



The Furniture Makers Company

Press Release

**Design
Guild Mark**

Design Guild Mark 2013 Awarded Designers

The Design Guild Mark, since launching in 2008, rewards excellence in the design of furniture in volume production.

Ian Archer - 'Raffa Chairs' for Couch Design - DGM 75

With a passion for both classic and modern design Ian formed his own consultancy in 1988 and has gone on to win awards for his fabric and leather sofa designs.

"As an emerging British designer & brand, *The Design Guild Mark*, has been a very successful way of reinforcing the values of quality, sustainability & excellence in design that I bring to my work."

"The acknowledgement of my skills & credentials, by a panel of judges with vast experience & excellent reputations adds great credibility, both, with new clients, & when selling my *Design Guild Mark* awarded furniture."



Edward Barber and Jay Osgerby –

'The Sofa Collection' for Knoll International - **DGM 76**

'Tip Ton' for Vitra - **DGM 77**

Internationally acclaimed designers Edward Barber and Jay Osgerby founded their London based studio in 1996. Their multidisciplinary practice challenges the boundaries of industrial design, architecture and art, with collections for Knoll, Vitra, B&B Italia, Cappellini, Venini, and Flos, as well as public commissions and gallery editions. They were both awarded OBEs in the Queen's Birthday Honours list for their services to the design industry.

An investigation into school furniture and how dynamic movement in a chair can aid concentration, resulted in the forward-tilting Tip Ton chair launched with Vitra in 2011.



Samuel Chan –

'Finnieston Bookcase' for Channels – **DGM 78**

'Finnieston Console Table' for Channels – **DGM 79**

Samuel Chan established Channels in 1995, his furniture designs are characterised by purity of form, subtle detailing and immaculate wood craft. Samuel is the recipient of six Design Guild Marks.

"The DGM is a unique accolade, as it celebrates not just good design but the importance of the manufacturing process. This sense of the bigger picture resonates with my approach to furniture. In a market saturated with product, the fact that the DGM is awarded by as established a body as The Furniture Makers Company, and judged by a diverse panel of recognised industry leaders gives our clients confidence that their choice is a good investment."



Martin Dodge –

‘Radial Table Mechanism’ for Martin Dodge Furniture – **DGM 80**

Martin Dodge, a third generation Cabinet Maker and Master Craftsman founded his business in 1968 with the single aim of making the finest in English Furniture available to the world.

After many years of restoring original Jupe tables, Martin is today making the exact same table as Jupe, with additional varieties of timbers, and designer bases.



Photograph courtesy of B. Chandler
www.barbarachandler.com

Ali Edwards –

‘Navajo’ for John Lewis **DGM 81**

Working for international manufacturers and large retailers has given me a broad understanding of the design process and what works commercially. I studied furniture and product design at Nottingham Trent University and have since worked for Solent Home and Garden mainly working on outdoor furniture.

John Lewis put me forward to enter into this competition as we all agreed the design itself captured a current trend which was key for this season.



Mark Gabbertas –

‘Diabolo’ for Chorus Furniture **DGM 82**, ‘Metro’ for Lyndon Design **DGM 83**

‘Mir’ for Chorus Furniture **DGM 84**, ‘MirA’ for Chorus Furniture **DGM 85**

Mark Gabbertas came to the world of furniture design in a circuitous way having worked in advertising and then training as a cabinet maker, before establishing what is now regarded as one of the leading design studios in the UK.

“The Design Guild Marks are an increasingly pertinent showcase for the sophistication of contemporary British design, and they help realise the potential of bringing together this talent with, in many cases, the best of British manufacturing.

Both the studio and the companies we work with, are extremely pleased that selected designs have been recognised through this award programme, and the Design Guild Mark appears to be going from strength to strength and is a now a ‘must enter’ scheme.”



Dave Green –

‘Rockingham Rocker’ made by Sitting Firm Chairmakers – **DGM 86**

David Green, a talented designer and furniture maker founded Sitting Firm Chairmakers Ltd in 1989. Sitting Firm manufacture high quality traditional and modern Windsor chairs and is regarded as the leading UK Windsor chairmaking specialists.

In 2012 working very closely with Designer Chris Eckersley, Chris received a Design Guild Mark for his Devon Chair which we make for him. This is now on display in many showrooms across the UK with its DGM label and is selling extremely well. I am sure the Devon Chair having a DGM has given customers more confidence in the piece. Having achieved the DGM working with Chris, I decided to enter the Rockingham Rocker in 2013 which I had designed. The chair has already received publicity because of receiving the Guild Mark and I am confident that from being awarded the Design Guild Mark sales will rocket.



Terry Hunt –

'Unite^{SE} SpaceStation' for KI – **DGM 87**

It was during his apprenticeship in 1975 that Terry realised his passion and talent for design.

Terry's latest award winning design the 'SpaceStation' is a revolutionary personal storage unit designed to embrace new office demands and offer an alternative to the common pedestal.

Being awarded the Design Guild Mark has strengthened the reputation of an already flourishing product, which has seen excellent early sales and a great response from industry professionals and end users alike. The SpaceStation forms part of KI's Unite^{SE} range



James Irvine – (1958-2013)

'Juno' for Arper – **DGM 88**

Born in London, James Irvine graduated from the Royal College of Art London in 1984. That same year he moved to Milan, Italy to begin his practice as a design consultant for Olivetti. In 1987, he worked at the Toshiba Design Centre in Tokyo. At this time, he began his own design practice in Milan. From 1993 to 1999, he was a partner of Sottsass Associati Milan responsible for industrial design. Distinguished visually by a geometric formalism, Irvine described his practice as ultimately guided by a concern for the end user, an independent spirit and attention to the quality of life.



Je-Uk Kim –

'Credenza O' for JiB design studio – **DGM 89**

I studied Architecture at the University of Michigan. Since graduating I have worked for close to a decade at architectural practices worldwide, subsequently founding JiB design studio in April 2012. The ethos of my design is to operate at different scales of spatial design and exploration with a design approach deeply rooted in the discourse of architecture.

Design Guild Mark recognises and rewards the excellence in the design of furniture and its designer in volume production. Being awarded the DGM award has helped me to be recognised and exposed to wider industry.



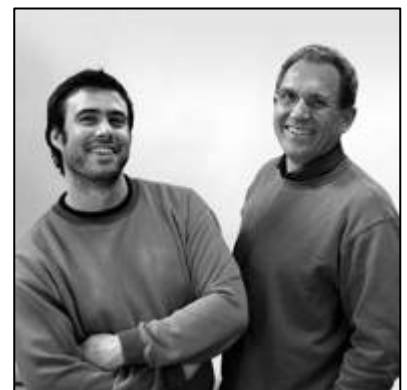
Roger Webb Associates

'WHY Chairs' for Connection – **DGM 90**

Webb Associates, a Design Consultancy with extensive experience, knowledge and skill, based within the constraints and demands of commercial and industrial mass production. Design ideas that resolve the restrictions imposed by function, ergonomic and market demands and manufacturing processes to create economic solutions with visual and technical innovation are typical of the problems we embrace daily.

The Design Guild Mark's value is it rewards those companies investment in design for volume manufactured furniture. Design is one part of a team process with manufacturing and sales /marketing so the Award is very much recognition of a successful team outcome. The reason we participate, is it provides us with the opportunity to acknowledge, appreciate and congratulate all those involved in the creation of a new product.

Left to right: David Lancaster, Roger Webb



Steuart Padwick –

'The Horseshoe Chair' manufactured by Sitting Firm Distributed by Steuart Padwick

DGM 91

In September 2009, to much critical acclaim the award winning designer Steuart Padwick launched his own brand at 100% Design. His designs are warm, witty and sculptural, often with a rich splash of colour.

Over the years he has designed for companies such as Heals, Liberty, The Conran Shop and made.com.

Padwick is very proud the Darcey table was awarded a Design Guild Mark in 2008, the inaugural year of the awards, and now his Horseshoe Chair in 2013 adds to that.



Simon Pengelly

'Jonty' for Chorus Furniture Ltd – **DGM 92**

Simon Pengelly founded Pengelly Design in 1993. Pengelly's formative training at the bench provides a background of pragmatism that underscores the intelligent solutions that come from his process led approach to problem solving.

"The UK has a longstanding reputation for producing top flight furniture designers, recognised and awarded for their work from industries around the world....all except for the UK! When the Worshipful Company introduced the DGM it was a long overdue award to celebrate the design of furniture designers working in volume production and the best of British furniture designers working abroad.

Our Clients, who make the furniture we design, are able to use the DGM as a marketing tool because it is an award that is recognised for the fact it is awarded by an industry respected around the world."



Russell Pinch –

'Holland Park' Chairs manufactured by Ercol – **DGM 93**

After several years working in design and then branding, in 2004 Russell set up PINCH with his wife Oona Bannon.

"Russell Pinch has worked with many of the UK's brightest and best retailers and manufacturers, and through association is aware of the Design Guild Mark as an industry mark of excellence.

In such a crowded market place it is critical that good work is recognised, and such respected external validation is key to client's perception and appreciation of quality and responsible making. Not only does the DGM assure potential clients, it is also a key motivator for press who appreciate that the awarded designs are viewed by peers and professionals as having integrity, flair and commerciality."



Wales & Wales –

'Marylebone Chairs' for Benchmark – **DGM 94**

Our work is characterised by a robust, unelaborated elegance rooted in a pragmatic understanding of materials and processes, possessing a varied yet distinct visual identity. Examples of our work have been acquired for national collections, including the Victoria & Albert Museum and the Crafts Council among others.

The Marylebone chair for Benchmark is our first DGM submission, and we are of course delighted at its success particularly after scrutiny by such a distinguished panel. It is self-evident that an initiative that critically applauds good design while raising awareness of it, both in the trade and to consumers, is a very good thing. The endorsement it offers can be a vital foundation for marketing of the product.



Wills Watson & Associates –

'Corsair Range' for WJ White – **DGM 95**

The WW+A team is highly experienced in engineering and manufacturing to complement their design skills, and thrives on the challenge of finding an inventive solution to a good problem.

The Omega executive office system was awarded a Design Guild Mark in 2008, the inaugural year of the scheme. The Guild's endorsement of the product has helped to build its reputation with A&D specifiers and prompted the design team to submit their work for Swindon-based manufacturer, WJ White, into the 2013 Awards. In fact, the publicity around Omega had attracted WJ White to commission WW+A, the first time that the 82-year-old business had used external designers.

WW+A are very pleased that Corsair has been recognized with a DGM — a validation of both its design content and the craftsmanship in its realisation.

Corsair design team photo from left to right: Richard Gore, Brian Watson, Tony Wills, Philip Hall.



A selection of 2013 Design Guild Mark awarded products will be on display at 100% Design stand S30 from the 18th – 21st of September.

The Design Guild Mark recognises and rewards excellence in the British Design of Furniture in volume production in Britain and abroad. By the award of the Guild Mark for designs which meet the Company's criteria, the designers receive due recognition and the industry is made more aware of the importance in design.

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For further information, thumbnail or hi-res images, digital logos, etc, please contact:

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Notes for Editors

The Worshipful Company of Furniture Makers is the Livery Company of the City of London for the British furniture industry, charity and patron. It encourages the highest standards and best practice in the design, making, marketing and selling of all kinds of furniture throughout the UK. We offer many training opportunities for younger people and we recognise quality by the award of our Guild Marks.



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(The Coat of Arms, the WCFM 'logo', is available by e-mail in colour or greyscale and may be reproduced with permission)

The Furniture Makers Company is very grateful to John Lewis Partnership for sponsoring the development and supporting the Design Guild Mark. These awards are also sponsored in memory of Oliver Lebus by his family. The Design Guild Mark would also like to extend its gratitude to Marks & Spencer for its support of the Design Guild Mark by making both its facilities and its staff available for the judging process.