



Press Release from Bournemouth University

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BU's 2009 Design Festival bigger and better than ever

Bournemouth University's (BU) School of Design, Engineering & Computing is hosting its annual Festival of Design & Innovation until Monday 29 June, 2009.

Award-winning designer and entrepreneur, Mandy Haberman, inventor of the world-famous baby accessory, the Anywayup Cup, gave the keynote speech at the preview evening on Thursday, 25 June, which was also attended by Lord Phillips, BU's new Chancellor.

The event, held at the University's Talbot Campus, showcases the work of talented final year students on courses in Product Design, Industrial Design, Design Engineering, Fashion & Textiles, Interior Design, Computer Aided Product Design and Sustainable Graphics & Packaging.

Now in its 17th year, the Festival promises to be the biggest to date, with over 170 designs and prototypes which could make a real impact on our everyday lives, displayed publicly for the first time. Visitors to the Festival can meet with the designers face-to-face to discuss ideas.

Previous design students have been successful in commercialising their work as a result of the Festival. The QuickPitch, a pop-up tent designed by graduate Franziska Conrad, is now manufactured under licence by Gelert Limited - one of the UK's favourite outdoor brands. The tent has sold over 150,000 units to date, and been voted 'Best Festival Tent' by The Guardian newspaper and 'Best Festival Product' by The Gadget Show, Channel 5.

BU now supports Franziska in developing an innovative range of other products in partnership with Gelert. She is also currently in the United States as one of Britain's FlyingStart Global Entrepreneurs, a prestigious programme run by the National Council for Graduate Entrepreneurship (NCGE). Hosted by America's world-famous Kauffman

Foundation, this involves visiting leading entrepreneurial American universities including Harvard, MIT and Stanford, and an internship at a dynamic US company.

The Biologic PostPump, created by Product Design graduate Philip Robinson in 2001, was patented and licensed to Dahon Incorporated, the world's largest manufacturer of folding bikes. It is now available in over 30 countries with more than 200,000 units sold.

"The Festival of Design & Innovation changed my life - quite literally. The prototype bike pump attracted huge interest and as a result I set up my own company to market the idea. I've now joined BU's Centre for Research & Enterprise to help other students to realise the commercial value of their ideas," said entrepreneur Philip.

This year's event, sponsored by Nokia, is free to attend and online registration is required. Further information including opening times, exhibits and travel directions are available on the Festival website – www.festival.bournemouth.ac.uk

Notes to Editors:

1. Interviews and photo opportunities are available by contacting the BU Press Office in the first instance.
2. For more information on Mandy Haberman, visit www.mandyhaberman.com
3. BU is the UK's Number One New University (first place among all institutions that became universities since 1992) according to The Guardian University Guide 2009 & 2010 (www.guardian.co.uk/education).
4. In the 2008 [Research Assessment Exercise](#) (RAE) BU is the fourth most improved university in the UK for the quality of its research (according to *Times Higher Education*).

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