



# 2003

Institute of Designers in Ireland Annual Report 2003

Institute of Designers in Ireland  
Institiúid Dearthóirí Éireann



# President's Letter

## A year of continual growth

Selma Harrington, President IDI

The past year has been dynamic, fast and inspirational both for me in the role of President, and for the IDI. Since I addressed the membership at our AGM last February most stated goals for the IDI have been achieved or are in progress. I may confidently say that last year can be marked as "a year of continual growth for the IDI" and this year promises to further that trend. It is our joint achievement, with imaginative, energetic and committed Officers and Council members, Task Groups & Committees and I am sincerely grateful to all of you. We have proved to have developed a good understanding of our roles and IDI's ambitions, and a very fruitful cooperation amongst us- no small achievement among such an individualistic and varied design community. When I took over the role from my predecessor Libby Carton, I was slightly apprehensive about time management and the complexity of the role of representing Irish designers nationally and sometimes internationally. However, all the concerns dispersed due to firm support from my office and by large due to tremendous support and team interaction from my fellow IDI Officer's.

### **Structure and efficiency of Institute's service to members**

From the outset, one of the priorities in our last year's program was to strengthen the IDI's office, with the function of the Executive Officer clearly defined. Permanency of IDI's office and a fully employed Executive Officer continues to provide a solid platform for current and future work. Regular structured Officers meetings and work of the Council ensured the achievement of the stated goals. The solid and thorough grip on IDI's finance provided by the Honorary Treasurer, gave the necessary space and frame for all activity. This work was accompanied by a growing base of active members, who undertook specific tasks in a number of IDI's Sub-committees. These committees orchestrated core events, which are now well conceived and run, like the Design Awards and Graduate Design Awards. The work of other committees, like International Affiliations, Professional Practice, Membership,

Sponsorship, showed more focus, lateral thinking and contributed to the overall program completion.

This approach meant that at any given time twenty to thirty people had an active involvement and output in the Institute's program. The IDI continues to depend largely on the output from these working groups, seeing them as an excellent vehicle for longer term involvement of Officers and past-Officers, which will ensure continuity and expertise. A number of new briefs and tasks are drafted to initiate broadening the membership participation in task groups. This is our permanent goal and is starting to reap results.

### **Design Awards and Graduate Design Awards**

One of the intentions of the last year's programme was to balance the spread of IDI's events and activities throughout the year, offering a variety of interest to our multifaceted membership. We continue to assess the achievements and profile of our yearly activities and that is clearly reflected in the coming years' programs. My successor Martin Gaffney, has started planning well in time and made a major contribution to this year's calendar of events and activities.

Having had a very positive experience of the previous period, we have high ambitions for the future.

Award ceremonies, both for practicing designers on the island of Ireland and for graduate designers, serve to stimulate and promote the individuals' work, but also to assert a place for design within industry and society. We wish to assume a more prominent role and that requires responsibility and leadership. Therefore the planning for our future award ceremonies is reviewed in the context of what can we learn from them, and what can the public and industry learn from them.

### **Communication and International Affiliations**

Communication with our members is multifold and facilitated by the permanent office and variety of printed and electronic material. We

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# President's Letter

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have published three issues of IDI newsletter 'Creative Axis' last year, raising the quality of information and interest.

The continual development of IDI's web site seeks to establish direct web links with international bodies to which IDI is affiliated, IFI, ICOGRADA, ICSID, BEDA, ECIA and equally with national design related organisations, like RIAI, Crafts Council. It will also in time develop Members only section, offering more specific service related to various practice issues.

Some very important bilateral contacts and presentations were made both in Ireland and internationally last year. The profile of our Institute was presented in Oslo in November with exchange visits by Norwegian Design Council representatives planned for this year. We are expecting to exchange experiences in working with government departments and government funded design organisations.

Our active representation in the European Council of Interior Architects (ECIA) gains importance, as dialogue is established within EU, among professional bodies, seeking active role in regulating liberal professions, which is having a major impact on practicing in the field of architecture and interior architecture.

Work of BEDA (Bureau of European Design Associations), equivalent body for multidisciplinary design organisations is of equal interest to our Institute and we seek to strengthen our current representation, recognising the role of lobbying organisations at EU level. Both BEDA and ECIA are currently re-examining their roles and relationship, which reflect differences in grouping professionals on a national level within the EU. The IDI is monitoring this development and will review its current linkages, with the aspiration to have more active role and thus benefit from international affiliations.

Nationally, we are committed to networking with other organisations, which promote design disciplines, such as Design Ireland, where we are actively involved in dialogue and shaping the future of this network.

Finally, as part of IDI's bilateral cooperation, we have organised a field trip to the Bosnian Institute of Designers (ULUPUBiH), where we shall make a presentation of our Institute and work and meet local colleagues. We plan to make such field trips a regular activity in future.

## **Continuity, identity and visibility**

IDI as a professional representative of design in Ireland was represented in variety of ways in debating current design issues and its voice in Ireland in the past year. By establishing and organising the first very successful Annual William H. Walsh lecture in Kilkenny, we have celebrated thirty-one years of continuity of professionally organised design in this country, with vibrancy and fresh aspirations. This event will become traditional, and by inviting distinguished design professionals from all fields, we intend to address the role of design in a rapidly changing world, with ever-sharper contrast between developing and developed countries.

Such occasions will continue to serve as reminders of strength of design as our common expression and tool for empowerment and positive change.

IDI's active contribution to the success of another, now traditional event, Design Week, reaffirms links across design disciplines, across practices and places of education, and seeks stronger recognition within industry and governmental as well as the public.

We have initiated and started developing a plan of action with the aim to improve public profile of the Institute in general and specialised media, with some very good results last year. This is now a permanent task of the Public Relations Committee and Executive Officer. By communicating IDI's message to professional magazines, newspapers and through targeted actions, we continue to raise our presence and visibility among general public, industry and government departments.

Dublin, 12th February 2004

# Officers & Council

## Council 2003 – Membership and Attendance

Institute Membership	
Members	370
Students	27
Honorary Members	2
Associate Members	15

The 2003 Council met 11 times.

<b>President</b>	Selma Harrington	Architect	8
<b>President Elect</b>	Martin Gaffney	Design Manager	9
<b>Immediate Past President</b>	Libby Carton	Graphic Designer	6
<b>Honorary Treasurer</b>	Frank Ryan	Exhibition Designer	11
<b>Honorary Secretary</b>	Angela Woods	Professor of Design	8
<b>Executive Officer</b>	Rina Whyte	Design Administrator	10
<b>Exhibition &amp; Interior Design</b>	Ann Scroope	Exhibition Designer	7
	Arthur Duff	Furniture Designer	8
	Barry Sheehan	Architect	9
<b>Design Management</b>	Steve Conlon	Design Manager	8
<b>Visual Communications</b>	Nicholas Cloake	Graphic Designer	9
	David Smith	Graphic Designer	6
<b>Fashion &amp; Textiles</b>	Aileen Roche	Fashion Designer	8
	Aoife Harrington	Fashion Designer	4
<b>Education</b>	Brendan Beirne	Design Tutor	6
	Brenda Dermody	Design Tutor	9
<b>New Media</b>	Shakira Nellis	Multimedia Designer	7
	Cameron Ross	Multimedia Designer	9
<b>Theatre, Television, Film</b>	Carol Coffey	Graphic Designer	7
	Darragh Treacy	Set Designer	5
<b>Product</b>	Shane McGrath	Product Designer	0
<b>International Affiliations</b>	Gerry Brouder	Interior Designer	9
	Stephen Moore	Product Designer	3
<b>Student Representative</b>	Jonathan Legge	Student Rep	4

### Membership

There is a Membership Committee composed of Council Members who are currently engaged in a new members drive. We would be grateful if you could encourage any of your colleagues who, as of yet, are not members of the IDI to consider joining. As part of the remit of this committee we will be contacting each member personally to survey their views on the Institute and also to get their ideas on any new initiative or indeed old ones that could be revived.

Nicholas Cloake

... 2004 themes will include Professional practice, Insurance in design, membership, design education, promoting design, affiliations, starting out, design for all, regional design and sponsorship...

## IDI Calendar 2004

One of the core aims of the IDI is to identify new issues that face design practitioners. The calendar of events and initiatives planned for 2004 reflect the institute's response to these new challenges, the events are organised to provide for all disciplines throughout the year and across the regions.

Starting in February the institute holds its AGM in Dublin, this will be followed by an evening with the celebrated typographer Bruno Maag in The Vaults at Connolly Station. On March 4th Minister for Arts, Sport and Tourism John O'Donohue launches the Shamrock Uncovered project in The National Museum. This project is a design research response to the theme of globalisation and the importance of recognising country symbols as a means of retaining national identity. In April, representatives from the IDI will visit Bosnia as guests of ULUPUBIH The Association of Applied Artists and Designers of Bosnia.

IDI and ICAD jointly present 'Dubbel' Dutch in late April, a talk and show of work by UNA Amsterdam and Thonik the Dutch graphic design firms.

Events in May and June will include visits by The Norwegian Design Council and ECIA The European Council of Interior Architects. The publication and launch of a number of important IDI publications including The revised IDI professional code of conduct, an introductory booklet on design for School Leavers and 'Why design' a basic guide to the value design in business.

Continuing through the summer events include

a presentation on The Hospice design projects by Ciaran O'Gaora, fashion designer Joanne Hynnes talks about and shows her work in Dublin and Limerick, and a series of IDI mini-seminars to businesses in Cavan and Galway. The annual WHW lecture will take place in September and a talk by award winners De Paor architects October in Belfast sees a return visit by celebrated multi-media designer Daljit Singh for a joint presentation with last years IDI Grand prix winners Inferno.

The IDI will present a major design event and exhibition in October in conjunction with Intertrade Ireland and in November, The IDI as part of design week will present a lecture/presentation by Angus Hyland of Pentagram London. The novel 'Test of Time' public display and exhibition will travel to Sligo, Letterkenny and Cork and the IDI will present 'Fashion Able' an innovative fashion event aimed at persons with physical challenges. The years end sees an exhibition of the entries to the IDI Sell yourself competition on display at O'Sullivan Graphics, Dublin and the ever popular Art Auction at The Origin Gallery.

### Monthly design themes, issues that confront designers

The IDI council meets on the first Wednesday of every month at 8 Merrion Square Dublin. Design issues of importance in the design profession are discussed at each meeting. During 2004 themes will include Professional practice, Insurance in design, membership, design education, promoting design, affiliations, starting out, design for all, regional design and sponsorship. Members who wish to have their views included in the discussions at council are invited to call council representatives or email [idi@indigo.ie](mailto:idi@indigo.ie)

**Martin Gaffney**  
President Elect.

## Public Relations

Institute members attended an evening workshop on public relations and communications entitled 'IDI : Connecting with the public' in April 2003. The workshop was presented by President - Elect Martin Gaffney of Designworks and hosted by Angela Woods - Honorary Secretary and Professor of Design in NCAD, in the new tiered theatre at the National College of Art and Design in Dublin. The workshop was the first in 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.

A number of events were suggested by the audience in a response to the workshop aiming to raise awareness of the Institute and a calendar of events was compiled and printed to roll out in 2004/2005. Press releases and visual communications will be issued for all events to the appropriate audiences and will be measured and assessed throughout.

**Rina Whyte**

## Advice

**Advice, if you need it, is only a call away.** Throughout the life of the Institute one of the great benefits to Members has been the expertise of fellow members. Although a more formal 'Mentoring Panel' is being considered, all Members should see their Section Reps as a source for good advice. Over the past two years most of my contact with Members has been the result of enquires on areas as simple as equipment purchase (i.e what's the best colour printer to buy) to the complex area of copyright. Some members who are just setting up in business may greatly benefit from the experience of others and even the older, wiser ones may find a problem they are experiencing has already been solved by a fellow member. So please feel free to contact Rina at 01 716 7885 or by eMail at [idi@indigo.ie](mailto:idi@indigo.ie) who can put you in touch with the relevant Section Representative.

**Nicholas Cloake**

# International Affairs

IDI is currently a member of the following International Organisations:

BEDA: The Bureau of European Designers Associations

ECIA: European Council of Interior Architects

IFI: The International Federation of Interior Architects/Designers

ICOGRADA: International Council of Graphic Design Associations

ICSID: International Council of Societies of Industrial Design

## International Affairs

### BEDA- Current Developments

General Assembly, Milan is scheduled for Saturday 6th March 2004. A full day's discussion on last year's Executive Board's proposal for BEDA's Constitution changes will precede the General Assembly and will be followed by a meeting of the board.

BEDA has identified the challenges of design promotion in Europe and with help of APCI and the French Ministry of Industry organised the conference with same title was held in Paris on 9 January. A number of BEDA affiliated members presented their national or regional design policies (SVID, Norwegian Design Council, VIZO, BCD) while Steinar Amland represented BEDA. It was interesting to see the different national and regional approaches to design policies and design promotion. BEDA, ICSID (represented by Peter Zec) and Elie Faroult from DG Research all emphasised the need for co-ordinated efforts.

The most thought provoking message came from Elie Faroult, saying, that there is no reason to believe that the EU will prioritize the development of a European design policy, or increase its focus on design at all, until the individual member countries of EU show that they really take design seriously. And - until now, they don't.

### Design for All Awards

As was noted in the November e-letter, together with, among others, EIDD and the Brussels office of Ogilvy Public Relations Worldwide, BEDA submitted a proposal to the DG Employment and Social Affairs of the EU for involvement in "Information and awareness raising projects: "Awards innovation in "Design for All" and Assistive Technology". Three competing bids were submitted and the proposal that BEDA has a share in was selected, in December. Those also collaborating in the proposal were the Forschungsinstitut Technologie-Behindertenhilfe der Evangelischen Stiftung Volmarstein (FTB), REHACare International, AAATE, European Design for All and eAccessibility Network (EDeAN). An initial meeting between all the partners is expected in February.

Stephen Moore

### ECIA

This has been a very busy year for ECIA, the Statutes have had to be rewritten to comply with Belgian Law, this has now been done and at a meeting in Hannover the Presidents of the 14 National Organisations ratified them and signed the documents.

Also presented at the same meeting were the results of the questionnaire " Crossing Borders", which is a major document outlining work practices within Europe and the statutory requirements within each country. The full document will be available during 2004.

ECIA held an Inter-Professional Meeting with ACE, Architects Council of Europe, ECTP, European Council of Town Planners, EFLA, European Federation of Landscape Architects. The meeting discussed matters of mutual interest and areas of potential co-operation.

The next meeting will take place on 26th April 2004 in Bruxelles.

The Board of ECIA will meet in Dublin on 7/8/9th May this year.

### IFI

IFI held its General Assembly and Congress in India in December 2003, we understand that it was very well organised and attended. The title of the Congress was "Design Sutra" and was hosted by the Indian Institute of Interior Designers.

### ICOGRADA

ICOGRADA held its General Assembly and Congress in Nagoya, Japan in December 2003, titled "Visualogue" . According to information provided by ICOGRADA it was an unqualified success, with the largest attendance ever to such an event.

### ICSID

ICSID held its Congress in Hannover, Germany on the 7th to 10th September 2003, entitled "Reflecting Experience- Design between industrial innovation and enhanced user services.

The General Assembly was held in Berlin from the 12th to 13th September and was hosted by the Germany Industry Association BDI.

### NEWS

A proposal for a merger between all three International Organisations, (originally proposed in Johannesburg and rejected by IFI in 2001) was amended by IFI and put forward for approval in 2003 to each General Assembly for approval was rejected by IFI. The result is that ICOGRADA and ICSID have formed an alliance to be known as IDU, International Design Union.

The next World Design Congress under the title "era 05" . This is an international design congress arranged by the design communities of Denmark, Finland, Norway and Sweden. The congress will take place from September 22-28, 2005 with pre-congress seminars in Helsinki, Malmö, Lund and Oslo. The joint Congress will take place in Copenhagen.

Era 05 aims to be a showcase for Nordic design, acting as a stimulus for creativity, competition and innovation in the business design sector.

Further information can be found on web site [www.era05.com](http://www.era05.com).

In order for IDI to benefit from membership of these international organisations it is necessary for us to be represented at their Congresses and General Assemblies. We need to have a presence at these meetings to have our voice heard and to influence the future direction of design. It is imperative that the IDI has a presence at Era05 in Scandinavia, we pay to be members of these organisations and unless we are present, we are not benefiting or playing our part in the future direction of international design.

**Gerry Brouder**

International Affairs IDI

# Design Ireland

The nature of the challenges the design community faces are considerable and solutions must be found in a result driven partnership with government and industry.

## Design Ireland

As the co-ordinating body for the creative community, Design Ireland responds to two imperatives. It represents the diverse disciplines of the expanding design cluster and fashions a unified voice that can influence the policy agenda of government. It also embodies the reality that design has become a determining component of Ireland's future competitiveness that will undoubtedly lie in product development and innovation areas for which it seeks special incentives for industry that will facilitate Ireland's development as a base for this activity. It further recognises that in its business strategy the design sector trades in unique knowledge capabilities that need to address new international growth markets with products and services built on cross functional competencies. The sector cannot achieve this without the formation new alliances and partnerships in which Ireland should take the initiative supported by bridging assistance from the public sector agencies.

The nature of the challenges the design community faces are considerable and solutions must be found in a result driven partnership with government and industry. Design Ireland is asking the government to:-

Assign responsibility for design at Ministerial level and facilitate the showcasing of quality design in public projects and services.

Recognise design as an inherent and determining component of new product development and innovation and to incentivise this area to enable Ireland to establish its credentials as a base for this vital high yield work.

Upgrade the educational sector across the creative cluster so as to ensure that Ireland leads in the future skills needed.

Fund and co-fund initiatives that are necessary to accelerate Ireland towards the realisation of a position as a centre of design excellence.

Partner with the design community in providing information for decision making through research and market intelligence.

Bridge the sector into international markets by sharing risk.

The design community must be a responsive partner in these and other issues through individual action and by contributing to the mission of Design Ireland that is inherent in the process of bringing together a sector that reaches into every aspect of design, lifestyle and future economic and social success.

The beginning of some achievement is discernable. The Government is now reviewing its strategy for Ireland's future competitiveness and positioning. The creative cluster has been recognised and is fully participating in the process at all levels. Nothing less than strategic transformation will be required to secure this future as earlier competitive advantage has been eroded and replicated by others. Strategic transformation in national policy will require nothing less from the design community. The mission of design Ireland has been adjusted and refreshed to focus on and engage with these new realities on behalf of the sector.

The future outlook for the design cluster in Ireland is excellent and can be made even better through result focused cross discipline co-operation. Knowledge equity which includes the creative services outranks all other determinants of future enterprise development, investment decision making and lifestyle success. Design Ireland is the catalyst the creative cluster needs at this crucial time to align its sectoral priorities, agree overall strategy, focus effort and provide a strong voice working with government and its agencies.

**Matt McNulty**  
Chairman Design Ireland

# Design Awards 2003

## Design Awards 2003

### Graduate Designer Awards

Most design awards deal with the past - rewarding the designer or design team for work recently completed. The Graduate Designer Awards are somewhat different. Different in the sense that they should be more concerned with the future. And not only the future of the individual winners but also the design industry itself. The young designers who participated in these awards represent the future of our sector. They will join design practices and infuse these companies with their creativity and expertise. Indeed some of them will become design leaders.

The currency of our industry is creativity and as an Institute we should endeavour to encourage creativity and innovation when and wherever we can. These awards go somewhat towards achieving that.

A wide spectrum of colleges took part in the programme and Awards were agreed on the following areas: Visual Communications, Industrial Design, Fashion and Interior Architecture.

Visual communications was the toughest category with the most entries. Unfortunately Multimedia did not attract enough entries to merit a section, however the submission for Athlone was promising. In today's design landscape newmedia plays a pivotal role and we hope in next year's awards there will be a greater representation

No Grand Prix award was made as it was felt that, although each of the winners displayed excellent talent the Jury felt that it would be unfair to reward any individual design sector.

**Nicholas Cloake**



*Left: From Left, Liam Nellis, CEO of Intertrade Ireland, Jonathan Parson MIDI, Mute Grab, Selma Harrington MIDI, 2003 President IDI, Colin Williams MIDI, Inferno.*

*Below: Nicholas Cloake(left) and Selma Harrington with Clifton Rooney, winner of a Graduate Designer Award for the Visual Communications section. Belfast City Hall November 2003*



## The Event

Now established as a premier event in the Irish design calendar, the IDI Design Awards continues to increase its reputation as a champion of excellence. Our panel of jurors raised the bar, essentially judging the submitted work on an international level. This may have reduced the number of categories awarded on the night, but clearly defined finalist and category winner's work as 'world-class' standard.

The finely attired guests were only matched by the opulence of Belfast City Hall. The drinks reception and dinner were followed by the Awards ceremony, this year hosted by RTE's Sharon Ni Bheolain. Our newly designed 'eye' awards was once again supported by certificates for the winning client companies, recognising their investment in effective design and reinforcing the link between good design and supportive clients. This year we also introduced certificates for all finalists in recognition of their achievement. Congratulations to all the individual category winners, but especially to this year's Grand Prix winners – Colin Williams and Jonathon Parsons of Inferno for their project "BBC/BIG SIX".

As with all events we are indebted to our patrons, specifically InterTrade Ireland who once again offered both financial support and professional advice. We must also thank all members who either entered or attended the awards. Your continued support is invaluable.

**Cameron Ross & Brendan Beirne**

## Judging

The venue at The National Museum in Kildare Street helped to establish the high priority given to this event by the IDI on August 30th. The assembled group of eminent international jurors was energetically engaged in choosing the finalists and ultimate winner from eighteen individual design disciplines.

Numbers may have been down somewhat in comparison with former years but the standards demanded this year were high - and high enough to exclude some categories from the running.

The eight person Jury worked in teams and by lunch, a shortlist of finalists was declared. These represented approx 25% of all submissions viewed during the morning session. Winners emerged from nine separate categories and the overall Grand Prix choice was unanimous.

The fact that seven categories were 'set aside' by the Jury sends out a sobering thought for hardworking designers. Perhaps the less buoyant business climate will be an impetus and inject a more determined effort in competitors for the next IDI Awards.

## The Jury

The 2003 IDI Design Awards Jury were presented to members on Friday 29th August at the Media Lab on Thomas Street. The Jury each gave a short talk and visual presentation on their careers and current design positions. 'Meet the Jury' is an important event in the IDI calendar. It not only introduces the individual jury to IDI members, but also offers the visitors an opportunity to meet Irish designers and share professional experiences.

The IDI Design Awards Jury 2003:

Ron Warren Hon. MIDI

Dalijit Singh, Digit, London

Patrick Hegarty, W1 Studio Partnership, London

Philip Watts, Philip Watts Design, Nottingham

Angus Hyland, Pentagram, London

John Houghton, Anglo Nordic Design, Norway

Deirdre McQuillan, The Irish Times

Robbie Smyth, InterTradeIreland

Richard Eisermann, Design Council, London

## Design Ireland Week 2003

Design Ireland Week 2003 took place between Monday November 3rd and Saturday November 8th 2003. The week opened at Media Lab Europe with an address from An tanaiste Mary Harney and Matt McNulty, Chairman, Design Ireland.

There were numerous lectures throughout the week spanning diverse disciplines such as Product Design, Visual Communications, Typography, Illustration and Architecture. Speakers included Ian Ritchie who lectured on The Spire and other issues relating to contemporary Architecture and Design. The event on the Friday evening had a Scandinavian theme with designers from Bang + Olufsen, Saab, Schmidt Hammer Lassen and Brian Keane of Tonfisk Design speaking about the nature of design in Scandinavia across the different disciplines. Particularly interesting was Brian Keane as he is an NCAD graduate working in Finland producing innovative tableware.

A personal favourite was Student Creativity Day. Organised with the support of Enterprise Ireland and Dyson the day began with a small talk to the students from Charlie Paradise, Senior Design Engineer in Dyson about his working experience as a young product designer. The 105 students from 12 different colleges and 25 different courses were divided up across discipline, college and region, placed into teams of five and given the task of coming up with solutions to the problems of the topic of "Waste". Within a very limited timeframe the students had first to meet and outline their backgrounds, discuss the problem, analyse it, posit a solution, develop a solution and then present later that afternoon in a total of four minutes flat! The demonstration of creativity and enthusiasm from all concerned was amazing.

I found Ian Ritchies talk to be utterly fascinating and was the best "lecture" I have been at in a very long time. Stephen Averill and Shaughn McGrath of four5one talking about their creative work for U2 was another of the events that I really enjoyed. I missed the DGI typography seminar but by all accounts it was a great night and was the only event with a closing time of 2am!

I would like to thank all our sponsors for the week, particularly Enterprise Ireland, Dyson, Bang and Olufsen, Dinensen Flooring, General Lighting and SAS. We got tremendous support from numerous volunteers and this is always appreciated.

In organising the week we concentrated on the crossovers between bodies and disciplines to encourage debate about Design in general. There were possibly too many events targeted at the same audience and there was an element of the usual suspects (Thanks Frank!) being at everything. Whilst we are happy with the quality of the events held during the week, there are areas that need to be improved on and we have begun to plan next years event. One area under review is to have more integration with Clients and another is a greater engagement with the Public. Neither are easy to achieve but we have plans to improve both. We are also going to get out of the blocks earlier with targeting sponsorship as this was certainly an area that we fell down in.

All suggestions welcome to [sharc@sharc.ie](mailto:sharc@sharc.ie)

**Barry Sheehan**

### Student Creativity Workshop

Student Creativity Workshop sponsored by Enterprise Ireland and Dyson in association with Design Ireland was held on Wednesday November 5th at Media Lab Europe.

105 students from 11 different colleges and 18 different courses from around the country participated in the Event.

Charlie Paradise, Senior Design Engineer at Dyson opened the day. Charlie demonstrated the new DC11 Vacuum Cleaner and spoke of his role in its design. Charlie brought several prototypes made from a variety of materials including cardboard, plastics and metal to illustrate the Design Process and how the design of the new DC11 developed.

This set the context for this years Design Challenge. The theme was "Waste".

The students were divided into 21 teams mixed across disciplines and colleges. Assisted by Facilitators from the Colleges the students had to first introduce themselves and their courses, discuss the problem of waste, develop a range of solutions, select a solution for development and finally present their ideas to their peers and judges.

Each team was given less than five minutes to present and their presentations were strictly timed. Ideas proposed ranged from bar-coding of waste efficient products and points schemes, collapsible and compressible solutions to reduce landfill, intelligent refillable bottles for liquid products and the winner, the Enviropod a wearable portable mini-bin with MP3 player.

Simon Maddock MD of Dyson Ireland said he thoroughly enjoyed the day. The level of commitment and ideas generated during the day were fantastic. Design and innovation are key to the Dyson brand and the students demonstrated how close working relationships, talented design and presentation could combine to generate fresh new ideas and thinking.



The purpose of the day is to get the students into a situation where they are mirroring a real project in a microcosm of time....

Barry Sheehan, director of Design Ireland said *"The purpose of the day is to get the students into a situation where they are mirroring a real project in a microcosm of time"*. The day involves team building, working across disciplines, idea generation, solution development and presentation. The ideas and presentation techniques developed by all the teams was highly creative and full of variety. On behalf of Design Ireland we thank all of the students and the sponsors for the day Dyson and Enterprise Ireland.

### William H Walsh in inaugural Lecture

The much-heralded inaugural William H. Walsh Lecture was held and celebrated in Kilkenny in September 2003. The Institute plans to make it an annual event inviting international guest speakers to celebrate their involvement in the design profession and the history of Irish design.

The event in September set the tone with esteemed speakers Janice Kirkpatrick, Graven Images, Scotland, Dr Arthur Gibney, founder member of the IDI, architect and painter and Mary Mullin, colleague and friend of Bills while in Kilkenny Design.

Guests, friends and members of the IDI such as Dr Patrick Wallace of the National Museum of Ireland, Pat Scott, painter, and many international friends all attended and we hope to welcome them again to the event in 2004.

### Rina Whyte

### The Charity Art Auction 2003

The IDI Charity Art Auction was held for the second time in the Origin Gallery on Harcourt Street on December 15th. This year's event was a phenomenal success and the generosity of the 'bidders' resulted in over €4,000 being raised for charity.

Brendan Beirne, complete with Zappata moustache, encouraged the bidders to part with substantial sums of cash for a wide spectrum of works of art. Needless to say it is Brendan's unique contribution to this event that makes it one of the most enjoyable events within the IDI calendar. His ability to cajole and chastise the audience dampens the pain of writing cheques.

Aoife Harrington is deserving of all our gratitude for the thankless task of organising the event for the second time and without her commitment to the event I am certain that it would not happen.

Finally, Noelle Campbell Sharpe must be congratulated for her, investment and support of the Charity Auction. She not only bought a number of lots but also put up a special auction piece of her own. She has agreed to hold the event again next year and to expand it to her own contacts and artists.

### Nicholas Cloake

*Top Left: Members of the Kilkenny Civic Trust and Dr. Patrick Wallace, National Museum of Ireland.*

*Bottom Right: Janice Kirkpatrick, Graven Images at the William H Walsh Lecture.*

*Top Right: Barry Sheehan as Brendan's 'Little Helper' at the Charity Art Auction and Brendan 'zappata' Beirne with Ann Scroope.*



*Top Left: Tom Christiansen of Norwegian-Irish Business Association, SH, AW, Ian Stavik, Director of Norwegian Design Council, in the Irish Embassy, Oslo*

*Top Right: Angela Woods, Head of School of Industrial Design with Birger Sevaldsen, Oslo School of Architecture*

*Bottom Right: Selma in Studio Peter Opsvik, Oslo*

Irish presentations were an opportunity to share the moment in current development and opening a dialogue as to how mutual experience can be utilised to further educate industry....

### IDI's Presentation in Oslo, in the The Irish Embassy in Norway

In November '03 the Norwegian-Irish Business Association, based in Oslo, invited Angela Woods, Head of Design Department in NCAD and myself as President IDI, to make a presentation of our respective institutions, as part of a day seminar on design and its role in industry. The seminar was hosted by his Excellency Donal Hamill, the Irish Ambassador in Norway.

It was targeted to wider audience, including representatives of small businesses and companies trading with Ireland. The key local speaker was Ian Stavik, Director of the Norwegian design Council, who highlighted the role of this government-funded body in bringing designers and industry together. His presentation has shown some of the most successful examples of Norwegian creative industries' achievements, with an international edge, ranging from architecture and furniture, to product and graphic design. This organisation was founded before the Winter Olympic games in Lillehammer and has been proven instrumental in bringing the design services to the forefront and successfully engaging them into manufacturing sector and export.

Both Irish presentations were an opportunity to share the moment in current development and opening a dialogue as to how mutual experience can be utilised to further educate industry and officials in understanding benefit of various design disciplines as part of new product and space development.

Contacts were also made with another government funded body Norsk Form, which complements the Norwegian Council's role by focusing more on public, communication between design professionals, education and social aspects of design.

It was interesting to learn about the ways both organisations work and also to hear their interest to return visit and make presentations in Ireland.

Visit to the School of Industrial Design, at the same complex where Architectural school is located, gave an insight in high standards of equipment and facilities for students, which were given very sophisticated and up-to-date conditions to develop their ideas and prototypes.

A short stay in Studio Peter Opsvik, presented an opportunity to experience first-hand some of the exciting projects by the author of world-known family of chairs- Balance Variable and get a personal walk-through of his philosophy. He is currently sponsoring work of young design group Designers without Borders, who work in most needy places in the world, facilitating design with their specially designed equipment, or protecting environment with an innovative concept of eco-toilet.

In the end, courtesy of an architect colleague from Chambre of Norwegian architects, Harald Erikssen, we were whisked on a quick tour through old Oslo, past some of the seminal buildings in the Old harbour and home of Henrik Ibsen.

We look forward to the return visit and hope to expand on this inspirational visit.

**Selma Harrington**

# Education

## Education

### DUN LAOGHAIRE ( DLIADT )

The major developments in design at IADT this year was the commencement of our new Degree programme. The 4 year ab initio degree was developed over the last two years around the core concept of 'Graphic Design for Intermedia'. The course is firmly focused on delivering education and training which will develop students as graphic designers who will meet and inform the demands of contemporary design practice.

This programme fosters experimentation, enquiry, critical awareness, discourse, collaboration and innovation thereby facilitating an integrated approach to studio projects. It is structured around three key areas which include design for: Typographics (Print), E-Graphics (Screen) and 3D Spatial (Environmental Graphics)

Students on the BDes in Interactive Media moved into their new state of the art studio and lab facility in September - it happened to be the first fully equipped Macintosh G5 studio in Europe. The institute won best education provider in Digital Media and the overall Grand Prix winner in the O2 Digital Media awards in 2003.

### CORK INSTITUTE OF TECHNOLOGY (CIT)

The National Diploma in Design Communication qualification has recently been recognised by the Department of Education teaching registration unit for the purpose of teaching Art&Design: "This fulfills the Degree requirement for admission to the Register as set out in the Council Regulations".

New Bachelor of Design in Visual Com.  
In September 2003 the Department of Media Communications offered for the first time a new add-on degree programme – the recently-accredited Bachelor of Design in Visual Communications. The course is currently operating on a full-time and ACCS basis with a cohort of 17 students.

### DUBLIN INSTITUTE OF TECHNOLOGY ( DIT )

The MA in Professional Design Practice is a one year full-time masters degree programme covering the area of professional graphic design practice. The course equips graduates with the necessary skills and competencies needed to work effectively as graphic designers. The course is designed to bridge the skills gap between undergraduate design education and the expertise required to work successfully in the design industry. The course content includes:

- Creative Practice
- Design Management
- Pre-press and Printing Technology
- Research

Participants choose a topic relevant to the professional practice of communication design and complete a written dissertation under the guidance of a supervisor. Upon completion of the dissertation a participant should be able to demonstrate an in-depth critical understanding of their chosen topic. The finished dissertation should demonstrate a deep level and sound understanding of the chosen area as well as imaginative, informed and original contributions.

### ISTD AWARDS 2003

Six final year Visual Communication Degree students were awarded Merit Membership in the International Society of Typographic Designers Student Assessment Scheme 2003: Sandra Coleman, Noelle Cooper, Ian Warner, Martin Cahill, Clifton Rooney and Sibeal Turraoin.

**Anna Livia International Opera Festival Poster**  
Overall Winner: Mila Van Dulmen

**Headway Ireland Poster**  
Overall Winner: Karl Toomey

**National Tree Council of Ireland Poster**  
Overall Winner: Noelle Cooper

### Crucible for the Special Olympics

N.C.A.D. Metals and Glass Staff and Students produced the Crucible for the Special Olympics 2003 flame. Most of the construction work was undertaken at Brian Clarke's studio in Wicklow, where the team of students spent one week fabricating the piece.

All those involved attended the opening ceremony. The press coverage: RTE, BBC, Sunday Times and the Irish papers gave the Ceramics, Glass and Metals Department and the N.C.A.D. excellent publicity. The President of Ireland used a stunning image of the crucible for her 2003 Christmas Card.

### Professor Angela Woods

# Membership 2003

## Membership 2003

*excluding student members*

### Honorary Members

Carainn Davies  
Ron Warren

### ■ Design Education

Aine Rooney  
Angela Woods  
Bill Bolger  
Brenda Dermody  
Brendan Deacy  
David Caron  
Frances McDonagh  
Jeremy Madden  
John O' Connor  
John Turpin  
Linda Bryne  
Nicholas Warinton

Orla Flynn  
Paul Caffrey  
Paul Fortune  
Sean Mackel  
Tracey Fahey  
Trevor Scott  
Gary Granville  
Brendan Beirne  
Alex Scott  
Catherine Bates  
Peter Timmins  
Iseult McCarthy

### ■ Design Management

Andrew Bradley  
Brian Williams  
Damian Cranney  
Eimear Nolan  
Gerald Tyler  
Lorraine Egan  
Martin Crotty

Martin Gaffney  
Paul Hogan  
Stephen Knight  
Steve Conlon  
Vanessa Brady  
Gillian Colhoun  
Rina Whyte

### ■ Fashion & Textiles

Cherry Brandon  
Cyril Cullen  
Helena Ruuth  
Roisin Gartland

Susan Scott  
Aileen Roche  
Aoife Harrington  
Barbara Jennings

### ■ New Media

Cameron Ross  
Colin Williams  
James Price  
Karen Hanratty  
Kevin Horan  
Niall Laird  
Nick Merrigan  
Philip Drury

Shakira Nelis  
Rick Monro  
Andrew McCombe  
Roisin Maguire  
Tony Woods  
David Sherriff  
Derek Brady  
Mark Leslie

### ■ Product

Breda Haugh  
Brian Bakewell  
Brian O'Loughlin  
Brian Stephens  
Cathal Loughane  
Ciaran Purdy  
Diarmuid MacMahon  
Duncan McInnes  
Edward Cahill  
Jeremy Suffern  
Lee Harding  
Nicholas Haynes  
Peter Sheehan  
Richard Lyons  
Se O'Donohue  
Sean McNulty  
Shane Holland  
William Lee  
Ron Warren  
Stephen Moore

Christian Shaw  
Matthew Bates  
Eugene Canavan  
Keith Trichler  
Orlaith Mernagh  
Eimeir Johnston  
Anne Marie O'Connell  
Aileen Baffe  
Lydia Swindell  
Kate Byrne  
Kevin Beattie  
Lorraine Brennan  
Peter Sheehan  
Christopher Flanagan  
Jonathan Legge  
Seamus Maguire  
Cian O'Sullivan  
Declan Muldoon  
Desmond Geelan

### ■ Exhibition & Interior

Aidan Prior  
Alfred Cochrane  
Amanda Dowling  
Ann McLaughlin  
Ann Scroope  
Anne Lavin  
Arthur Duff  
Arthur Hickey  
Audrey Gaffney  
Austin Morrin O'Rourke  
Barbara Cruise  
Barry Sheehan  
Brenda Mulligan  
Brendan Matthews  
Brian Jennings  
Brian Lowe  
Brian O'Neill  
Bronwyn Laburn  
Caitriona Shaffrey  
Catherine Quirke  
Cathy Dalton  
Ciaran Adamson  
Ciaran Hynes  
Clive Restan  
Colin Chestnutt  
Colm Horan  
Cornelia Hope  
David Crowley  
David Gilligan  
Declan J Kirwin  
Denis Handy  
Denise Ryan  
Elizabeth Fingleton  
Fiona McCarron  
Frank O'Mahoney  
Frank Ryan  
Gerard Kennedy  
Gerry Brouder  
Gerry Hand  
Hugh Wallace  
Jack Restan  
James F Horan  
James Pike  
John Duffy  
John McCarthy  
John Meagher  
John Smyth  
Justin Treacy  
Kenneth O'Brien  
Louis Burke  
Lucy Tynan  
Marc O'Riain  
Marion Cashman  
Mark Duffy  
Martin Kennedy  
Martin McCormick  
Martin O'Brien  
Michael O'Neill  
Michelle Kennedy  
Nigel Howard  
Noel Brady

Olan Crowley  
Orna Hanly  
Patrick Molloy  
Paul Ferguson  
Paul Quilligan  
Paul White  
Paulette Dorney  
Peter Duffy  
Peter Johnson  
Rachel Chidlow  
Richard Whelan  
Roger Layton  
Ronna Fibikar  
Sarah Brock  
Sarah Dixon  
Sharon Rooney  
Sheila Robinson  
Stephanie Fulton  
Stephen Newell  
Toal O'Muire  
Tony Kelly  
Tony Horan  
Trevor Burns  
Colin Parker  
Richard McCullough  
David Turnbull  
Michelle Byrne  
Oliver Previte  
Peter McGovern  
Karl O'Donovan  
Maria Cullen  
Emma Cooling  
John James Reid  
Peter McGuckin  
Mary Orr  
Alex Simpson  
Kieran Bennett  
Laura Farrell  
Sean McCrum  
Selma Harrington  
Damien Coffey  
Jennifer Reid  
Elizabeth Kirby  
Karen Buggy  
Lynda Burke  
Sarah Woodlock  
Adrian Lambe  
Alan Douglas  
Ann Marie O'Neill  
John Dickson Fitzgerald  
John Paul O'Neill  
Blath Rogers  
Michael Hughes  
Michael Lahiffe  
Annette Spoerel  
Derek Hackett  
John Paul Cleary  
Katrina McDonnell  
Dara Ryan  
Louise McIntyre  
Catalina Jaramillo

### ■ Theatre, Film & TV

Gavin Kelly  
Michael McKeon  
Carol Coffey

Darragh Treacy  
Glen Marshall

### ■ Visual Communications

Paul McBride  
Adrian Crilly  
Aidan Cavey  
Alan Davidson  
Amanda Brady  
Anne Harnett  
Austin Butler  
Barry Bodeker  
Barry Mason  
Barry McEvilly  
Bernard Kellaghan  
Bill Murphy  
Brendan Boyle  
Brendan Chawke  
Brendan Donlon  
Brian Nolan  
Bronagh Crawley  
Caroline Murphy  
Catherine Campbell  
Chris Conville  
Clarke Fyfe  
Cliona Geary  
Cliona MacDonnell  
Conor Clarke  
Dara Fahey  
Dara O'Doherty  
Darren Lyttle  
David Cooke  
David Joyce  
David Smith  
Don Coughlan  
Eamonn Sinnott  
Ed Miliano  
Eddie McManus  
Eoin Heffernan  
Eunan McKinney  
Fiona Dowling  
Frank Dowling  
Garreth Bennis  
Garreth Reil  
Gillian Murphy  
Gillian Reidy  
Hugh Downey  
James Nelson  
James Nevin  
Jamie Helly  
Jason Delahunty  
Jean Colton  
Jim Dunne  
John Humphreys  
John McEvoy  
Jonathan Parson  
Jud Weidner  
Kevin Boyle  
Larry Byrne  
Libby Carton  
Loman Cusack  
Mairead Crilly  
Marie McGrath  
Mark Willett  
Martina Murphy  
Mary Doherty  
Mary O'Donoghue  
Meave Quelly  
Mel O'Rourke  
Michael Begley  
Michael Linehan

Monika Crowley  
Neil Condron  
Niall Meehan  
Nicholas Cloake  
Patrick Kinsley  
Paul Donnelly  
Paul Murray  
Paul Thompson  
Peggy McConnell  
Peter Dabinett  
Peter Kruseman  
Richard Bingham  
Rick LeVert  
Robert O'Reilly  
Ross Parker  
Sean Mitchell  
Simon Richards  
Stephen Kavanagh  
Stephen Vard  
Thomas Banahan  
Tom Feehan  
Graham Coffey  
Andrew McQuillan  
Navan Nagar  
Tony O'Neill  
Kris Byers  
Neil O'Keefe  
Colin Farmer  
Katie Quinn  
Garrett Murphy  
Ciara Cantwell  
Cathy Connor  
Bernard Lyons  
John Foley  
Ronan Hayes  
Siobhain Griffin  
Paul Shaw  
Conor Diver  
Mark Case  
Reg Kapur  
George Hutton  
Michael Holmes  
Kevin Cushnahan  
Catherine Leavy Hickey  
Dara O'Beachain  
Darren Davison  
Emma Byrne  
Helen Hayes  
Jason Matthew Walsh  
Jeff White  
John Busher  
Kyle Cromie  
Niall Kerrigan  
Ronan Devlin  
Rachel Creane  
Clifton Rooney  
Pamela Tani  
Pratchayaopak  
Aisling Fitzgerald  
Bill Cameron  
Aine Cassidy  
Liam McGowan  
Kate Martin  
Stephen Kelleher  
Rosemary Carley  
Aoife Broderick



## Institute of Designers in Ireland Institiúid Dearthóirí Éireann

The Institute of Designers in Ireland is the professional body representing the interests of Irish designers. Its function is to promote high standards of design, to foster professionalism and to emphasise designers' responsibility to society, to the client and to each other. The Institute represents designers from different disciplines who practice in Ireland.

Formed in 1972, the Institute is recognised at national, EU and international level as the representative body for the Irish design profession. The members, whether they be in private practice or in salaried employment, work in the fields of consumer and capital projects, interiors and exhibitions, textiles and fashion, all aspects of visual communication, design management and design education.



Institute of Designers in Ireland

8 Merrion Square  
Dublin 2  
idi@indigo.ie

## IDI Past Presidents

1973	Raymond McGrath
1974	Arthur Gibney
1975	Alpho O Reilly
1976	Kevin Fox
1977	Raymond Kyne
1978	Frank Ryan
1979	Robin Walker
1980	Alan Pleass
1981	Gerry Brouder
1982	Alec Pamplin
1983	Peter Metcalf
1984	George Hutton
1985	Donal Gilligan
1986	Liam Birkett
1987	Iseult McCarthy
1988	Martin Crotty
1989	Denis Handy
1990	John Sugrue
1991	David Morgan
1992	Niall Brennan
1993	Frances McDonogh
1994	Brian Donnelly
1995	John Tobin
1996	Michael Grogan
1997	Caitriona Shaffrey
1998	Steve Conlon
1999	Hugh Wallace
2000	Shelia Robinson
2001	Seán McNulty
2002	Libby Carton
2003	Selma Harrington