

IDI • Creative Axis

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

NOVEMBER 2001

Design Week 8–13th November

Design Week is beginning to establish itself as the ubiquitous event on the annual design calendar. Spearheaded by the IDI and Design Ireland, this year's promises to be bigger and better than ever. The week-long timetable of events aims to promote design as both a celebration of creativity and a serious business tool. Design Week, therefore, serves to educate people about design as well as provide an arena for discussion, ideas sharing and a good old creative jolly!

This year's Design Week kicks off with the launch of the IDI's Design Awards Exhibition. The Exhibition will be travelling across the country showcasing the best of Irish Design. Other events include a 'retail night' in Temple Bar and of course Student Designer Day, at which Dick Powell of international Product Design Consultancy 'Seymour Powell' will take the stand to address the next generation of creatives on his passion for design and creativity.

- > Dick will also be speaking at a public lecture at Ely House, with the awards exhibition as a fitting backdrop.
- > Saturday is Design Film Day at The Arthouse and a visit to Dublin City Hall is organised for Sunday.
- > Rounding off a hectic week, the new Design Ireland website will be launched on Monday 12th November at Ely House with a joint celebration of this year's IDEA and ICAD 'Bell' winners.

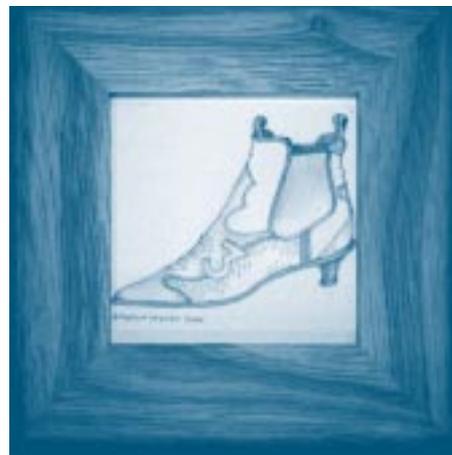
Something for everyone we hope.

Bill Walsh Lecture and AGM at Kilkenny Castle

Members, mark your diaries: the inaugural Bill Walsh Lecture will take place at Kilkenny Castle on Friday, January 18th, followed by the Institute's AGM on Saturday, January 19th. Some further details later this issue.

Design Awards 2001

Congratulations to all of you who entered the IDI Awards



Shakira Nelis, second from left, winner of the Glen Dimplex Grand Prix at the IDI Design Awards in Belfast. Her delight is shared by Seán McNulty, left, President of the Institute, Mags Murphy, Communications Director of The Chernobyl Childrens Project, and Bruce Robinson, right, Permanent Secretary for the Department of Enterprise, Trade & Investment

Congratulations to all of you who entered the IDI Awards and your client companies who, in partnership with you the designer, turn our creativity into business success.

Special thanks to Dr. Martin Naughton and Ron Warren of Glen Dimplex who believed in the value of the Design Awards to the design industry, design's contribution to business success and the growth of the Awards into an all-Ireland premier event.

Additional thanks to all our sponsors, organisers and judges for their input in making this a success. Special thanks to IRTU and Enterprise Ireland who have co-funded the Awards Ceremony.

The Awards Ceremony is only a start; the exhibition is going on tour to eight venues throughout Ireland, together with the winners of GDBA Idea Awards and ICAD Bell Awards. The aim is to raise the profile of design and its contribution to business success.

Also, allowing the local design communities to meet and network and for the local SMEs to see the difference a design can make.

The plan goes further, international links are being forged to exhibit next year's Awards in Hanover, Prague and Singapore to internationalise the 'creative industry' in Ireland.

The vision of the IDI is to build real benefits for its members and to inform industry on the benefits 'creativity' can bring to their business.

In partnership with GDBA, ICAD and RIAI we also have Design Ireland, a new vehicle to promote and lobby on behalf of the design industry in the South. We also look forward to working with the new 'Design Futurities' initiative in Northern Ireland.

Congratulations to all the entries selected for the exhibition, finalists and the winners.

Sean McNulty, President IDI



Stephan Moore welcomes a full house at Belfast's Waterfront Hall

Design Awards 2001

Eunan McKinney reviews the evening.

The last time I had spent an evening in the Waterfront Hall I was enraptured by the splendid sounds of the Ulster Orchestra and Mahler's Second Symphony. At the time, I thought, God, it will be hard to beat this, and yet it has. Those of us who had the pleasure of attending the IDI Design Awards on Friday 19 October could not but have been struck by just how far the design community as an industry has come. Friday night at the Waterfront was a spectacular success. Seán McNulty, in his closing remarks, commented that the black-tie dress code had curbed our normal raucous behaviour, but in truth, I think the magnificence of the venue and presentation of the evening's events, stunned us all a little!

All this splendour after arriving, battle weary, from a car journey which could only be called awful. Belfast to Rosslare via Dublin is the island of Ireland's primary Euro route, but given my an average 37mph travelling experience I feel we might want to look at rebranding this route. Those amongst us who have experienced the luxury of the Enterprise service, pay due homage to its efficiency and tranquillity. But battled we did, through rain and traffic, to finally set down at The Hilton, our evening's abode. By now, the evening was about to commence. First stop the Hilton Bar. A great gathering of well-dressed and shiny beshod designers (fun how dress suits make men taller and thinner, personally I could do without the effect but others, well...) Interestingly, though I was taken away from the designer chat to entertain my client, Ben Power, Executive Director, Greencore Group plc, who equally had battled with the N1-M1 and who by now was in need of a calming G&T. I say interesting as Ben give me an insightful client perspective on the evening thereafter.

Initially it was hard to gauge how a client would view all this celebration, coming as they perceive from such a different perspective but by the end of it all, this legal eagle was very impressed. Obviously winning an award helped, but while he was genuinely struck by the depth of our industry and the scope of the awards and ceremony, it was the expression of creativity through the work of the individual designers that impressed him most of all.

For me, this illustrated the benefit of the IDI awards, and the need for the IDI to consistently elevate their status. I suppose the challenge for us all in the design industry now is, how can we manage to make this tangible connection with our clients and the broader business community everyday? I know from my own work with my colleagues in the GDBA, we are reviewing our own sector's response to industry and how we can forge stronger links with a number of business and industry bodies. These are challenging times for the design industry but with projects of greater co-operation between the various creative and design business bodies, dovetailing the work of Design Ireland, I feel we can carry a good story of creativity and effectiveness to the broader business community. In this context I feel we should look at Belfast as a great step to a much more powerful movement in the future.

Eunan McKinney

Eunan McKinney MIDI is Managing Director of Source, and has recently been elected Chairman of the Graphic Design Business Association.

Judging Panel

Ron Warren

Founder and Group Design Director of Glen Dimplex

Sharon Wauchob

International high fashion designer and consultant based in Paris

Rodney Miller

Principle, Rodney Miller Associates, Belfast

Gavin Thompson

Co-founder of Product Design Consultancy, Factory Design, London

Ralph Wiegman

Managing Director, Industry Form Design, Hanover, organisers of the IF Design Awards

Mary Breslin

Managing Director, Total Engineering, Ireland

John Jenkins

Buyer & Furniture Designer, Heals of London

Gerald Heffernan

Director, Frontier Films, UK, an award winning independent production company, based in Dublin

Stephen Moore

Co-Chairman

Deputy Director, IRTU Design Directorate

Andrew Bradley

Co-Chairman

Director, Bradley McGurk Partnership

Grand Prix Winner

Overall Winner
Sviatlana by Shakira Nelis of
Digital Media Centre, Dublin

Individual Category Winners

Consumer Product Design

Cordless Freedom Range of Desktops
 by Peter Sheehan of Design Partners

Industrial Product Design

Raman Station by Noel McQuaid,
 Dominic Logan, Richard Bell and Michael
 Adams of Paradigm Product Development
 and James Leckey Design, Belfast

Domestic and Commercial Furniture

Trim Courthouse Furniture by Nigel Wynne
 of Newenham, Mulligan & Associates

Corporate/Brand Identity

Lets Pretend Wannabe by Charlie O’Kane of
 Paradigm Product Development

Brochures/Promotional Literature

Royal Mail Northern Ireland Definitive Stamps
 by Rodney Miller, Anne Mitchell and
 Chris Murphy of Rodney Miller Associates

Annual Reports

Greencore Annual Report by
 Eunan McKinney and Phil Kilcooley of Source

Packaging Design

no winner

Exhibition Design

W5 by Adrian Lutton, Sally Montgomery,
 Joan McCoy and Brian Madden of W5

Fashion Design

Loungewear by Sharon McCourt
 of Sharon McCourt Ireland

Textile Design – Printed, woven or embroidered

no winner

Accessories

The Claddagh with Open Arms by
 Se O’Donoghue and Lee Harding of Da Capo

Commercial Interior

Revenue Information Office by Nigel Wynne
 of Newenham, Mulligan & Associates

Retail Interiors

no winner

Public/Leisure Space

Newpark Hotel by Catherine Mara and
 Claire Bennett of John Duffy Design Group

Website Design

www.jellycube.com by Tony O’Neill of Jelly

CD Rom

Sviatlana by Shakira Nelis
 of Digital Media Centre

Digital Animation

Cameron Department Store
 by Peter Cooper of Dream Ireland

On Screen Graphics for TV/Film

Review of the Year by John Hayes of RTE

Stage Set Design for TV/Film/Stage

The View by Darragh Treacy of RTE



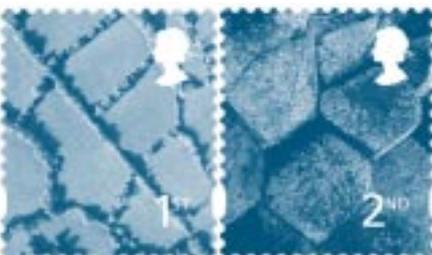
CD Rom *Sviatlana* by Shakira Nelis – Grand Prix Winner



Commercial Interior
 Revenue Information Office by Nigel Wynne



On Screen Graphics for TV/Film
 Review of the Year by John Hayes



Brochures/Promotional Literature
 Royal Mail Northern Ireland Definitive Stamp by
 Rodney Miller, Anne Mitchell & Chris Murphy



Accessories
 The Claddagh with Open Arms by Se
 O’Donoghue & Lee Harding



Domestic and Commercial Furniture *Trim Courthouse Furniture* By Nigel Wynne

Design on the Move

The IDI Design Awards Exhibition is going on tour around Ireland with the following aims.

- > To increase industry's awareness of the differential design delivers to business success.
- > Opportunity for regional design communities to meet and network.
- > Establish this as an annual event and increase the profile of the IDI Design Awards.

This exhibition will include the GDBA Idea Award winners and ICAD Bell winners under the Design Ireland initiative. This is to create a joint approach to develop a design industry and make SMEs aware of what 'creativity' does deliver.

Venues will be:

- > Belfast 1st November
- > Dublin 8th–13th November
- > Cork, Limerick, Athlone, Galway, Sligo and Letterkenny. Dates and venues will be noted on our web site from the 5th November.

Design Week Programme

Thursday 08 – Monday 12 November 1 – 6pm
Design Week Exhibition

An exhibition of the IDI Design Awards 2001 finalists and winners plus winners from the GDBA & IDEA Awards & ICAD bell.

The Atrium,
Office of Public Works,
51 St Stephen's Green, Dublin 2.

Thursday 08 November 6 – 9pm
Retail Night

An invitation to celebrate and shop in Dublin's newest shopping district. 10% discounts available at participating shops with presentation of this postcard. Stores include: 2Cool Designs, Clare Garvey, 20th Century Furniture, Witchcraft Gallery, Cuan Hanly, Kitchen Haus, Smock**

The Old City, Temple Bar –
Cows Lane, Essex Street &
Pudding Row

** Discount not available at these stores*

Friday 09 November
1.30 – 5.30pm
Student Designer Day
Graduate Designer Awards

A celebration of the next generation of design talent featuring guest speakers including

- > *Dick Powell of Seymour Powell*
- > *John Penton the UK's authority on 'Design for All'*
- > *Alan McCool Trend Forecaster*
- > *Mary Doherty Managing Director, Red Dog*
- > *Aine McPeake Design Manager, Red Dog*

Student Union, UCD, Belfield.

Admission £5.

Friday 09 November 7pm
Public Lecture

'Sustaining Innovation'

Dick Powell of International Product Design Consultancy, Seymour Powell.

Ely House, St Stephens Green,
Dublin 2.

Admission £10
Contact Karen at DesignIreland
T 01 716 7810.

Book early as places are limited.

Saturday 10 November
11am – 5pm
Design Film Day

See all 6 episodes of Channel Four's award-winning series 'Better by Design' and the 'Designs on your....' series. Witness the highs and lows of a life in design as enjoyed by design consultants Seymour Powell as they attempt to redesign 6 classic icons of the 20th Century.

Arthouse, Curved Street,
Temple Bar, Dublin 2.

Admission £10 door or £5 with presentation of this postcard.

Sunday 11 November 2pm
Visit to Dublin City Hall

Orna Hanly, Architect will give a guided tour of her exhibition at Dublin City Hall.

Dublin City Hall,
Dame Street, Dublin 2.

Admission Free.
RSVP Karen at DesignIreland
T 01 716 7810.
Book early as places are limited.

Sunday 11 November 5pm
IDI New Members Night

An opportunity for New Members to meet and chat with the IDI Council

The Atrium,
Office of Public Works, 51 St
Stephen's Green, Dublin 2.

RSVP Sheila by email: idi@indigo.ie

Monday 12 November 6pm

Website Launch + Party

DesignIreland invite you to the launch of their new website and a celebration of this years GDBA, IDEA and ICAD Bell winners.

The Atrium,
Office of Public Works,
51 St Stephen's Green, Dublin 2.

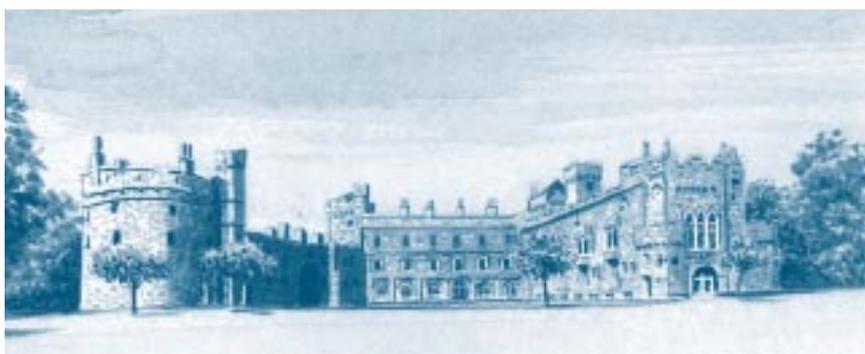
By invitation only.
Enquiries to Karen at Design Ireland.
T 01 716 7810.

Tuesday 13 November 6.30pm
ICAD Book Launch

ICAD 'Best of Irish Advertising and Design' 2001 Book Launch. Free drinks reception to ICAD members.

The Sugar Club,
8 Lower Leeson Street, Dublin 2.

Big event for your January diary!



The Parade Tower, Kilkenny Castle

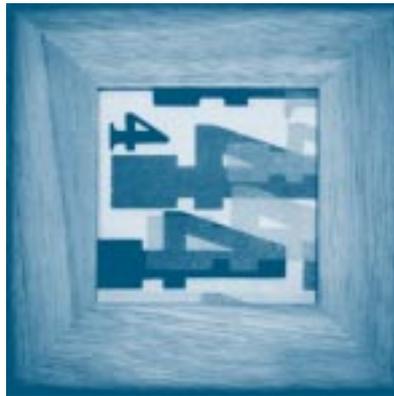
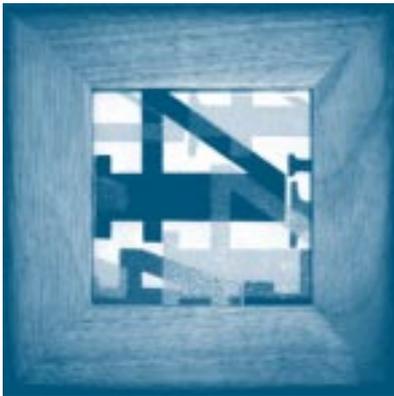
In memory of the founder of Kilkenny Design Workshops the Institute will hold a Bill Walsh Memorial Lecture in conjunction with this year's AGM in Kilkenny on the weekend of 18 to 20 January 2002.

The Bill Walsh Memorial Lecture will be delivered by an internationally renowned designer in the magnificent new conference facilities in Kilkenny Castle on the evening of Friday 18 January. The AGM will be in the same venue on the Saturday morning and visits to Kilkenny's many places of interest will be arranged over the weekend. Special rates will be available in the new Kilkenny Ormond and other hotels.

Further details will be available soon but be sure to keep these dates free for a great IDI event!



Brendan Beirne: Collage of Two Irish Five Pound Notes



David Caron: two prints from a quartet of letterpress prints of the number four



Róisín Gartland

The Designer as Artist, Art Auction 2

David Caron reviews the IDI's charity fundraiser

Although there were no telephone bids from Tokyo there was still plenty of excitement, suspense and drama at the recent IDI Art Auction held in the RIAI. However, mainly the event was about socialising and raising money for a worthy cause; this year Focus Ireland was the chosen charity.

The number of submissions may have been less than one might have hoped but the range of exhibits varied greatly and all were the subject of frenzied and enthusiastic bidding. Special comment must be made of Brendan Beirne's animated and spirited performance as auctioneer. With great wit and verbal dexterity he introduced each work of art and the artist / designer responsible. It was then up to the exhibitor to elucidate the particular merits of their creation(s).

We heard Angela Woods explain the amusing background to the delicate graphite drawing of her favourite snakeskin shoe. Seán McNulty spoke passionately about his evocative watercolour; an aerial view, painted from his imagination, of Innismurray island off the Sligo coast. Aoife Harrington exhibited a delicate image of a poinsettia plant which on

close inspection gave shelter to a tiny Christmas fairy. Róisín Gartland's two abstract compositions painted on a translucent surface aroused much interest among the bidders. David Caron showed a quartet of letterpress prints featuring the number 4 which were printed with original 19th century wooden type. Possibly the most intriguing of all the submissions was the auctioneer's own creation. Brendan Beirne's collage of two Irish five pound notes drew gasps of appreciation from the audience when he revealed the significance of the imagery; a witty and inventive homage to the changing nature of Irish currency.

Just when the auction appeared to have concluded, and indeed some of the exhibitors and purchasers had disappeared into the night, Gerry Brouder arrived with two still lifes under his arm. Clearly at least one bidder recognised them to be works of considerable merit and the astonishing price of £1,000 was achieved! All in all, it was a most enjoyable and successful event, particularly so since the total raised for Focus Ireland was a very impressive £1,500.



Gerry Brouder, "Still life with red carnations with fruit bowl"



Angela Woods: Snakeskin Shoe



Dara O'Neill, Department of Fashion and Textiles, NCAD



Giordana Gache, Department of Fashion and Textiles, Limerick



Paula Hanley, Department of Fashion and Textiles, Limerick

IDI Graduate Designer Awards

This year's graduates prove their creativity and design awareness.

The 2001 Graduate Designer Awards prove once more the ability of Irish design students and demonstrate that the future is bright for this country's design profession.

Entries were received from colleges around the country, from Waterford to Letterkenny, Limerick to Dublin. While standards varied and presentation skills were occasionally problematic, the overall impression left with the jury after several sittings was indeed very positive and inspiring.

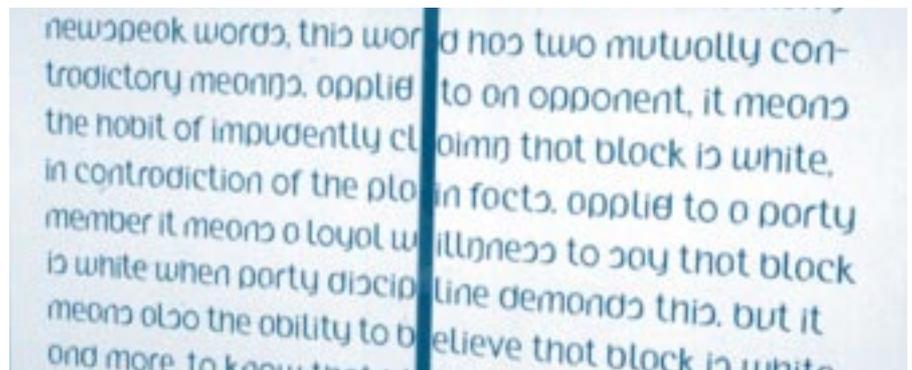
Course directors were requested to nominate their top three students in each design category, from which a category winner was chosen. No specific brief was set, the students being encouraged to select from their portfolio the work which they felt best represented their ability. Judging criteria centred on:

- > Innovation / new ideas
- > Creativity
- > Design awareness

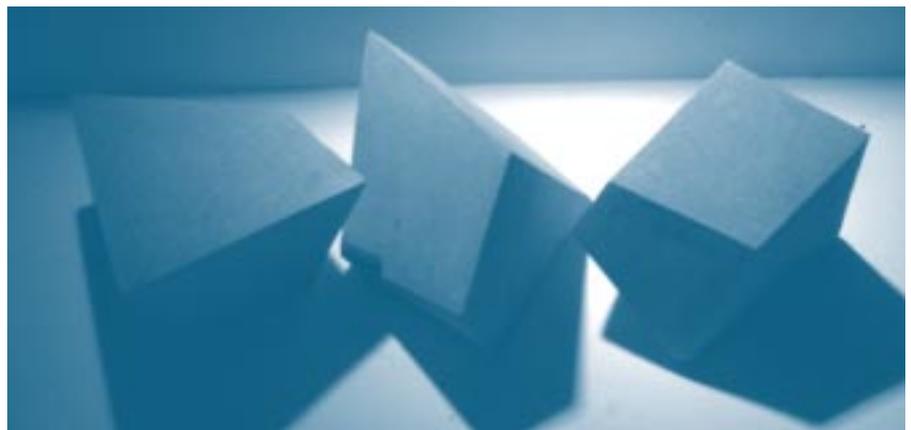
Category winners have already been notified while the overall winner will be announced during Student Day on November 9th. The Award will be presented by Dick Powell.



Karen McElhinney, Department of Visual Communication, NCAD



Ann Quinlan, Department of Visual Communication, NCAD



Sarah Ross, Department of Ceramics, Glass and Metal, NCAD



Patricia Jorgenson Wall Hangings

Largest wall hangings commissioned in Ireland

Patricia Jorgenson has designed four wall hangings for buildings at Park West. Their collective title is 'Atavism – Ancestral Links'. The design concept is based in the idea that the site has a very specific and ancient history and the three sources of inspiration were:

- > The ancient waterway, Gallanstown stream, that runs under the site.
- > The early Christian burial ground.
- > The place name 'Gallanstown', from the Irish word 'gallán' meaning pillar stone.

The four hanging are:

- > *Circle and stream*
A stylised Gallanstown stream, representing continuing life, overlaying the circular motif of the early christian burial place.

- > *Stream, Stone, Cist*

The three significant historical features of the site are combined; Gallanstown stream, the ancestral burial place and the megalith.

- > *Pillarstone Sun*

The stylised megalith overlaid with patterns from excavated burial ground, topped by the concentric rings of a primitive sun

- > *Spiral and Stone*

The two historical symbols of the ancient burial ground and the pillar stone are linked by the spiral representing life and eternity.

The first three hangings are 11.5m high by 3.5m wide. The last is a square hanging. They are amongst – if not the largest commissioned in Ireland. Manufactured by V'Soske Joyce, Oughterard, Co. Galway.

To the Institute of Designers in Ireland

Dear Seán,

Following the AGM and the open ended discussions regarding both my dissatisfaction with the Design Awards I wish to follow up on the main outstanding issues concerning our furniture category entry of the Pav lounge chair.

- A The recovery of the cost of the Pav Chair of £1425 + vat = £1710 which was stolen after the ceremony.
- B The Awards, the recovery of our entry fee to the event.
- C A Public Apology (printed in the Newsletter)

The handling of our entry at the awards has led us to consider legal action which was withheld until I reserved judgement until after the AGM. I still feel that our reputation was damaged at the event. I still request that a public written apology is printed in your journal and an acknowledgement of our grievance that if chosen as a finalist, that there must be a result, and that subsequently we were denied the opportunity to promote our product to its full potential. As you may note on our newly printed stationery we have omitted the IDI from our affiliated organisations pending a satisfactory outcome to our requests. I am personally pleased at your own sympathetic attitude and I hope that we may move forward from this uncomfortable initial year with the IDI to a positive energy experience.

Yours sincerely

Shane Holland

Dear Shane,

In response to your issues, As President of the IDI, I sincerely apologise for any damage to your reputation. This was never the intention of the Design Awards team. It also identified the impact that the IDI Design Awards has gained in the market place and my proposal to Council that a full time organiser is required to sustain its growth and its professional management in the future. As a direct result of Shane's complaints a number of key changes have been made to the judging process and criteria of selecting finalists and winners of the categories. These have been implemented this year and documented as part of the process for future years.

Seán McNulty, President IDI

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The IDI Newsletter welcomes contributions from members and non-members.

Articles for publication should be sent to: Sheila Robinson, Institute of Designers in Ireland, 8 Merrion Square, Dublin 2. 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.

This issue of the newsletter is printed on **Arcoprint, gr/m² 140**, a paper from the Fedrigoni range. For samples and further information contact *Paper Assist* at 01 450 03 03.

ADVERTISEMENTS

Appointment

Executive Officer & Administrator

The IDI seeks a candidate for a new full time position of executive officer and administrator. Roles and responsibilities will include:

- > Daily communications on behalf of members and general design enquiries.
- > Financial management and reports for Council.
- > Organising and reporting on section meetings.
- > Organising and administrating the IDI Design Awards.
- > Organising and administrating the Graduate Designer Awards.
- > Organising Student Day, IDI's AGM, special events and visits.
- > Membership applications.
- > Quarterly Newsletter co-ordination.
- > Involvement at monthly Officers' and Council meetings.
- > Communications with international design organisations.

The contract will be for three years, salary subject to experience. Office base will potentially be in The Innovation Center, UCD, Dublin.

Please submit all applications and CVs to S.McNulty email: smcnulty@dolmen.ie

Property
Premises

Lease for sale on Dublin city centre premises. studio/ workshop approx 1100 sq feet.

Tel: 086 8270010 for details.

For Sale
Equipment

Textile printing equipment for sale. Tel: 086 8270010 for details.

NOTICE BOARD

New Members

New IDI members ratified at the last Council Meeting in October

Education
Anne Earls Boylan

Design Management
Charles O'Kane
Stephen Knight
Terry Corr

Fashion & Textile Design
Bronagh Griffin
Helen Delaney

Exhibition & Interior Architecture / Design

John Harrison
Sheila Foley
Brian Jennings
Colin Chestnutt
Eamon Cushnahan
Michael Hegarty
Mike McQueen

Product & Industrial Design

Alan Marks
Dominic Logan
Gavin Nicholson
Jeremy Suffern
Kenneth O'Leary
Maureen Lynch
Maurice Corrigan
Michael Adams
Paul Murphy
Richard Bell
Shane McGrath
Stephen McGilloway

Visual Communications

Adam Gallacher
Adrian Lutton
Amanda Brady
Anne Hartnett
Brian Byrne
Celine Traynor
Charles Crimmins
Dara O'Beachain
Deborah Cooke
Fran Lambkin
Helen Hayes
James Nevin
Jennifer Browne
Kevin Cushnahan
Monika Crowley
Neil Harrison
Phil Kilcooley
Tom Feehan
Tom Meenaghan

Theatre, Film & Television Design

Darragh Treacy
Kerry PA Dunn Wharton
Trevor McCormick

New Digital Media

Conor O'Boyle
John McCandless
Karen Hanratty
Kieran Harrigan
Linda Cotter
Mark Leslie
Michael McGlade
Neil Linford Relph