

Bringing the business of design  
to life for young people.

2010–13

# DESIGN VENTURA



DESIGN  
MUSEUM



In partnership with  
Deutsche Bank

# Introduction

Inspiring and equipping young people to reach their full potential is central to both Deutsche Bank's six year partnership with the Design Museum and our wider commitment to education. Design Ventura's participants, similar to our business approach, achieve success through combining innovation, agile-mindedness and entrepreneurial thinking within a framework of team collaboration. It is this fit which means our support, both financial and through the involvement of expert business mentors, is a model for partnership working for the next generation.

**Lareena Hilton**  
Global Head of Brand and Visual Identity,  
UK Head of Communications and CSR  
Deutsche Bank

As designers it is vital we invest time, energy and knowledge in the future of our industry and give young people meaningful and insightful experience in the world of design. Design Ventura challenges schoolchildren to answer real briefs set by professional designers and work toward real solutions. It has never been more important to inspire and empower young people and give them direct experience of how design works and its importance to the economy.

**Sir Terence Conran**



Ventura pitching day 2012

**“Young people see things differently to adults. Their creativity and innovation is inspiring.”**

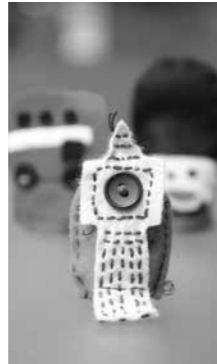
Sebastian Conran, Designer

# Overview

Since 2010, over 10000 young people have participated in Design Ventura, a design and enterprise project run by the Design Museum in partnership with Deutsche Bank.

The project champions real world learning and makes use of the Design Museum as a hub for design, business, culture and learning. It places design skills in a real world context, developing creativity, holistic thinking, team work and enterprise capabilities.

The Ventura project challenges school students aged 13–16 to answer a live brief set with a leading designer and provides a taste of life within the design industry. Each year up to 40 London state schools participate through a programme of facilitated Design Ventura workshops. Other schools in London and across the UK can access the project through Virtual Ventura, an online resource which includes workshop plans, films and materials for students. Participating schools compete against each to see their products exhibited at the Design Museum or on sale in the Design Museum shop.



Clockwise from top right: Badoiing by Walworth Academy, Dove Bunting Christmas Card 2011, London Idols by Norbury Manor Business and Enterprise College for Girls

# Aims

Design Ventura aims to:

- Increase the design skills and confidence of learners through engagement with inspiring role models and design experts.
- Raise the motivation of learners and raise aspirations by enabling them to discover their creative entrepreneurial talent.
- Fire a passion for design amongst young people and connect this to practical next steps that relate to achievement in future careers and education.
- Build lasting relationships with teachers and schools.
- Identify new pedagogic approaches to enterprise education within a museum context that will support the development of learning at the Design Museum in the longer term.



Clockwise from top right: Designer, Designer explores materials; Badoiing being assembled; Bird Bank by Mount Carmel RC School; Ventura trophies; Pitching event 2012; Designer provides advice to students

**70%**  
of students rated the Ventura project good or very good.



# The process

Design Ventura brings together partners from the real world of business and design to provide a rich learning experience for students. The project is underpinned by a sound pedagogical approach, rooted in curriculum requirements, and it is supported by teachers, practicing designers and Deutsche Bank staff who offer their business expertise to students.

1. Annual Continuing Professional Development for teachers and preparation briefings for volunteers from the business and design sector.

2. Brief set with a leading designer.

3. Launch workshops at the Design Museum are supported by business volunteers from Deutsche Bank. Each year these sessions are available to 40 London state schools and to Virtual Ventura participants as capacity allows. The workshops kick-start the creative process of designing, and support students to think about the business aspects of the brief.



Clockwise from top right:  
Chelsea Academy visit  
the museum; student discusses  
ideas; teachers present ideas;  
teacher CPD event

4. Follow-up workshops in London state school classrooms are led by museum educators and supported by volunteers from the design sector who provide real world experience and a wealth of creative approaches to young people.

5. Following in-school selection, the top teams pitch to a judging panel in person (London state schools) or by video (Virtual Ventura participants)

6. Celebration, awards and public exhibition share outcomes with all participants.

7. One winning idea is made and sold in the Design Museum shop. Profits from the sale of the products are donated to a charity of the students' choice.



Left to right:  
Designer provides advice  
to students; Winners of Design  
Ventura 2010; Product launch  
at Design Museum shop, 2012

**“Taking part in  
Design Ventura  
was a lifetime  
opportunity.”**

Student

# The judges

Design Ventura judging panels bring together leading figures from the design and business sectors. The varied expertise on the panel provides a unique opportunity for young people to present their ideas and gain valuable feedback.

## Judges since 2010

### **Anya Hindmarch MBE**

Fashion Designer and Trustee of Design Museum.

### **Alice March & Amanda Pearlman**

Head of Retail at Design Museum.

### **Chris Ruse**

Director of Capital Markets & Treasury Solutions at Deutsche Bank.

### **Christoph Woermann**

Managing Director, Head of Marketing & Communications GTB at Deutsche Bank

### **Naomi Cleaver**

Designer, Writer and Broadcaster.

### **Sebastian Conran**

Product Designer and Trustee of Design Museum.



**“As a judge I have been impressed with the integrity of the student ideas – they have presented interesting products that make a good business case but also show creative design thinking.”**

Chris Ruse

# Winning ideas

## 2010–11

Theme of brief: **Young people.**  
Brief set with Sebastian Conran

### **Design Ventura**

#### **Dove Bunting**

Dove-shaped bunting made from recycled card.  
Haberdasher's Aske's Hatcham College

### **Virtual Ventura**

#### **Dish Dash**

A lunch box that folds out into a plate.  
Globe Academy

## 2011–12

Theme of brief: **Play.**  
Brief set with Naomi Cleaver

### **Design Ventura**

#### **BaDoiing!**

A travel game packaged in an Oyster Card wallet.  
Walworth Academy

### **Virtual Ventura**

#### **Plyano**

A finger piano made of plywood.  
Simon Langton Grammar School

## 2012–13

Theme of brief: **Journeys.**  
Brief set with Anya Hindmarch

### **Design Ventura**

#### **Pics Pins**

Badge set with images of segments of famous landmarks that can be interchanged in the style of the game consequences.  
Trinity School

### **Virtual Ventura**

#### **Go Gloves**

Glove-light for cyclists to improve safety when indicating to turn.  
Brentwood School

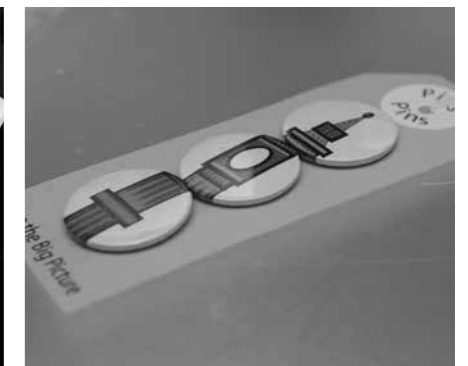
Dove Bunting



BaDoiing!



Pics Pins



# Over three years

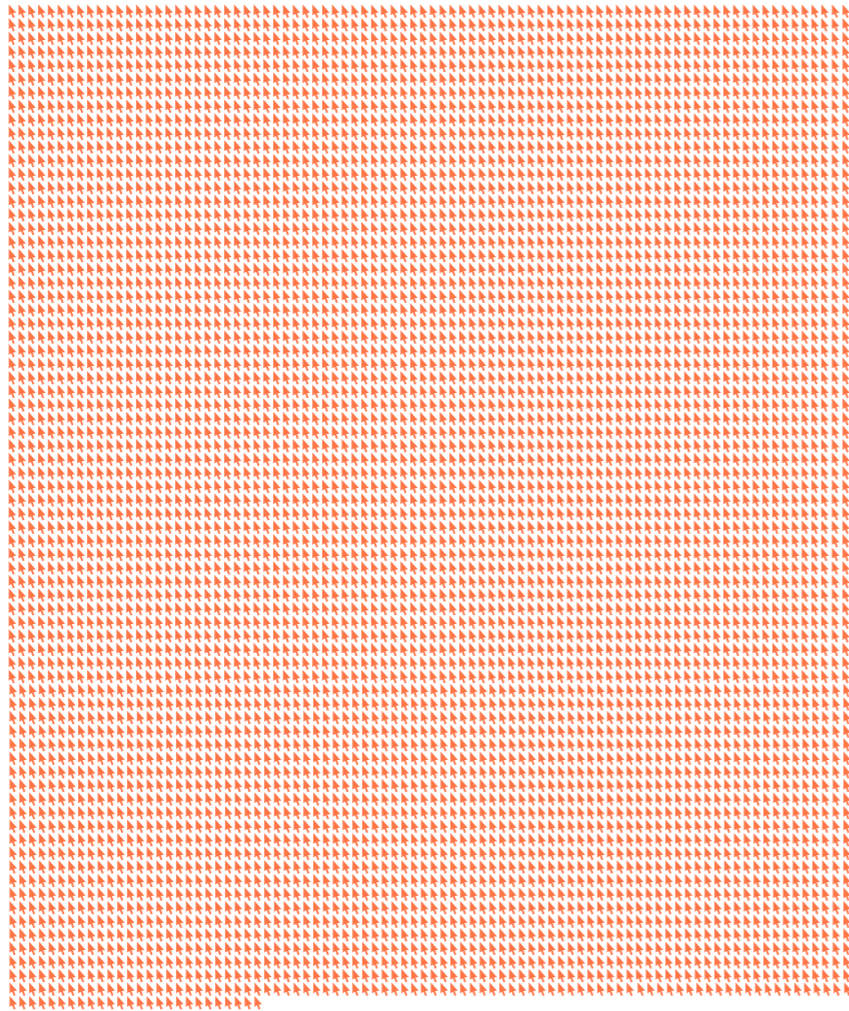
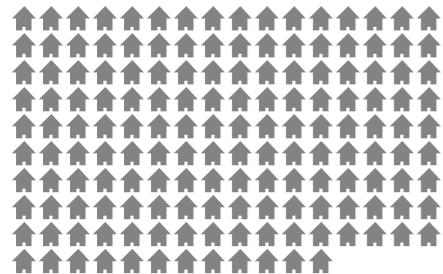
Over three years, the impact of Design Ventura has been evaluated by the Centre for Education in Industry (CEI) at the University of Warwick. The partnership with CEI aimed to assess changes in perceptions of skills, confidence and ambition amongst teachers and students participating in the project.

**6432**

students from

**156**

schools across the UK have participated in Virtual Ventura. This strand of the project offers professional development training to teachers and supports schools to deliver the project in their own way using materials accessed from the Ventura website.



**3679**

students from

**112**

London state schools participated in Design Ventura workshops delivered at the Design Museum and in schools.

**Fifty five**

staff from Deutsche Bank provided support and expertise to students taking part in enterprise education activities as part of Design Ventura

**70** practicing designers supported

**110** design workshops in classrooms across the Capital

As well as a strong concentration of state schools in London, a wide range of participants including some independent schools stretched from Cornwall to Scotland. In 2012 we were also delighted to welcome our first international schools from Italy and China.



# What's next?

Design Ventura is the Design Museum's flagship learning project. It has influenced the thinking of the museum at a variety of levels, from strategic planning through to delivery and teaching practice. The partnership with Deutsche Bank represents an exemplar that is shared with a range of stakeholders.

The Design Museum's new home on Kensington High Street will give it three times more space in which to show a wider range of exhibitions, engage twice as many visitors – over 500,000 per year – and extend its well respected learning programmes to work with 60,000 young people each year.

Design Ventura will continue to be an important part of the Learning programme as we prepare to move to our new location. We hope to reach many more young people with engaging learning experiences that demonstrate the potential of their ideas in the real world. Through Design Ventura we will also continue to demonstrate the importance of design in our economy and society.

**97%** of teachers completing our survey said they'd like to be part of Design Ventura again and rated the value of working to a real brief very highly.

**84%** of teachers participating in Virtual Ventura believed the project improved design skills and enterprise capabilities of their students.

**70%** of students feel that participation in Design Ventura has increased their ability to respond creatively to a design brief.

**“By taking part in Design Ventura I was able to feel like a kid again.”**

Sato Hisao, Designer

# Thank you

Our thanks go to everyone who has supported Design Ventura since 2010. The project could not have happened without the dedication of hundreds of teachers, the energy of thousands of school students and the support of our community of volunteers from the design sector and from Deutsche Bank.

## **Deutsche Bank**

Rosie Towe, Kerry McNally,  
Chris Ruse, Christoph Woermann,  
Nicole Lovett, Lareena Hilton

## **Designers**

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Sebastian Conran

## **Design Museum**

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**“The experience of live projects is great for students; web chats, links with industry, being exposed to financial restriction etc... is all good. The extra time required to organise this type of activity is worth it.”**

*Virtual Ventura Teacher*

