



## Press Release from Bournemouth University

6 July, 2009

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### Yeovil student scoops top prize at BU design show

26 year old Kim Marsh, a degree student from University Centre Yeovil, showed off her creative flair at Bournemouth University's (BU) recent Festival of Design & Innovation – and won a prize for her efforts.

Now in its 17<sup>th</sup> year, the Festival, hosted by the School of Design, Engineering & Computing and sponsored by Nokia, showcased the creative talents of students from BU's extensive range of design courses. For the first time, students from BSc (Hons) Sustainable Graphics & Packaging, based at BU's partner institution, University Centre Yeovil, displayed their eco-friendly ideas.

Kim's project centred on identifying an ethical business need. She developed the concept of '*Preserves*', a shop selling only locally-sourced food, to encourage consumers to reduce reliance on large supermarkets and support community economies. She then used this 'business' to design and apply a range of sustainable packaging ideas, such as shopping bags, labels and cartons.

Kim, who undertook her degree part-time, while working as a designer at Thales Underwater Systems in Templecombe, Somerset, was judged best on her course. "I was very proud to receive the prize. It was a complete surprise and well worth the hard work. I know it will look good on my CV and increase my career prospects," she said.

This year's Festival featured over 170 concepts and prototypes which have the potential to make a difference to our everyday lives. Award-winning designer and entrepreneur, Mandy Haberman, inventor of the Anywayup Cup, gave the keynote speech. She told the students, "If you enjoy a challenge and you get a bit of a kick out of living on the edge then go for it. It's the most fantastic fun to develop products and have your own business and be in control of things. It's just brilliant."

**Notes to Editors:**

1. 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](http://www.guardian.co.uk/education)).
2. 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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