

DESIGN VENTURA



DESIGN MUSEUM

In partnership with
Deutsche Bank



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CURRENT EXHIBITIONS



**Extraordinary Stories
about ordinary things**



**Unexpected Pleasures:
the art and design of
contemporary jewellery**



Designers in Residence

DESIGN MUSEUM LEARNING



We aim to:

- Develop learners' **critical design understanding**
- **Make links** between formal learning and industry practice
- **Inspire** a lifelong interest in design
- **Nuture** the next generation of creative professionals



LEARNING PROGRAMME



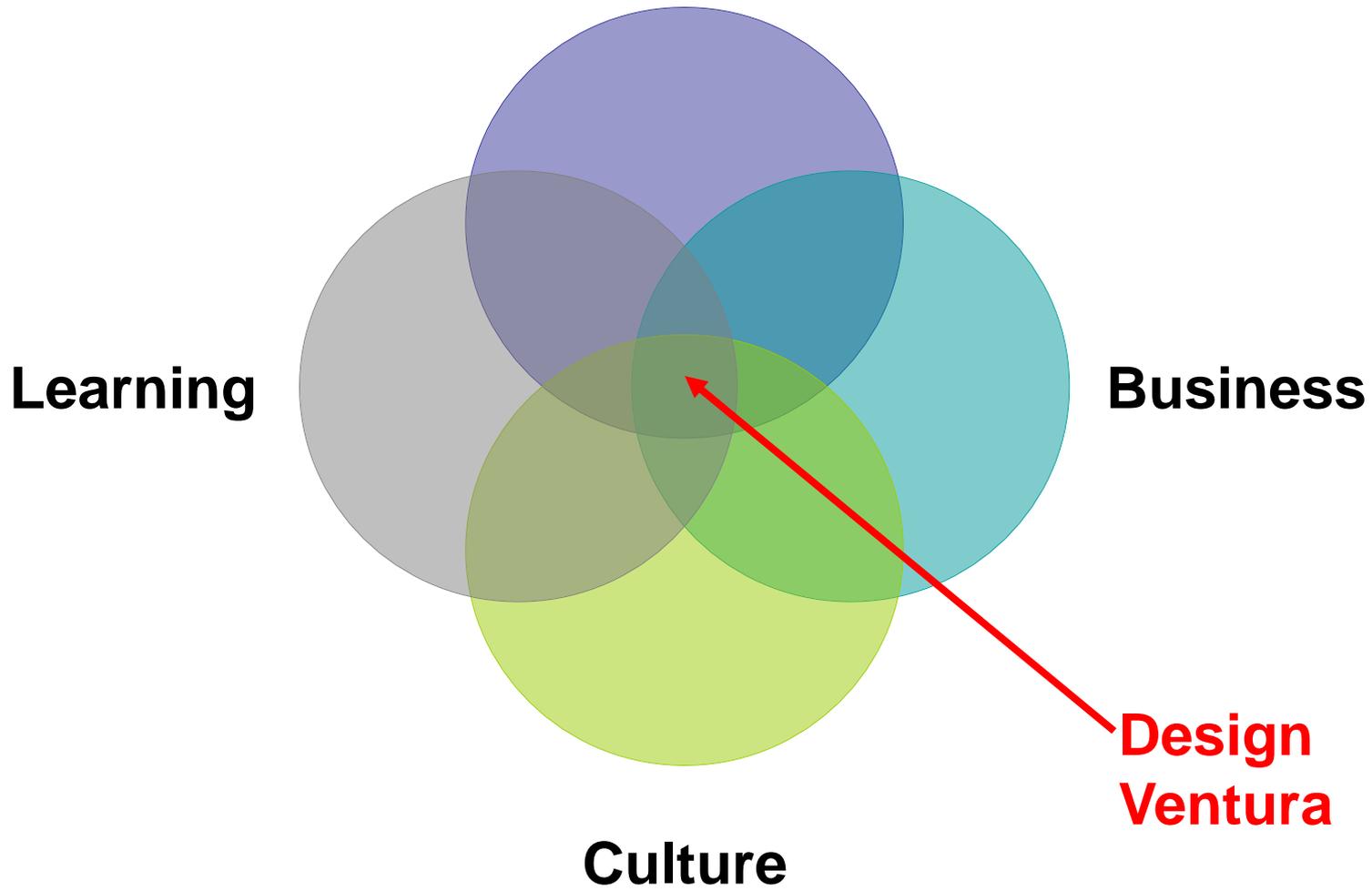
We reach over 30,000 learners per year through...

- CPD and conferences
- School workshops
- Public events
- Exhibition visits
- Family Learning
- Community and youth projects
- Web resources
- Funded projects
- Student competitions / challenges



PROJECT OVERVIEW

Design



PROJECT OVERVIEW



<http://vimeo.com/48535752>



PROJECT OVERVIEW

Aims of Design Ventura

- Increase skills, confidence and ambition of young people
- Provide a live brief with a real outcome
- Celebrate and exhibit the best student ideas
- Research and measure impact with University of Warwick
- Develop sustainable relationships with schools
- Create a legacy through online materials and Virtual Ventura



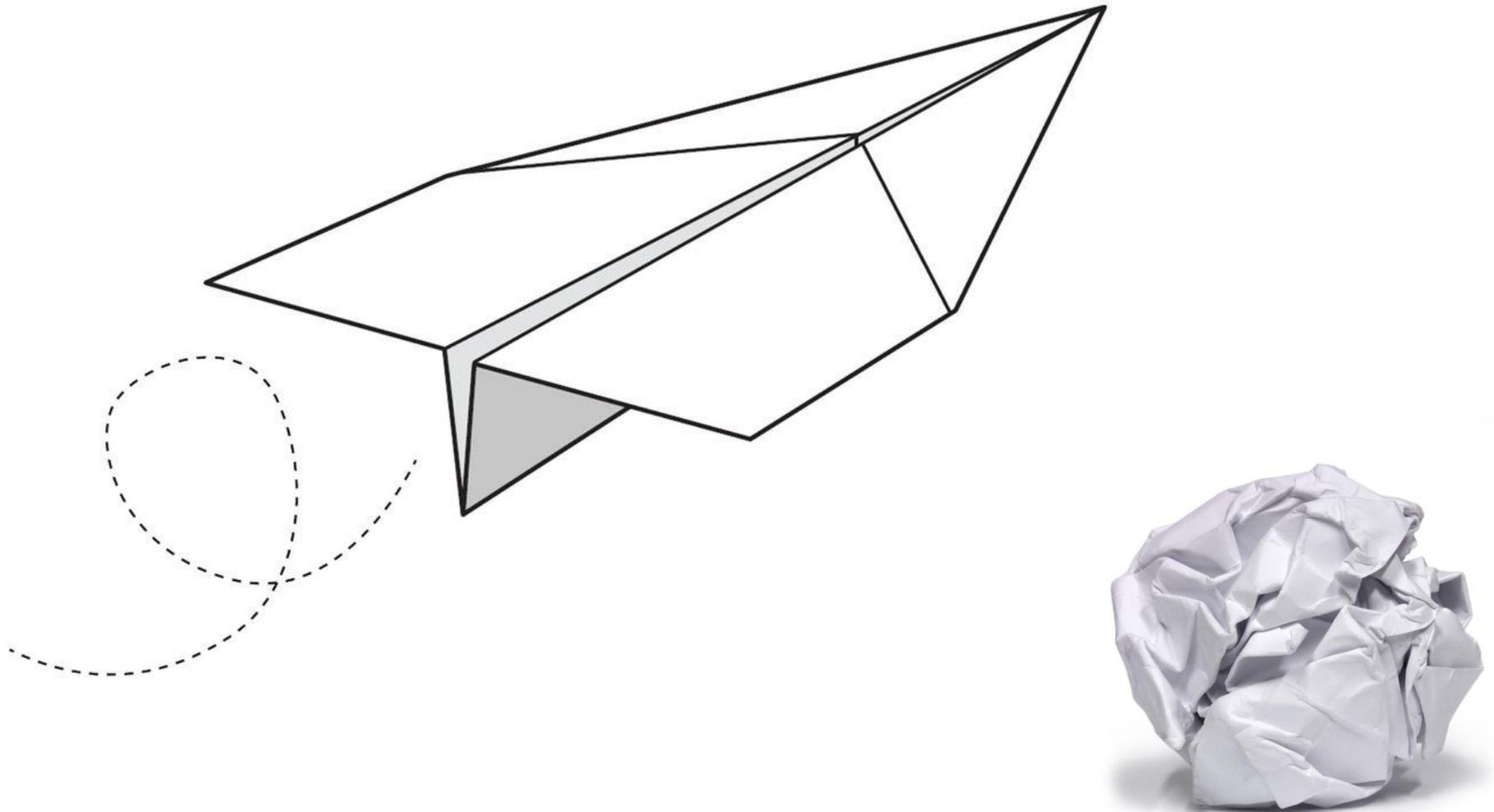
VENTURA THINKING

1. Work in pairs or small groups
2. A single A4 sheet – no other materials
3. How far can you make your paper travel?

5 minutes. Off you go!

PAPER TRAVEL

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DESIGN + ENTERPRISE

What key characteristic will ensure the success of the UK design industry?

- Humour
- Tolerance
- Tenacity
- Adapting to change
- Problem solving

“It’s not really about having the ideas, it is about developing those ideas and actually making them happen.”

“For me it’s about embracing risk and banishing fear - just getting on with it and seeing where it takes us. It’s about the punk spirit - being both challenging and fun. British design has that disruptive, maverick edge that communicates and creates a real point of difference. Dyson gets it - the long process of prototyping allowed him to radically rethink the vacuum cleaner, developing a world beating product. If British designers continue to think fearlessly, we’ll continue to be internationally respected.”





PROJECT OVERVIEW

Curriculum opportunities

- PLTS
- PSHE Education
- Cross Curriculum Dimensions
- D&T at KS3
- D&T at GCSE

Detailed project curriculum maps available

Email: ventura@designmuseum.org



CURRICULUM

What is enterprise education? ...it's always worth a reminder

'economics, business and enterprise education is about equipping children and young people with the knowledge, skills and understanding to help them make sense of the complex and dynamic economic, business and financial environment in which they live. It should help them leave school well-informed and well-prepared as consumers, employees and potential employers

Ofsted 2011



CURRICULUM

What is design?

...it' s always worth a reminder!

‘Design is a hugely fertile field of inventive new work, as well as a key component underpinning the modern economy. It provides a means for understanding the contemporary world, and, potentially, for making it a better place.’

Deyan Sudjic, Director of Design Museum



PROJECT OVERVIEW

Key Activities

Sept	Ventura student brief goes live
Sept-Nov	Research, design and development of responses to the brief
Sept-Oct	Creative workshops with London State Schools
19 Nov	Deadline for competition entries (one per school)
Dec	Pitching/judging event
Feb 2013	Ventura celebration & awards event
13 Feb-23 February	Ventura exhibition
18 March	End of Project Conference

VENTURA THINKING



VENTURA THINKING

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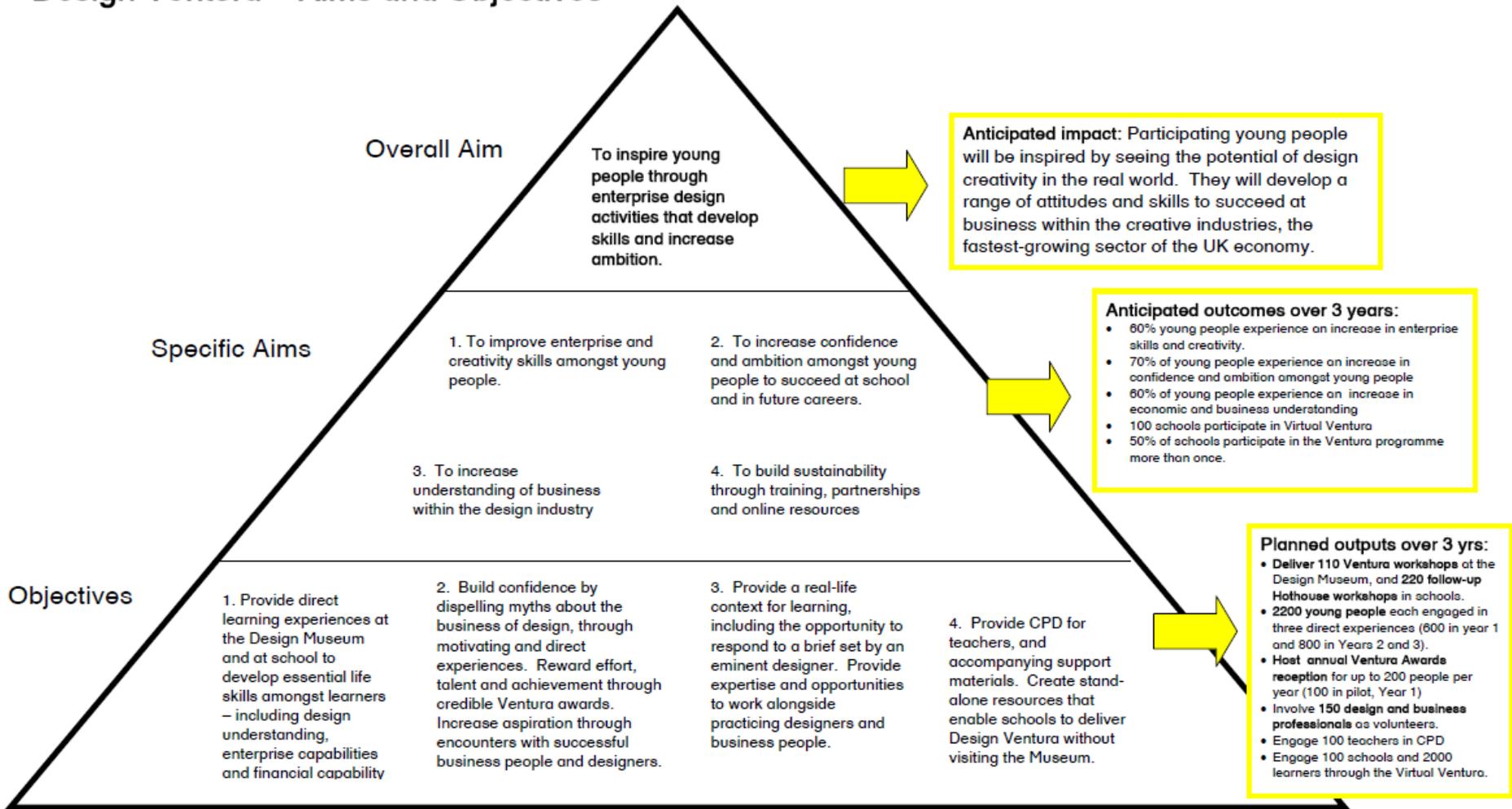
EVALUATION

Partnership with Centre for Education in Industry

A theory of change

A 'balanced diet' of evaluation methods mapped to specific outcomes for learning for the project

Design Ventura – Aims and Objectives



OUTCOMES/LESSONS



WINNING IDEAS



WINNING IDEAS

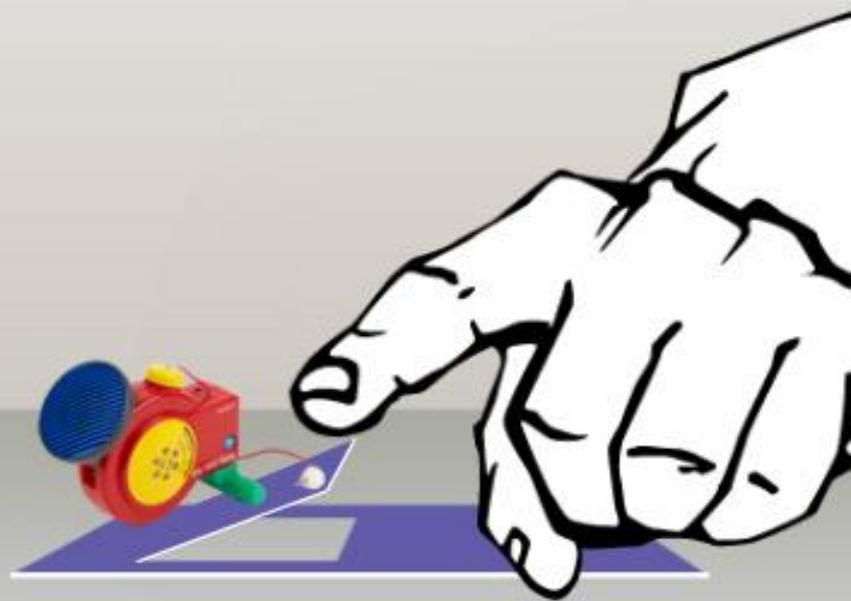
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Bringing the business of design to life with Deutsche Bank

**BA
DOING!**
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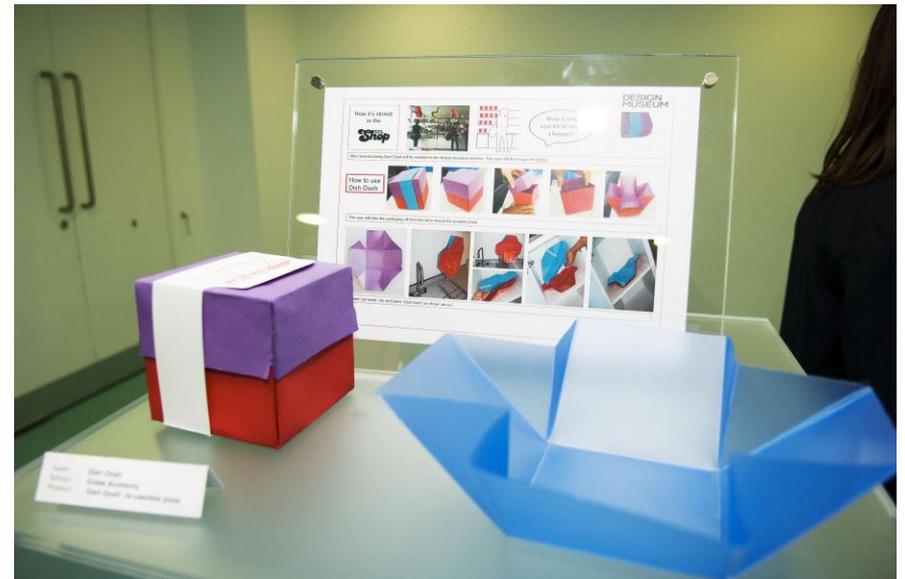


57
seconds

My First Sony's range included this radio from 1998. Buttons and dials were large and simplified, ensuring that children could easily operate the machine.

WINNING IDEAS

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WHAT'S NEXT?

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18 MARCH 2012

**DESIGN
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Bringing the business
of design to life with
Deutsche Bank

Conference

Design Meets Enterprise

➤ Join the debate

How can cultural and industry partners support young people to harness their creativity and develop skills for economic success?

The project

Design Ventura is a design and enterprise project which champions real world learning and makes use of the Design Museum as a hub for creative and professional activity. Since 2010, over 9000 young people have participated in the project which is run in partnership with **Deutsche Bank**.

YOUR QUESTIONS





CONTACT

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