



Design
Guild Mark

Awarded by The Furniture Makers' Company



CALL FOR ENTRIES 2018

**AN AWARD FOR EXCELLENCE
IN BRITISH DESIGN**



DGM 183 "Robin Day Armchair"
Designed by Robin Day for Hille

The prestigious Design Guild Mark is awarded by The Furniture Makers' Company, the furnishing industry's charity, in order to drive excellence and raise the profile of British design and innovation

The Mark recognises the highest standards in the design of furniture in volume production, by designers working in Britain or British designers working abroad. The judges are renowned experts in their respective fields and bring a wealth of knowledge and experience to the process.

Gaining a Design Guild Mark brings prestige and publicity, so be rewarded for the excellence of your work and apply now.

Applications open on 22 September 2017 and the closing date is 19 January 2018



DGM 180 "Modulo" cabinets
Designed by Dylan Freeth for Ercol

"To be recognised by The Furniture Makers' Company and awarded the prestigious Design Guild Mark is the ultimate accolade."

forpeople, 2017 DGM 182

The Jonathan Hindle Prize for Excellence

Created in 2015 by Design Guild Mark founder Jonathan Hindle, this cash prize of £1,000 is awarded to the most outstanding design in any year. The judges will assess this Prize once the Design Guild Marks have been awarded. All entries that receive a Design Guild Mark are eligible for this prize.



DGM 182 "Keyn Family"
Designed by forpeople for Herman Miller

Design Guild Marks

Numbered Design Guild Marks will be awarded to the designers of pieces or ranges of furniture in volume production, for retail or contract sale, which are judged to achieve excellence in the various criteria.

Criteria

The piece should demonstrate excellence in design, materials, manufacture and function.

Is the design outstanding? Consideration will be given, for example to:

- Are the materials appropriate?
- Are they from sustainable sources?
- Does the piece show new thinking?
- Does it represent value?
- Does it solve a problem?
- Is it fit for purpose?
- Does the design have longevity?
- Has the design been refined for and is it capable of being produced in volume?

“Being awarded a Design Guild Mark is not only recognition of our hard work but an affirmation of the importance of always striving for excellence.”

Nathalie De Leval, 2017 DGM 165 & 166



DGM 167 “Multidrawer”
Designed by Frederick Brown for Bisley



DGM 169 “Narin Folding Chair”
Designed by David Irwin for Case Furniture

Eligibility

A Design Guild Mark can be awarded, for a piece or range, which is in current volume production and is designed to be manufactured in batches of 100 or more. Evidence of this must be provided in terms of the design process and the means of production.

Furthermore, the piece/range must be designed:

- **by any British designer, or**
- **by any United Kingdom based design practice**

Benefits

Pieces or ranges of furniture awarded a Design Guild Mark are recognisably items of quality and excellence. To substantiate and promote this accolade, Design Guild Mark holders are entitled:

- to use the Design Guild Mark logo on publicity material such as product labelling, letterheads and brochures relating to each piece or range that has been awarded a Guild Mark. Guidelines and logos will be provided
- to receive a numbered Design Guild Mark certificate for each piece or range awarded a Guild Mark
- to have a page on The Furniture Makers’ Company’s website (furnituremakers.org.uk) containing a link to the holder’s own site, contact details, a general description of their practice and images of each Design Guild Mark that they hold
- to benefit from publicity generated by The Furniture Makers’ Company for all Design Guild Mark designers with its own PR, website and social media activity
- to be considered for display at national design shows and exhibitions

“I’m a firm believer in the DGM and what it stands for in supporting and promoting the British furniture design and production industries.”

Jason Wilary-Attew, The Conran Shop, Judge

“It’s a great opportunity to review, honour and reward excellence in British design and designers and meet the individuals so passionate and worthy of the Mark.”

Diana Monkhouse, SpacelInvader Design, Judge

Judging Panel

The Design Guild Mark is judged by an independent panel that is subject to change up to the day of judging.

Simon Alderson
twentytwentyone

Joanna Biggs
GA Design

Barbara Chandler
Evening Standard

Diana Monkhouse
SpacelInvader Design Ltd

Jeremy Myerson
Helen Hamlyn Professor of Design
Royal College of Art

Thomas Pearce
Sebastian Conran Associates

Philippa Prinsloo
John Lewis

Pernille Stafford
Resonate Interiors

Jason Wilary - Attew
The Conran Shop

Terence Woodgate
Terence Woodgate Design

Applicants

An application for a piece or range to be assessed for a Design Guild Mark can come from the designer, or the manufacturer on behalf of the designer, or the UK distributor for furniture made overseas and imported, but must always be with the permission of the designer.

Dates

The closing date for applications for the 2018 Design Guild Marks is 19th January 2018. Qualification will take place on 28th February 2018 and final judging will take place on 1st March 2018.

Supporters

The Design Guild Mark is sponsored by the John Lewis Partnership.

Fees for the Design Guild Mark

There is an administration fee of £100 plus VAT for each application.

For each Design Guild Mark awarded, there is an additional fee of £250 plus VAT.

Assessment procedure

Assessment will be conducted in two stages. Firstly the Design Guild Mark committee will establish whether the application meets the technical criteria.

Then, if the piece or range passes this first stage, a judging panel will examine the manufactured items.

The judging panel is chaired by The Furniture Makers’ Company. Qualifying designers will have the opportunity to present their designs to the eminent judges in person.

Contact

020 7562 8522
guildmarks@furnituremakers.org.uk
furnituremakers.org.uk



The Furniture Makers’ Company
the furnishing industry’s charity

The Furniture Makers’ Company is the charity for the British furnishing industry

We’re here to help everyone involved with this exciting creative world, whether you are a student, designer, maker, business owner, retailer, current or former employee

- We’re here to help when times are tough with grants, services, time and support
- We’re encouraging new talent with our extensive education programme, working with schoolchildren, students and young professionals to create a powerful workforce for the future
- We recognise and inspire excellence within the industry with our prestigious Guild Mark Awards



If completing this form in Acrobat, enter information by clicking and typing in the appropriate space. Forms must be signed and returned with images and your entry fee to the address on page four.

2018 Entry Form

1. Applicant

Name	Telephone
Position in firm	Email
Trading name	Postal address
Website	

2. The Designer(s) Please enter name as you would wish to appear in publicity and on the certificate

Name(s)	Telephone
Email	Address

Please confirm your category of eligibility

British Designer

UK-based Design Practice

If successful, the designer will be invited to attend the judging process to make a five minute presentation, in person or via Skype

3. The Manufacturer Please enter name as you would wish to appear in publicity and on the certificate

Name	Telephone
Contact name	Address
Email	
Place of manufacture	

4. The UK Distributor Please enter name as you would wish to appear in publicity and on the certificate

Name	Telephone
Contact name	Address
Email	

Please indicate which is to be used in publicity and on the certificate

The Manufacturer

The UK Distributor

5. Date first produced

Is the product in production?

Yes

No

	Current manufacturing volume
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2018 Entry Form continued

6. Title and brief description of the item (up to 150 words)

Include furniture type, number of pieces in range, dimensions (width cm x depth cm x height cm) and colourways

7. Design summary

Describe the design including the thinking behind the product or range, its function, design language and innovative features (up to 150 words)

8. Materials and manufacture summary

Describe the materials used and the reasoning behind their selection, and the notable aspects of the manufacturing process (up to 100 words)



2018 Entry Form continued

9. Price

Recommended Retail Price or manufacturer's list and typical net end user prices

10. Sustainability

Please provide an explanation of how your piece has been designed with sustainability in mind

11. Product testing

Please state standards the product has been tested to and is certified by (BS, EN or other)



2018 Entry Form continued

- I apply for the piece or range described to be considered for a Design Guild Mark
- I agree to deliver and collect a production sample at my own risk
- Ranges will be judged holistically. If you consider part of the range might compromise the entry, please submit separate entries
- Please note these images will also be used for publicity.
- If a Design Guild Mark is awarded, the Company will publicise the award, and I agree to pay £250 + VAT
- I hereby agree to abide by the conditions governing the award of a Design Guild Mark

Signed

Date

Application notes

Please send the completed form with three or four high (300dpi) resolution JPEG images of the individual piece or range for judging by post with a USB stick or via Mail transfer/Dropbox, with a cheque made payable to WCFM, for the entry fee of £120 (this includes VAT), to the Guildmarks Manager at the address below; or pay via BACS – AIB 23-83-98 01404009.

The Guildmarks Manager

The Furniture Makers' Company
Furniture Makers' Hall
12 Austin Friars
London EC2N 2HE

guildmarks@furnituremakers.org.uk
020 7562 8522
furnituremakers.org.uk

I will pay by Cheque BACS Credit/Direct debit – please contact the office on 020 7256 5558 with your details

Where did you hear about the Design Guild Mark?

FM website Exhibition – where? _____ Editorial – where? _____

Advertising – where? _____ Word of mouth By invitation Other