘Hello’ magazine. Design takes account of a whole range of age groups, sustainability and substance. It is about inclusiveness.

5 Brandscape is about logos, corporate imagery and visuals. WRONG WRONG WRONG. Brand is about performance, credibility and reality – these can be expressed through design.

6 Market research (methodologies, analysis and conclusions) as traditionally and conventionally defined can tell you anything significant about customer needs. WRONG (and rubbish).

While it may offer investors a comfort factor, it does not reflect real life behaviour and is the enemy of innovation. Designers need to understand the emotional and physical (and intellectual) needs of their customers. Designers need to get the user involved on all the stages. Designers need to adopt ‘empathic design’ (Check out Harvard Business Review)

7 Designers are there to simply give clients what they want. (Just as an aside – if designers don’t give clients what they want, the clients often do not pay and sometimes are known to sue!) But Sir Chris says WRONG.

The idea is to find out why the client thinks he/she want something and see if that

something is in fact the right solution to the present problem and the future before proceeding.

8 Marketing a new technology is enough. WRONG again. Design has a crucial role to play in shaping technology to meet human and social needs. Too much is under-designed and over-technologised.

9 There are two types of design – one that is socially inclusive and the other makes money. WRONG. (I personally feel this enthusiastic way of stating the obvious is getting wearing, however....)

The real point of inclusive design is that it APPEALS to and CAN BE USED by everyone.

10 The main function of organisations such as the Design Council is to be some kind of exclusive trade association for designers with the big “D” and that it is there to tell us what is good taste and what isn’t. WRONG.

If you want to know about the British Design Council get on to their website.

And another thing

The main function of the IDI is to be some kind of servant to designers in Ireland.

WRONG. Refer to the rest of Creative Axis.

I don’t know about you but I get pretty fed up with all this negative stuff – please, in 2003 can we have the 11 things people get right about design?

Ann Scroope

Jury Night with Guinness and Goodness

Designers discussed important and topical issues at our Jury Night at the Guinness Storehouse. Now let’s open up the debate and hear your views.

Traditionally the Design Awards jury do their judging for a couple of days and then leave.

We have been missing a great opportunity to meet them, ask them about their work and particularly what they think the future holds for design, internationally, creatively and commercially. In September two jurors were invited to address the members at an evening function at the Guinness Storehouse. The notice was sent out to all members – about 45 showed up. While the turn out was a little disappointing, the event was not.

Ralph Wiegmann, Managing Director of iF Design, Hanover (www.ifdesign.de), spoke about the role of iF in Germany and the services they provide – the international

awards and annual exhibition. (Design Partners in Bray are featured). In September of this year they are hosting the ICSID Congress 2003. Check out their website for further information.

Francesco Carrera, President of BEDA and MD of Carrera Design, a product design company (www.carrera-design.com) spoke about his own studio work and developments in Barcelona.

Ralph questioned the issue of sustainability – does it contradict the ‘wow’ factor and does it limit creativity? Both men saw the future of design, creatively and economically, in the serious address of the issues of ‘Design for All’ or universal design. This opened up a very lively discussion between everyone. The

discussion did not offer any conclusions simply because we ran out of time.

We wish to open this subject for debate.

‘Does sustainable design limit creativity?’

Your contributions are most welcome and shall be published in the next issue of Creative Axis. The deadline is 23rd May. Please email Rina at idi@indigo.ie.

The Guinness Storehouse graciously provided a tour of the Storehouse exhibitions, the venue for the meeting and laid on a wonderful reception of unlimited food and drink.

The Council plan to organise the event again this year. We encourage you to attend.

Ann Scroope



Martin Gaffney's series of photographs earned him second place in BJP's recent competition.

The Designer As Photographer

Martin Gaffney's other talent is recognised by the British Journal of Photography.

We knew that we were on to a good thing when Martin Gaffney accepted the nominations of several members and was subsequently elected unopposed as President-Elect. Members cited several convincing arguments to bolster their nomination but not one of them alluded to Martin's talents in the photography department.

In the recent BJP/Hasselblad Xpan Challenge run by the acclaimed British Journal of Photography Martin was awarded second place for his series of shots of traditional musicians.

Two of the judges liked Martin's work best of all but, as luck would have it, each of them preferred a different image and in the end the decision fell in favour of Martin Pigott's view of Prague.

Martin's images reconcile his talent as a photographer with his love of traditional music. Let's hope the IDI gets plenty of value from both these interests during our President-Elect's three years in office.

Libby Carton

Officers

President

Selma Harrington

President-Elect

Martin Gaffney

Immediate Past-President

Libby Carton

Honorary Treasurer

Frank Ryan

Honorary Secretary

Angela Woods

Executive Officer

Rina Whyte

Section representatives

Exhibition & Interior Design/Architecture

Ann Scroope

Barry Sheehan

Arthur Duff

Product & Industrial Design

Shane McGrath

Fashion & Textiles

Aoife Harrington

Aileen Roche

Design Education

Brenda Dermody

Brendan Beirne

New Media

Cameron Ross

Shakira Nelis

Design Management

Steve Conlon

Theatre, Television & Stage Design

Carol Coffey

Darragh Treacy

Visual Communications

Nicholas Cloake

David Smith

Contact details for section representatives are published on the back cover of each issue of IDI Creative Axis.

Co-opted representatives

Design Ireland

Seán McNulty

International affairs & IDI history

Gerry Brouder

Student members

Jonathan Legge

Regional representatives

Northern Ireland

Stephen Moore

IDI Council 2003

The Institute's new Council came into office at our AGM in February.

The preliminary work for our annual elections was conducted during December and January, with the ballot taking place in advance of the AGM in February. In previous years this changing of the guard has resulted in a fair degree of upheaval around the Council table. However, Council's decision in December 2002 to increase the term of office for section

representatives from one to two years means that 2003 benefits greatly from continuity as half our section representatives remain on board for a further 12 months. With the exception of Product & Industrial Design, for which no new qualified nominee agreed to accept the nomination, all sections found able representatives for the 2003 term.

Who's Who on this year's Council?

President

Selma Harrington BArch MArch MRIAI MIDI

Selma has a broad international professional experience in architectural, interior, furniture and product design, and related training, lecturing and education. In her native Bosnia and Herzegovina she worked on a number of architectural and interior design projects and contributed to the development of product design in the furniture and office equipment industry. She specialised in Finland and Italy and worked as a consultant in Zimbabwe, Malaysia and Bulgaria.

Based in Ireland for a number of years now, Selma is Senior Architect within CCH Architects, engaged in a variety of residential, institutional and commercial projects. She has an active interest in developing and promoting the design profession to the public and industry through working in professional bodies. Selma is interested in people, context and culture, and solutions where design can be of benefit to the community and environment.

President Elect

Martin Gaffney

ADVC MBA (Design Management) MIDI

Martin's background is visual communications in which he holds a degree. He is a founding partner and Managing Director of Designworks and he has more than 20 years of experience in communications design, corporate & brand identity and design management. A former lecturer at the College of Marketing & Design, he earned an MBA in Design Management from The University of Westminster and is a past president of the GDBA. He is a regular speaker at conferences and a member of the Design Management Institute.

Throughout his career, he has actively sought opportunities to work on projects that encourage collaboration with other design disciplines including architecture, interior and product designers. His company has been the recipient of numerous awards for its work on a range of national and international clients.

Immediate Past-President

Libby Carton BDes MA MIDI

Libby was educated at Letterkenny IT and NCAD, Dublin. She graduated from NCAD with

a bachelors degree in visual communications in 1988 and an MA in 2001. She started her professional career with Pentagram in New York, moving to Berlin in 1991 to work with MetaDesign and WAF Werbegesellschaft, where her work received numerous awards including a gold medal from the Art Directors Club of Europe. Libby established the design practice Carton LeVert with partner Rick LeVert in Berlin in 1997, moving to Ireland in 1998. She lives and practices in Co. Donegal.

Libby has been an active member of the Institute since joining on her return to Ireland. In addition to her involvement in the IDI she lectures at Dun Laoghaire Institute of Art, Design & Technology and is a frequent jury member of various design awards.

Honorary Treasurer

Frank Ryan FCSD MIDI

A founder member of both the Society of Designers in Ireland and ICAD, Frank was the fifth President of the Society (now Institute) in 1976. He is a partner in Heritage Planning and Design Services and has worked in private practice since the 1950s as Frank Ryan Design Associates. His company specialises in exhibitions, exhibition stands (throughout Ireland and in the UK, Europe and Scandinavia), museum and heritage centres, and commercial interiors. Frank is a project leader in NCAD, working in the area of 3D.

Honorary Secretary

Professor Angela Woods MDes RCA MIDI

Angela was appointed Head of Faculty of Design at the National College of Art & Design (NCAD) in 1996. Prior to this she was Head of the School of Fashion & Textiles at Ravensbourne College of Design in London.

Since graduating in 1974 from the RCA with an MA in Fashion Design, Angela has combined design, consultancy and teaching work. She has also travelled world wide, visiting universities and colleges to lecture and attend conferences etc. Most recently, she was appointed Specialist External Adviser to the UK's Higher Education Funding Council's Research Assessment Exercise. She is committed to enhancing Ireland's Design Education provision to provide strategic academic development and research activities by building and expanding on our existing reputations and strengths.

Continued overleaf >



Carol Coffey and others attending the Institute's AGM at RTE in February.

> Council 2002, contd.

Exhibition & Interior Design/Architecture

Ann Scroope MIDI

Ann Scroope graduated in design from NCAD. Her postgraduate studies include Design for Conservation. She worked in private consultancies in Australia and Britain before founding her own museum and exhibition design company in Dublin in 1996. Ann is a member of the International Council and Irish Museums Association. Her work includes the design of the Museum of Country Life, winner of the Gulbenkian Museum of the Year Award 2001. Ann would like to see the IDI working more closely with state and semi-state bodies on formulating well defined tendering and selection procedures for all design services.

Arthur Duff MIDI

Arthur is a qualified architect and principal in the Duff/Tisdall design practice for the last 12 years, engaged in architecture, interiors, furniture, product and lighting – the whole shebang.

'Now that Ireland has fallen off the gravy train what I would like to promote is the mutual support of independent design practices for each other within and across the disciplines.

Having sloshed around in plenty for years the challenge now is to make the most of what resources that are going through networking and co-operation. The IDI is only as good as what we, the members, put into it.'

Barry Sheehan MIDI

Barry Sheehan is the Managing Director of Sharc Design and Sheehan Architects. He studied Architecture at the College of Technology, Bolton Street, Dublin. He graduated in 1986 and was awarded a Diploma in Architecture from Bolton Street and a Degree in Architectural Science from Trinity College Dublin. He has been a member of the RIAI since 1988 and in 1990 became a registered architect in the United Kingdom (ARCUK).

In 1993 Barry was a founding partner in O'Caomh Sheehan Architects before founding Sheehan Architects in 1998. In January 2000 he founded Sharc Design. In July 2001 he became a Director of Design Ireland representing the RIAI. Barry's work with Sharc Design, Sheehan Architects and O Caoimh Sheehan Awards has been recognised by the IDI, RIAI and Irish Joinery.

Education

Brendan Beirne MIDI

Brendan is a staff member of Visual Communication at the Dublin Institute of Technology (DIT). He is involved in the development of design skills in conjunction with the Department of Education and the NAC committee and is a member of the External Examiners panel of the NCEA.

Brenda Dermody MIDI

Brenda is Course Chair of the BA in Visual Communications at Dublin Institute of Technology. She graduated from NCAD with a BA in History of Art and Design and Design Visual Communication (1992) and was awarded a Postgraduate Certificate in Third Level Learning and Teaching by DIT (2002). She is currently pursuing an MA in Third Level Learning and Teaching.

Brenda has been a whole time Visual Communication lecturer since 1998 and prior to that was a part-time lecturer from 1996–1998. She assumed the role of Course Chair of the BA Design Visual Communication in September 2002. She is the Ireland representative on the Education Team (STET) of the International Society of Typographic Designers.

Brenda is an independent graphic designer with a broad base of clients.

New Media

Cameron Ross MIDI

Cameron graduated from the Waterford Institute of Technology in 1994 with a Diploma in Visual Communications. On his return from a year travelling in Australia and Asia he studied for a Bachelor of Design/Production Design degree at Dun Laoghaire Institute of Art Design and Technology, graduating with honours in 1996. Cameron has worked in varying fields of design including production, graphic and web.

Since assuming the role of Managing Director at Newmedia, he has directed the company towards award-winning, design-focused solutions that have broadened the client base and generated international market interest.

Shakira Nelis MIDI

Shakira graduated with first class honours from the University of Ulster with a degree in Graphic Design before moving to Dublin to complete a Masters in Interactive Media at the Dublin Institute of Technology. During her MA she co-produced 'Sviatlana', a documentary CD-ROM that has won a number of national and international awards, including the 2001 IDI Grand Prix Award.

Shakira is now employed by DIT to teach on the Interactive Media MA course. She is a Partner in the multimedia and design company *zero/one* and also works part-time as an interface designer for the Digital Media Centre.

Theatre, Television & Stage Design

Carol Coffey MIDI

Carol qualified with an Honours Diploma in Design & Visual Communications from NCAD

in 1980. She began her career as a designer working in TV. Much of her work in the early years involved illustration but the introduction of computer technology for broadcasting enhanced the possibilities for designers working in the medium.

During her tenure at RTE, where she is now a Senior Graphic Designer, Carol has worked on the full range of programme areas and has been the recipient of a number of awards from ICAD, MONITOR, and PROMAX BDA. In 2000 she completed a 4-year graduateship in Marketing. She is a member of the Marketing Institute of Ireland.

Darragh Treacy MIDI

Darragh is a Production Designer with RTE, which he joined in 1991. During his time in RTE he has worked as a Production Designer on a wide variety of television programmes. Darragh completed a Post Graduate Diploma in Design for Digital Media at DIT in 1999 and an MA in Design for Digital Media in 2001. He was a part time lecturer in Production Design with DLIADT from 1995 to 2001.

In 2001, Darragh won the IDI Design Award for Set Design.

Fashion & Textiles

Aileen Roche MIDI

Aileen Roche is Head of Design for Styletex Ltd, one of Ireland's largest ladies' fashion manufacturers, supplying major retail chains and multiples including Oasis, Wallis, George at ASDA and Dunnes Stores. She previously worked as Head of Design at Traffic Group, a leading branded fashion producer. Aileen was responsible for the relaunch of their Watercolours label and the repositioning of the group's brands as well as developing the 'Destination' lifestyle brand in a joint venture with Jacques Vert Plc. She is a graduate of Trinity College, Dublin, and is currently completing an MBA in Design Management.

Aoife Harrington MIDI

Having worked within the textile industry for fourteen years, Aoife Harrington set up Aoife Harrington Design Bureau in 1999, designing specifically with the fashion, textile and interior market. AHDB specialises in original brand clothing, interior visual presentation and trend colour forecast.

Design Management

Steve Conlon MIDI

Steve Conlon is a graduate in 3D design from the Hull Regional College of Art and Crafts, now the University of Lincolnshire and Humberside. Steve also holds a Master of Business Studies degree in International Marketing from the Michael Smurfit School of Business, University College Dublin.

Steve recently resigned from Enterprise Ireland after 34 years service and formed his own strategic management consultancy, Design and Marketing Management Limited.

Steve is also a member of the board of directors of the Design Management Institute of Boston.

Product & Industrial Design

Shane McGrath BDes(Hons) MIDI

Shane McGrath graduated with a National Degree in Industrial Design at the Institute of Technology, Carlow. At present he is working as a design business development consultant for various firms whilst setting up his own business, Kilcullen Design, a furniture and consumer product manufacturing business, based in Kildare. Shane previously held design management and business development positions with the Dominar Group in Dublin, Zboril Furniture in Houston and Status Design Consultants in New York.

Shane's professional interests include the marketing of Irish design, securing the competitiveness of Irish design services, design confidence, sustaining positive image, fail-safe briefing, the methodological design process, the concept selection process, and design sales.

Visual Communications

Nicholas Cloake MIDI

Nicholas Cloake is a graduate of the College of Marketing & Design (1982) and has been involved in education and design since then. Nicholas is currently the creative director and founding partner of Baseline, a Dublin based visual communications consultancy. Prior to that he has worked in the UK and Ireland as a senior graphic designer as well as for a number of years in education at 2nd and 3rd levels. Nicholas is the recent past chairperson of the Graphic Design Business Association (GDBA) where he was involved in developing future strategy and direction for the Association. As Chair of the GDBA Nicholas was involved in the creation of the Design Coalition, now Design Ireland.

David Smith MIDI

Atelier, the studio practice of David Smith, was established in February 2000 with the intention of facilitating both commercial work and design research. David Smith studied at Atelier National de Recherche Typographique, a post graduate facility at the École Nationale Supérieure des Arts Décoratifs, Paris. Upon graduating he worked freelance as a graphic designer in Paris, with Integral-Ruedi Baur et Associés and then joined UNA (Amsterdam) designers.

He currently holds the post of lecturer in Typography and Graphic Design at DLIADT. He has lectured publicly on the role of Graphic Design at the DHG Trinity College, and has contributed to EYE, the International review of Graphic Design. To date his work has received commendations from numerous national and international awarding bodies. A member of the International Society of Typographic Designers, David's work has been widely published internationally.

Northern Ireland Representative

Stephen Moore MIDI

Stephen Moore is currently Deputy Director of the Design Unit at Invest Northern Ireland and an Associate Lecturer in Product Design at the University of Ulster at Belfast. An industrial



In a minor break with tradition a small presentation was made to Seán McNulty at the AGM in recognition of his outstanding contribution over the past three years. For those of you who wondered what was in the box, Seán, a seaman at heart, received a tide clock.

product designer, Stephen is Co-Chair of the IDI Design Awards. He is a member of the cross departmental 'Creativity Action Group' and involved in steering groups for crafts, creative industries, and he was involved in Belfast's bid for Capital of Culture in 2008.

Student Representative

Jonathan Legge SIDI

Jonathan is a final-year student at DIT in Mountjoy Square. He is currently specialising in furniture design.

Design Ireland Representative

Seán McNulty BSc MIDI

Seán is the Managing Director of Dolmen Associates and has over 20 years experience in the Design Industry. He has a major interest in education and has been an external examiner for diploma and degree courses in Industrial Design in NCAD, IT Carlow and IT Sligo. He has recently developed several seminars on Profit from Design Innovation focused on Irish industry as part of an Enterprise Ireland initiative. Seán was the 29th President of the Institute in 2001.

International Affairs / IDI History

Gerry Brouder MIDI

Gerry has practised as an Interior Architect since 1970, founding Gerry Brouder Associates in 1978. He was a founder member of the Society of Designers in Ireland in 1972, now the Institute of Designers in Ireland. Gerry is a member of the Chartered Society of Designers (CSD). He has served on SDI/IDI Council for over twenty-five years during which time he was Honorary Secretary for five years and President in 1981. Currently Board member of the European Council of Interior Architects (ECIA) and the Bureau of European Design Associations (BEDA), Gerry is responsible for international affairs for the IDI.

Calendar

2003

APRIL

- 4-6 **Equality, Design and the Future** Conference organised by European Institute of Design and Disability www.design-for-all.org
- 8/9 **Managing Innovation and Creativity** Seminar organised by DMI, London www.dmi.org/seminars
- 22 **Of Colour in Craft** opens Letterkenny Arts Centre April 22nd – May 18th 2003
- 29 **IDI/ Bang & Olufsen event** T 01.716 7885

MAY

- 9 **Ten Times Tables – new collections of tableware** opens Craft Gallery Kilkenny May 9th – June 10th

JUNE

- Graduate Exhibitions and Graduate Design Awards Regional Juries** Countrywide
- 4 **NCAD Graduate Fashion Show** at RDS. Further information and tickets phone 01.6364251
- 13 **NCAD Degree Show** Private Viewing 6-8pm 100 Thomas Street, Dublin 8 Exhibition open to the public until Sunday, 22nd June

JULY

- 18 **Graduate Exhibition** opens Craft Gallery Kilkenny July 18th – August 4th 2003

AUGUST

- 8 **Ceramics – Three Plus Three** opens Craft Gallery Kilkenny August 8th – September 28th 2003
- TBC **IDI Design Awards** Closing date for entries, Dublin and Belfast
- TBC: 28 **Jury Talks** T 01.716 7885 for information on speakers and venue
- 29+30 **IDI Design Awards** Jury sitting, Dublin

SEPTEMBER

- TBC **Touring Design Exhibition** Galway Institute of Technology Seminars for 2nd and 3rd level students
- 8 **Of Colour in Craft** opens Limerick City Gallery of Art September 11th – October 11th 2003
- 20 **William H Walsh Memorial Lecture** The Parade Tower, Kilkenny Castle

OCTOBER

- 17 **IDI Design Awards Gala Ceremony** City Hall, Belfast
- 2-19 **Design for All Exhibition**, The Atrium, OPW, St Stephen's Green, Dublin 2
- 23 **Collaboration, mixed media exhibition** opens Craft Gallery Kilkenny October 23rd – December 7th 2003
- 28 **On the Edge? Design and Material Culture in and of Ireland** One-day, interdisciplinary conference Dunlaoghaire Institute of Art, Design & Technology (DLIADT) Linda.King@iadt.ie.

NOVEMBER

- TBC **Joint Enterprise Ireland + IDI Event** Dublin
- TBC **IDI Elections** Nominations for IDI Council 2004

DECEMBER

- TBC **IDI Designer as Artist - Charity Art Auction** Masterpieces by members – perfect Christmas gifts

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IDI Creative Axis welcomes contributions from members and non-members. Articles for publication should be sent to: Rina Whyte, Executive Officer, Institute of Designers in Ireland, 8 Merrion Square, Dublin 2. Email idi@indigo.ie.

Whilst every effort is made to check the accuracy of information contained in the Newsletter, the IDI cannot accept responsibility for errors and omissions. The views expressed by contributors are not necessarily those of the IDI.

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