

*A single  
thought  
can  
change the  
world...*



**We are an innovative and forward-thinking university.** Working with organisations across a wide range of sectors we improve performance and effectiveness through enhancing **design** and **innovation**.

Our mission in design is to evoke and inspire a culture of innovation through partnerships and collaborations which flourish.

**As part of Birmingham City University, Birmingham Institute of Art and Design (BIAD) is one of the largest and most important centres for art, architecture and design education in the UK.**

Renowned for the creative energy of our students, staff and graduates, we have maintained our reputation for the quality of our work both nationally and internationally



through our teaching, research, practice and consultancy.

Founded as the Birmingham School of Art in 1843, our mission was, and still is, to add value to industry through good design.

**Be inspired, work with us because of who we are, not just what we do.**

To find out more please visit our website  
[www.bcu.ac.uk/biad](http://www.bcu.ac.uk/biad)

*“Trends prediction is a key element of the INTERIORS UK experience.*

*Birmingham City University’s expertise across interior design, coupled with their creative flair and business focus make them an ideal partner to build a tailored showcase for this year’s show, which seeks to inspire, engage and inform our visitors.”*

**Tony Crinion**

Brand Director, UBM Built Environment



## TRENDS

Innovative, exciting, challenging, provocative are all words which we closely associate with our Trends project. Based on long term partnerships with UBM Live, Global Color Research™ and Mix Publications and international wall covering manufacturer Tektura, the project engages final year BA (Hons) Textile Design students, who set out to translate Global Color Mix Trends into workable designs.

This project provides new inspiration to drive forward trend prediction. It has allowed us to significantly change the way in which we embed trends and design development into the curriculum for interior, product and textile design.



***“As global colour trend experts, Global Color Research and Mix Publications take every opportunity to work with future designers. That’s why we are glad to continue our partnership with the students of Birmingham City University, as their high levels of creativity and design output always provide for an exciting and unique experience in bringing our trends to life. It’s always good to see students who embrace new technological developments within the design industry as it assists their learning and provides us with insight into the technological developments that they so love to embrace.”***

**Carolina Calzada-Oliveira**

Marketing Manager, Global Color Research and Mix Publications

### Stage 1: The Brief

Our students are presented with future trends by Global Color Mix. Students use this comprehensive package of information as the starting point for developing their initial concepts.

### Stage 2: Concept Development

The students work with industry focused academics and a curatorial team who provide guidance and feedback throughout the project. Coupled with commentary from Global Color Mix, the students are encouraged to provoke thought and push the boundaries of design to their limits in order to generate a wealth of ideas.

### Stage 3: Selection

From hundreds of creative designs the curatorial team choose pieces of work that are handcrafted and tailored into products and outcomes that portray the story of each Trend. The resulting original designs encompass five course pathways – Constructed (weave), Digital, Print (textile application), Embroidery, Surface Design (hard surface application).

### Stage 4: Exhibition

This year’s exhibition focuses on two trends from the Global Color Autumn/Winter 2012/13 collection:

**Tender** - heavily influenced by Georgian furniture, neo-classical architecture softened by an abundance of soft furnishings and surface decoration. Students have responded to this trend by creating soft devoré fabrics, delicate weaves and embroidery to complement the underlying tone of faded beauty.

**Ember** - mixes traditional autumn colours with a more distressed aesthetic taking inspiration from diverse stimuli such as derelict buildings and fire damage, to the glossiness of an oil slick. Students have created luxurious knits, constructed textiles and surface finishes akin to burnished metal and scorched lava, embracing the savage beauty of this trend.



This year, working closely with Interiors & Lifestyle Futures, we have collaborated with regionally based designers and manufacturers to develop a range of outcomes for each Trend which showcase the students' work and demonstrate how Trends can be applied from original design thinking through to end product.

### Our Talent Trail in Textiles...

- **Emma Shipley** - John Lewis Emerging Talent Award Winner 2011 /silk scarf collection stocked by Brownes
- **Suberna Begum** – 2011 wallpaper graduation collection purchased by John Lewis
- **Suzi McLaughlin** – commissioned by Harvey Nichols and Chelsea Flower Show

### Benefiting Business

Our collaborations have had exceptional results. Many businesses have taken advantage of the inspiration our students can provide. Trends is just one of many projects that the University undertakes in which the students, academics and businesses all benefit from each other's skills and abilities.

Over the past 10 years, Birmingham City University has helped more than 5,000 businesses, across a variety of sectors including design, interiors, environmental, advanced engineering and health. Relationships include:

- AGA Rangemaster
- Cartier and Richemont UK
- Denby
- Hartman Outdoor (UK)
- Hille chairs
- Morgan Motor Company
- Natural History Museum
- Triumph

We would be happy to discuss your business requirements:

### Research, Innovation & Enterprise Services

T: +44 (0)121 331 5252

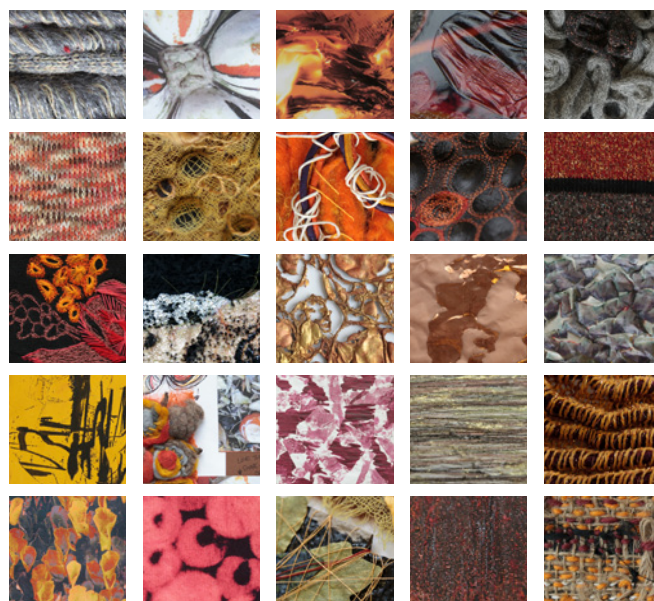
E: [business.services@bcu.ac.uk](mailto:business.services@bcu.ac.uk)

W: [www.bcu.ac.uk/business](http://www.bcu.ac.uk/business)

*"The wallcoverings have each been specifically created for this project. They blend the uniquely individual quality of our wallcoverings with the creative inspiration of the Birmingham City University Students, providing a truly individual response to next year's look. They represent part of an ongoing partnership of Birmingham City University with Tektura to explore the boundaries of what is achievable in wallcovering design".*

#### Angela Paterson

Product Development and Marketing Director, Tektura



**Interiors & Lifestyle Futures** provides critical support to West Midlands' interiors and lifestyle businesses.

We are a collaborative team drawn from three established business-supporting enterprises: CIF (formerly Ceramic Industry Forum), Birmingham City University's Design Knowledge Network (DKN) and Jewellery Industry Innovation Centre (JIIC).

We combine experience in marketing and product strategy, design, innovation and new product development.

Our aim is to:

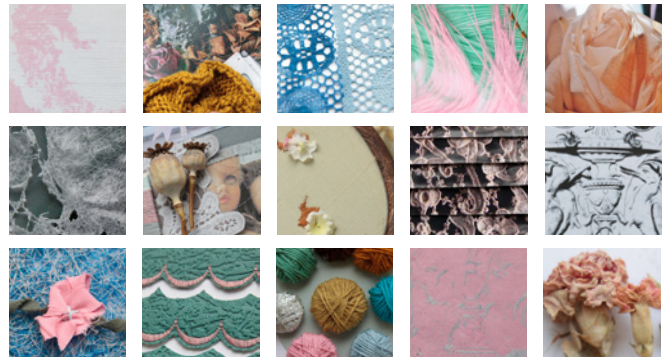
- Help businesses to maximise their markets and/or develop new products.
- Give businesses the chance to collaborate, to build networks and profitable partnerships with like-minded companies.
- Support start-ups through our ILF Venture programme

#### Contact Interiors & Lifestyle Futures:

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##### The Chair People

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##### Karndean Design Flooring

[www.karndean-commercial.co.uk](http://www.karndean-commercial.co.uk)

##### MRF Design Ltd

[www.mrfdesign.co.uk](http://www.mrfdesign.co.uk)

##### Mobius Living

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##### Paul Margetts

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##### Phoenix Tile studio

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##### Plant & Moss

[www.plantandmoss.com](http://www.plantandmoss.com)

##### Tektura Wallcoverings

[www.tektura.com](http://www.tektura.com)

##### The Wenlock Box Company

[www.wenlockbox.com](http://www.wenlockbox.com)

Trends Stand produced by:



Birmingham Institute of  
**Art and Design**

In Association with:



In Partnership with:



United Business Media



