

BU Honorary Graduate Citation - Max McMurdo

Chancellor/Pro-Chancellor,

Since graduating from Bournemouth University in 2000, Max McMurdo has built a career as a designer, entrepreneur, author, and television presenter.

Max, who is best known for roles on shows including George Clarke's Amazing Spaces, Shed of the Year and Tool Club, credits his love of design and building to his father, who he describes as the biggest DIY enthusiast ever. Max fondly recalls his dad coming home from his job as an accountant and swapping his suit and tie for his work clothes as the pair headed out into the garden shed to repair and make things.

This interest continued at school, where a design and technology teacher helped Max to channel what he describes as "an otherwise disruptive way of questioning" into a talent for product design. Despite academic challenges, he went on to become the first in his family to go to university, achieving a degree in Product Design Visualisation and fulfilling a childhood dream of becoming a car designer for Ford.

Max's foray into the world of television began with the BBC's Dragon's Den, when he secured investment to create high-end furniture from items destined for landfill. His range of eye-catching chairs and sofas, made from old shopping trolleys and bathtubs, went on to be purchased by clients including The Body Shop and Google. More television appearances followed as Max's project to create his own home from an old shipping container was broadcast by Channel 4. What started out as a design challenge to re-imagine existing products, became a way of drawing attention to how we can live more sustainably and affordably and reduce waste.

Max still finds joy in using design to find solutions to everyday problems and relishes opportunities to make a social impact through his work, as well as to inspire others to make the most of their talents and passions.

Chancellor/Pro-Chancellor, I have the honour to present Max McMurdo and I ask you to confer upon him the degree of Doctor of Arts, *honoris causa*.