

IDI • Creative Axis

THE NEWSLETTER OF THE INSTITUTE OF DESIGNERS IN IRELAND | 8 MERRION SQUARE | DUBLIN 2 | idi@indigo.ie

APRIL 2002

Making the most of Design Ireland's website

IDI members are reminded that the Design Ireland website offers considerable opportunities for self-promotion, as well as news and views from the design front. A detailed explanation of how to use the site to promote your business is presented on page 11.

IDI Directory

The Institute's long-awaited Membership Directory is finally underway. Should you have recently changed contact details please update Rina Whyte at 01.716 7885 immediately.

IDI Design Awards 2002

The Design Awards calendar is already beginning to shape up. The prospect of matching the success of last year's gala event at Belfast's Waterfront Hall is daunting but with the Mansion House in Dublin already booked for 18th October a good start has been made.

The Awards will be officially launched in Belfast on Friday 14th June. A designer party is planned so mark your diaries now!

Copyright Seminar

The Copyright Association of Ireland is holding a seminar on The Internet, E-Commerce & IPRs: Recent Developments Update, on Tuesday 30 April 2002 (9.30– 17.00) at the University Industry Centre, UCD, Belfield, Dublin 4 (Car Park 3).

This conference will address the issues of the Internet, e-commerce, infringement take-down notices, online-arbitration, copyright and intellectual property rights, licensing and recent legal developments. The conference concludes with an introduction to some of the new m-commerce and m-legal issues.

This Conference is relevant to those involved in e-commerce, m-commerce, communications, IT, programming and software development, such as ISPs, developers, telcos, on-line retailers, service providers, solicitors and in-house counsel who are involved in Internet licensing and copyright issues as well as those interested in the Internet generally.

Further information at www.designireland.ie



Past President of the Institute Catriona Shaffrey (centre) with other IDI members attending the Annual General Meeting at the Parade Tower, Kilkenny, on January 18th.

It's High Time to Up the Professional Ante

IDI President Libby Carton's hopes and aspirations for a new year in the Institute.

As any of you who attended the Institute's AGM in January will know, I approached my year in office with a fair degree of apprehension and the distinct feeling that I was stepping into shoes several sizes too large for my inexperienced feet. Often, throughout the previous year, I stood back in awe of the energy and commitment brought to the presidential role by Seán McNulty. His achievement was magnificent and he has handed over the reins of an organisation which enjoys a growing level of confidence in its potential to deliver the services and leadership which its members expect and demand.

Like every incumbent president I have ideas and aspirations for the Institute as it matures in its thirtieth year. Doubtless I will achieve a fraction of what I aim for and it is therefore imperative to prioritise objectives.

Professional Practice

The Institute has a clearly stated Code of Conduct and in accepting membership

designers agree to practice in accordance with this code. The marketplace increasingly demands that designers practice in a manner which contravenes our code. Speculative pitching is a much-debated case in point. We cannot allow our code to be undermined in this way and it is time to acknowledge and promote the professional standards we believe in, to nail our colours to the mast and actively encourage clients in both the public and private sectors to recognise the value in our code of practice.

During this year we will thoroughly review and update all of our professional guideline documents, adding some that are missing such as Conditions of Engagement for practitioners in the New Media and Design Management sections. We will examine the nuances in accepted practice within each of the disciplines we represent.

Having produced a body of guidelines which reflect the standards and values of the



Libby Carton, President of the Institute in 2002

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Institute we will place emphasis on the responsibility of our members to adhere to these guidelines and practice accordingly. To emphasise the merit of these standards we intend to develop a procedure enabling the Institute to immediately respond to clients, including the government, who persist in conducting business with designers in a manner contrary to our guidelines. Only by promoting our standards can we deliver the benefits which members expect.

Design Awareness

Possibly by virtue of necessity, the IDI has for the last several years been immersed in the business of design, neglecting the issue of design awareness, appreciation and criticism. The ability of design to inspire and excite has been forgotten as we busy ourselves at great length with the question of selling design.

While this is a necessary occupation, we can no longer allow it to dominate the Institute's business. Many of our members are not themselves directors of their own businesses and their chief concern is therefore not the capturing or creation of new markets. Their interest is in quality design — how to create it, how to enjoy it.

The Institute will benefit greatly by promoting design awareness on a year-round basis. Our reliance on the Design Awards and Design Week has left us with a drought for eleven months of the year. The Design Awards are successfully established and have a momentum of their own. The Institute's energies may now be channelled elsewhere.

If we can successfully raise the level of design awareness amongst designers there will be a natural progression to a wider audience. Somewhere down the road it would be nice to see design settle in a comfortable corner of the general public consciousness. In Ireland we have a long way to travel.

At our AGM Paul Hogan suggested developing a season of design lectures with a high public profile, an excellent range of speakers, and a

wealthy sponsor. I share his view wholeheartedly and we will work towards creating such a series. We must begin by successfully bringing off the first Bill Walsh Lecture. We can also work at promoting the efforts of others, for instance the excellent series of talks recently conducted by DIT.

There is a need for debate on topical Irish designs and it would be nice to create a social framework for discussing design in an informal atmosphere. I mention all of this optimistically, remembering however that members have shown little enthusiasm for attending the events which have been organised over the past year or two.

Our 2001 IDI Design Awards Exhibition broke new ground by travelling throughout the country to a number of provincial venues. In addition to this initiative I believe we must consider the need for regular design exhibitions which are *not* driven by design awards and which introduce ideas from abroad to Irish designers and buyers of design. Ireland is a very small country and we must look beyond our boundaries for inspiration and influences. With the assistance of sponsors there is considerable potential for importing international travelling exhibitions.

Continuous professional development (CPD) is an important area of activity for the Institute. Design Ireland administers a growing number of courses on our behalf, largely focusing on the business and marketing aspect of the profession. Design awareness and design skills are equally valid subjects for further education and must not be neglected.

Young Members

The IDI attracts a broad range of younger members. They join the Institute, either as Associates or Students, with high expectations of the opportunities offered by the IDI for networking with experienced practitioners, making useful contacts, discussing design issues, and simply socialising with like-minded individuals.

Many subsequently experience difficulties integrating in Institute events and activities. There is no existing structure which specifically addresses the needs of younger members, and similarly, no pressure is placed on them to contribute actively to the IDI's activities. They do not realise that with a little bit of deference to protocol they can themselves make things happen.

My hope is to initiate a working group dedicated to the needs of younger designers, guided by a small number of seasoned members but dominated by representatives of the Associates and Students.

There are lots of ideas, some more practicable than others. A programme of practice visits and talks by experienced designers on basic aspects of professional design practice would be helpful, as would a permanent mentoring programme for students and recent graduates.

Young designers can contribute valuable ideas, energy and manpower to the Graduate Designer Awards and Student Day, helping to raise their profile in the public and professional consciousness.

Active role of members

It is already almost three months since I came into office and what in January seemed like an eternity stretching before me has already dwindled by twenty-five percent. Somebody recently assured me that having ideas for the Institute is half the battle — implementing them is the easier part of the job. Certainly, I have ideas, but without the active involvement of a greater number of members the Institute is limited in what it can achieve. I already know that this year's Council includes a considerable number of energetic, enthusiastic and committed individuals, and I am confident that we will have great success in many areas.

My greatest hope for 2002 is that more members will become active participants in the Institute's working groups and committees, and will support the events and initiatives which are organised. We are a membership organisation and our success is dependent upon each individual's personal effort. There can be no passing the buck, no sitting back and waiting for things to happen, and no stone-throwing from members who have themselves never been actively involved in an IDI initiative.

We all have high expectations of the Institute and I am the first to admit that we are not yet delivering on all that we promise. This year we have the benefit of a new full-time executive officer who will finally overcome the remaining hurdles in the path of a clean and efficient administration of day-to-day business. Design Ireland, working on our behalf, will hopefully make progress towards the ambitious goals it has set for the promotion of our industry. The major remaining obstacle to the Institute's development is a financial one. We need funds beyond the membership subscriptions on which we rely for our income. A concerted effort to attract financial sponsorship is required. If our services and activities are good enough we will succeed in achieving such support.

I believe we can make things happen!

Libby Carton

Officers

President
Libby Carton

President-Elect
Selma Harrington

Immediate Past-President
Seán McNulty

Honorary Treasurer
Frank Ryan

Honorary Secretary
Róisín Gartland

Executive Officer
Rina Whyte

Section representatives

Exhibition & Interior Design/Architecture
Ann Scroope
Gerry Brouder

Product & Industrial Design
Shane McGrath
Stephen Moore

Fashion & Textiles
Aoife Harrington
Maggie Jackson
Aileen Roche
Mary Grant

Design Education
Angela Woods
Brendan Beirne

New Media
Mark Leslie
Cameron Ross

Design Management
Steve Conlon
Damian Cranney

Theatre, Television & Stage Design
Carol Coffey

Visual Communications
Conor Clarke
Nicholas Cloake

Contact details for section representatives are published on the back cover of each issue of IDI Creative Axis.

Co-opted representatives

Design Ireland
Martin Crotty

Student members
Jonathan Legge

IDI Council 2002

The Institute's annual elections took place in January with our new Council coming into office at our AGM in Kilkenny.

Election time

The date of our AGM on 18th January, following so closely on the Christmas hiatus, caused a few hair-raising moments in the orchestration of our annual elections for Council. Nominations were obtained before the Christmas break with voting in January. The number of ballot papers received showed a small but encouraging increase on the previous year. Happily we now have representation from every section, with Theatre, Television & Stage Design electing Carol Coffey of RTE after a year without a member on Council.

The only worrying feature of the election was the reluctance of members to accept nominations for the officer position, President-Elect. Selma Harrington was brave enough to throw her hat in the ring and was duly elected. Her commitment is for a three year period. Our presidential tenure commences with a year as President-Elect, followed by a year as President and finishing with a year as Immediate Past-President. This three year commitment is daunting but entirely necessary in ensuring vital continuity in the running of the Institute.

In addition to our elected members, two members have been co-opted onto Council to fulfil specific roles. Martin Crotty continues as our Design Ireland delegate while Jonathan Legge represents our student members.

Due to a minor administrative error 2002 is blessed with four representatives from the Fashion & Textiles section. Hopefully there will prove to be strength in numbers and we look forward to great progress in this area during the coming year.

Becoming involved

All members should be aware that IDI activity takes place at several levels. There are currently a number of working groups and committees actively pursuing the intentions and activities of the Institute. These groups are open to everybody who is interested in the particular subject – you do not have to be on Council to be an active member!

NB *If you have not yet received your copy of the Institute's Annual Report 2001 please contact Rina Whyte at 01.716 7885.*

Who's Who on this year's Council?

President

Libby Carton BDes MA MIDI

Libby was educated at Letterkenny Institute of Technology and the National College of Art & Design, Dublin. She graduated from NCAD with a bachelors degree in visual communications in 1988 and an MA in 2001.

She started her professional career with Pentagram in New York, moving to Berlin in 1991 to work with MetaDesign and WAF Werbegesellschaft, where her work received numerous awards including a gold medal from the Art Directors Club of Europe. Libby established the design practice Carton LeVert with partner Rick LeVert in Berlin in 1997, moving to Ireland in 1998.

Libby has been an active member of the Institute since joining on her return to Ireland. In addition to her involvement in the IDI she lectures part-time at Dun Laoghaire Institute of Art, Design & Technology and is a frequent jury member of various national design awards.

President-Elect

Selma Harrington BArch MArch MRIAI MIDI

Selma has a broad international professional experience in architectural, interior, furniture and product design, and related training, lecturing and education. In her native Bosnia and Herzegovina she worked on a number of

architectural and interior design projects and contributed to the development of product design in the furniture and office equipment industry. She specialised in Finland and Italy and worked as a consultant in Zimbabwe, Malaysia and Bulgaria.

Based in Ireland for a number of years now, Selma is Senior Architect within CCH Architects, engaged in a variety of residential, institutional and commercial projects. She has an active interest in developing and promoting the design profession to the public and industry through working in professional bodies. Selma is interested in people, context and culture, and solutions where design can be of benefit to the community and environment.

Immediate Past-President

Seán McNulty BSc MIDI

Seán is the Managing Director of Dolmen Associates and has over 20 years experience in the Design Industry. He has a major interest in education and has been an external examiner for diploma and degree courses in Industrial Design in NCAD, IT Carlow and IT Sligo. He has recently developed several seminars on Profit from Design Innovation focused on Irish industry as part of an Enterprise Ireland initiative.

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Paul Hogan, Fellow of the Institute, participating in our Annual General Meeting in Kilkenny

> *Council 2002, contd.*

Honorary Treasurer

Frank Ryan FCSD MIDI

A founder member of both the Society of Designers in Ireland and ICAD, Frank was the fifth President of the Society (now Institute) in 1976. He is a partner in Heritage Planning and Design Services and has worked in private practice since the 1950s as Frank Ryan Design Associates. His company specialises in museums and interpretive centres throughout Ireland and in the UK and Europe. Other projects include exhibitions and exhibition stands. Frank is a project leader in NCAD, working in the area of 3D.

Honorary Secretary

Róisín Gartland BA MIDI

Specialising in the design and manufacture of high quality leatherwear, Róisín set up her own company in 1987. Based in The Tower, Trinity Enterprise Centre, Pearse Street, Dublin, her practice is one of a variety of companies who offer the best of Irish design. Róisín's clothing, which has her distinctive signature, is available in select boutiques countrywide and from the Design Centre in Powerscourt Townhouse, Dublin.

Róisín has been active on the Institute's Council for three years and has been Honorary Secretary for the past two years.

Exhibition & Interior Design/Architecture

Gerry Brouder MIDI

Gerry has practised as an Interior Architect since 1970, founding Gerry Brouder Associates in 1978. He was a founder member of the Society of Designers in Ireland in 1972, now the Institute of Designers in Ireland. Gerry is a member of the Chartered Society of Designers (CSD). He has served on SDI/IDI Council for over twenty-five years during which time he was Honorary Secretary for five years and President in 1981. Currently Board member of the European Council of Interior Architects (ECIA) and the Bureau of European Design Associations (BEDA), Gerry is responsible for international affairs for the IDI.

Ann Scroope MIDI

Ann Scroope graduated in design from NCAD. Her postgraduate studies include Design for Conservation. She worked in private consultancies in Australia and Britain before founding her own museum and exhibition design company in Dublin in 1996. Ann is a member of the International Council and Irish Museums Association. Her work includes the design of the Museum of Country Life, winner of the Gulbenkian Museum of the Year Award 2001. Ann would like to see the IDI working more closely with state and semi-state bodies on formulating well defined tendering and selection procedures for all design services.

Product & Industrial Design

Shane McGrath BDes(Hons) MIDI

Shane McGrath graduated with a National Degree in Industrial Design at the Institute of Technology, Carlow. At present he is working as a design business development consultant for various firms whilst setting up his own business, Kilocullen Design, a furniture and consumer product manufacturing business, based in Kildare. Shane previously held design management and business development positions with the Dominar Group in Dublin, Zboril Furniture in Houston and Status Design Consultants in New York.

Shane's professional interests include the marketing of Irish design, securing the competitiveness of Irish design services, design confidence, sustaining positive image, fail-safe briefing, the methodological design process, the concept selection process, and design sales.

Stephen Moore MIDI

Stephen Moore is currently Deputy Director of Northern Ireland's IRTU Design Directorate (about to become part of Invest Northern Ireland) and an Associate Lecturer in Product Design at the University of Ulster at Belfast. An industrial product designer, Stephen is the current Chair of the Institute of Designers in Ireland Design Awards. He is a member of the cross departmental 'Creativity Action Group' and involved in steering groups for crafts, creative industries, and Belfast's bid for Capital of Culture in 2008.

Fashion & Textiles

Aileen Roche MIDI

Aileen Roche is Head of Design for Styletex Ltd, one of Ireland's largest ladies' fashion manufacturers, supplying major retail chains and multiples including Oasis, Wallis, George at ASDA and Dunnes Stores. She previously worked as Head of Design at Traffic Group, a leading branded fashion producer. Aileen was responsible for the relaunch of their Watercolours label and the repositioning of the group's brands as well as developing the 'Destination' lifestyle brand in a joint venture with Jacques Vert Plc. She is a graduate of Trinity College, Dublin, and is currently undertaking an MBA in Design Management.

Mary Grant MIDI

Mary is a Newbridge, Co. Kildare based designer who works from home as she has 3 small children. The MaryGrant label has been in existence for nine years. The range consists of unstructured ladieswear, all of which is hand made in Ireland. The label is available in retail outlets throughout Ireland and the UK.

Aoife Harrington MIDI

Having worked within the textile industry for fourteen years, Aoife Harrington set up Aoife Harrington Design Bureau in 1999, designing specifically with the fashion, textile and interior market. AHDB specialises in original brand clothing, interior visual presentation and trend colour forecast.

Maggie Jackson MIDI

Having studied Fashion Design at Belfast Art College Maggie became the first fashion designer to set up in Northern Ireland in 1977. She is now an award-winning international



Council members pictured at the AGM, from left to right: Seán McNulty, Gerry Brouder, Angela Woods, Shane McGrath and Róisín Gartland

designer. Working from office and show rooms in both Belfast and New York, she sells unique hand knit designs in Irish linen and fabric garments in 100% Irish linen. She combines designing, freelancing, lecturing and consultancy and already sits on various committees.

Education

Professor Angela Woods MIDI

Angela Woods was appointed Head of Faculty of Design at NCAD in 1996. Prior to this she was Head of the School of Fashion & Textiles at Ravensbourne College of Design in London.

Since graduating in 1974 from the Royal College of Art with an MA in Fashion Design, Angela has combined design, consultancy and teaching work. Angela has also travelled world wide, visiting universities and colleges to lecture and attend conferences. Most recently, she was appointed Specialist External Adviser to the UK's Higher Education Funding Council's Research Assessment Exercise.

Angela Woods is committed to enhancing Ireland's design education provision to provide strategic academic development and research activities by building and expanding on our existing reputations and strengths.

Brendan Beirne MIDI

Brendan is a staff member of Visual Communication at the Dublin Institute of Technology (DIT). He is involved in the development of design skills in conjunction with the Department of Education and the NAC committee and is a member of the External Examiners panel of the NCEA.

New Media

Cameron Ross MIDI

Cameron graduated from the Waterford Institute of Technology in 1994 with a Diploma in Visual Communications. On his return from a year travelling in Australia and Asia he studied for a Bachelor of Design/Production Design degree at Dun Laoghaire Institute of Art Design and Technology, graduating with honours in 1996. Cameron has worked in varying fields of design including production, graphic and web.

Since assuming the role of Managing Director at Newmedia, he has directed the company towards award winning, design focused

solutions that have broadened the client base and generated international market interest.

Mark Leslie MIDI

Mark Leslie trained as an architect at the GSD in Harvard. As Creative Director of Martello Media Design he is involved in the integration of exhibition and building design with interactive audio-visual installations. Martello also design digital media, on disk and for the web.

Theatre, Television & Stage Design

Carol Coffey MIDI

Carol qualified with an Honours Diploma in Design & Visual Communications from NCAD in 1980. She began her career as a designer working in TV. Much of her work in the early years involved illustration but the introduction of computer technology for broadcasting enhanced the possibilities for designers working in the medium.

During her tenure at RTE, where she is now a Senior Graphic Designer, Carol has worked on the full range of programme areas and has been the recipient of a number of awards from ICAD, MONITOR, and PROMAX BDA. In 2000 she completed a 4-year graduateship in Marketing. She is a member of the Marketing Institute of Ireland.

Design Management

Damian Cranney BA(hons) MA, MCSD, MIDI

A specialist in the areas of brand planning, development, design & business strategy, Damian is employed as Design Strategy Consultant for The Vard Partnership and is responsible for key account management, creative direction and brand consulting.

With broad experience working for a variety of national and international brands, Damian also carries a first degree honours degree in Design from the University of Ulster and a Masters distinction in Design, Strategy & Innovation from Brunel University in London.

Steve Conlon MIDI

Steve is a graduate of the Hull Regional College of Art in Exhibition & Museum Design and holds a Masters of Business Studies in International Marketing from the Michael Smurfit Graduate School of Business, UCD.

Steve was formerly the Promotions Design

Manager for An Bord Trachtála with responsibility for the design of Ireland's overseas trade fair programme. He is now the manager of Enterprise Ireland's design unit offering design advice to Ireland's indigenous industry sector. Steve Conlon is a founder member and a former President of the IDI.

Visual Communications

Conor Clarke MIDI

Conor Clarke, a Director of Design Factory, is an honours graduate of NCAD, Dublin. He worked at BRS Design Partnership in Amsterdam before founding Design Factory in 1983 with Stephen Kavanagh. He has served as a committee member of the IDI and ICAD. Conor has been a regular award winner at ICAD with his work featured in international publications such as Who's Who in Graphic Design, Graphis, Novum Gebrauchsgrafik, and the New York Art Directors Club Annual.

Nicholas Cloake, MIDI

Nicholas Cloake is a graduate of the College of Marketing & Design (1982) and has been involved in education and design since then. Nicholas is currently the creative director and founding partner of Baseline, a Dublin based visual communications consultancy. Prior to that he has worked in the UK and Ireland as a senior graphic designer as well as for a number of years in education at 2nd and 3rd levels. Nicholas is the recent past chairperson of the Graphic Design Business Association (GDBA) where he was involved in developing future strategy and direction for the Association. As Chair of the GDBA Nicholas was involved in the creation of the Design Coalition, now Design Ireland.

Student Representative

Jonathan Legge SIDI

Jonathan is a third-year student at DIT in Mountjoy Square. He is currently specialising in furniture design.

Design Ireland Representative

Martin Crotty MIDI

Martin has long been an active member of the IDI, and was President in 1988. A member of the Design Management section, he is Managing Director of BFK Strategic Design.

Farewell Sheila, welcome Rina: new beginnings in the Institute's administration

For the first time since its foundation the IDI now employs a full-time Executive Officer.

In the middle of March our Executive Officer Sheila Robinson, a former president of the IDI, said farewell and handed over the reins to Rina Whyte. Sheila had been in the position since the middle of 2000.

Tough times

Over the past number of years the administrative activities of the Institute have experienced turbulent waters. As Sheila stepped in to the breach following the resignation of Aisling Prior after only three months in the position of Executive Officer her task was immense. The Institute's activities had expanded enormously over the previous few years with the development of the annual Design Awards and Design Week, and the continued growth of the Graduate Designer Awards, Student Day, etc. Over Sheila's 18 months in office it became increasingly clear that the business of the Institute could no longer be handled on a half-day basis. Sheila, with her two-year old son Blaise her first priority, understandably declined the offer to increase her workload.

Excellent candidates

Considering the limited advertising undertaken in the search for a replacement, the Institute received an excellent range of applications for the new three-year contract position. Rina is a graduate of the textile department at NCAD. The majority of her career to date has been in the area of design management and administration, her most recent position being with Dublin Tourism.

Rina is no stranger to the IDI having spent three months last summer doing contract work for the Institute. She intends to familiarise herself personally with all members, so don't be surprised if you receive a phonecall out of the blue as she introduces herself.

New contact details

Rina is based in the Design Ireland offices in the UCD Campus Innovation Centre. Our new telephone number is 01.716 7885 and fax becomes 01.716 8736. The Institute's postal address however remains, as always, 8 Merrion Square, Dublin 2.

IDI on the move

Travels around Ireland

From late January to the end of March our Design Awards exhibition travelled the country as part of a roadshow presented by Enterprise Ireland and the IDI. The initiative has drawn attention to the fact that the Institute has for too long been an almost exclusively Dublin-based organisation with members from the provinces frequently expected to travel to the capital to benefit from any activities. The welcome arrival of numerous new members from Northern Ireland, together with the huge success of the Gala Awards Ceremony in the Waterfront Hall last October, has highlighted the need for a more geographically inclusive approach to events.

Kilkenny

Our AGM in January was planned for Kilkenny and was originally intended to take place on the morning after the inaugural Bill Walsh Lecture. Unfortunately the lecture had to be cancelled and alarm bells went off at the thought of travelling to Kilkenny solely for the AGM. Despite some last-minute cold feet it was decided to stick to the original plan. The resulting event was a resounding success. Moving to a new location focused the mind and resulted in a welcome departure from what risked becoming a monotonous annual ritual. Members who wished ate lunch together afterwards at Langtons and a pub crawl followed for the bravehearted.

Limerick, Cork, Galway and Sligo

Limerick in late January was the first port of call for the awards exhibition roadshow. Each event included a social reception for local designers, a series of talks and presentations by practitioners to third level design students, and an Enterprise Ireland seminar on the benefits of design to business for local firms. The show moved on to Cork and Galway before taking a breather and travelling to Sligo in late March where it was extended by a day to include a Saturday seminar for second level students with an interest in design as a career.

The response to the events was mixed but in general very encouraging. The social event for local design communities proved the most unpredictable with the turn-out in Cork particularly disappointing. The student talks were a tremendous success and the colleges are already anxious to book next year's renewal. With more input from local members these events could gain a momentum of their own. The ground has been broken and it's up to local designers to seize the opportunity and make something of it.

Belfast in June

As the Design Awards Ceremony this year moves back to a Dublin venue (the Mansion House), the Awards Launch is planned for Belfast on 14th June. The occasion will be marked by a designer party, hopefully setting the tone for a great Summer.

And so our travels have started. Let's hope they continue and that the IDI increases its presence in all four corners of the country.



Sheila Robinson ties up the loose ends with Frank Ryan at her final Council meeting in March



On a more light-hearted note, the Officers marked the occasion at the Ocean Bar following Rina's first Officers' meeting on April 4th. L-R Frank Ryan, Sheila Robinson, Rina Whyte and Selma Harrington



Michael Ozmin MIDI and Catriona Shaffrey MIDI of the Institute for Design & Disability. The IDD team will provide expertise, seminars and guidelines to assist local authorities in the implementation of pilot projects or actions related to the needs of disabled people.

Institute for Design & Disability will play a key role in the implementation of the Barcelona Declaration

The Barcelona Declaration Project was launched by An Taoiseach at the National Gallery in February.

Shortly before the visit of Prince Charles to the new Millennium Wing of the National Gallery in Dublin on 14th February an event of much greater significance for the population of Ireland took place in a lowkey yet triumphant atmosphere. In its support of the Barcelona Declaration Project the government has once and for all welcomed 'design for all'.

Barcelona Declaration Project Statement

The Barcelona Declaration is a manifesto that aims to create an inclusive society. It contains specific goals which relate to all aspects of our lives, including social, environmental and economic issues.

The Declaration is, in its original form, addressed to cities and their municipal governments. In the Irish context the remit of the Declaration includes towns, villages and their local authorities.

The aim of the Barcelona Declaration Project is to encourage local government to make provision for the inclusion of people with disabilities in the community which it represents.

Background to the Project

The Barcelona Declaration Project evolves from the Irish Government initiative to promote and encourage adoption of the Barcelona Declaration in Ireland.

In March of 1995 a European Congress 'The City and the Disabled' was hosted in Barcelona. The outcome of the Congress was a manifesto known as the *Barcelona Declaration* signed by delegates representing many cities and towns in Europe.

The Declaration advocates the right of disabled people to equal opportunities and recognises their contribution to the society and the environment they live in. Under the

terms of the Declaration, local authorities undertake to consult people with disabilities and their advocates. Furthermore, each local authority agrees to devise a plan of action for the implementation of the Barcelona Declaration.

In 2001 The National Disability Authority (NDA) was asked by the Department of Justice, Equality & Law Reform to establish a process for the promotion and practical implementation of the Barcelona Declaration involving all local authorities in Ireland. In June 2001 the NDA established a steering committee and issued a public call to tender for the Barcelona Declaration Project.

The Institute for Design and Disability (IDD) successfully tendered for the contract.

The primary objective of the Barcelona Declaration Project is to:

Raise awareness and promote the Barcelona Declaration among all local authorities in Ireland with a view to the adoption of the Declaration and its implementation by local authorities.

The IDD team will provide expertise, seminars and guidelines to assist local authorities in the implementation of pilot projects or actions related to the needs of disabled people. The Barcelona Declaration Project will continue until 2004.

A blueprint for action

The Barcelona Declaration Project is a blueprint for action to facilitate local authorities in creating a more inclusive society for people with disabilities.

Adoption of the Declaration and its implementation by municipal authorities is important in the context of promoting the rights of people with disabilities and providing effective services to all.

The terms of reference for the project are:

- Raising awareness and promoting the Barcelona Declaration among all local authorities in Ireland with a view to the adoption of the Declaration and its implementation by local authorities. This will include, inter alia, the production of promotional materials, etc.
- Securing adoption of the Declaration by at least 75% of local authorities in Ireland by the end of 2003
- Developing and delivering a programme to local authorities which will enable them to disability-proof their decision making processes and activities in accordance with the principles of the Barcelona Declaration
- Issuing guidelines which will facilitate local authorities in developing implementation plans which will include the identification of specific pilot actions and projects to give practical application to the Barcelona Declaration principles within the work of the local authority.

To fulfil these terms of reference, the IDD team will provide information on the Barcelona Declaration, provide expertise through training seminars and be available for consultation and advice to all interested parties.

DMI Conference

The Design Management Institute visited Dublin in early March for its annual European conference.

The 6th European DMI (Design Management Institute) conference took place in Dublin from March 11–13, at the Smurfit Graduate School of Business in Blackrock, with most of the international attendees staying at the Herbert Park Hotel in Ballsbridge.

The theme of this year's conference was 'Interactions' and explored some of the challenges in today's economic environment which demands intelligent, timely decisions regarding interactions between an organisation's product or services, customers, staff and brand. It highlighted that in order to succeed, organisations need to make the most of every interaction and brand touch point, both internally and externally.

Some of the best and brightest from the international design management world shared their experiences in a series of presentations and workshops over the three days. Highlights included Gianfranco Zaccai, President and

CEO, Design Continuum Inc, Lee D Green, Director of Corporate Identity & Design at IBM Corporation as well as the author and international speaker Karl D Speak. Karl Speak also delivered a very well received pre-conference workshop entitled 'Be Your Own Brand'.

On the final afternoon of the conference, Reon Brand and Marco Bevolo of Philips Design delivered a thought provoking presentation entitled 'The Long Term View: Building Sustainable Brands Based on Insight in Emerging Socio-cultural Trends'.

DMI events internationally are known for their networking opportunities and the Dublin conference provided brand managers, marketing directors, academics as well as industrial and graphic design managers with a valuable forum for these senior executives from all over the world to meet, discuss, learn and share a wealth of knowledge from their respective backgrounds.

Tom Lockwood of StorageTek who made the final presentation explained that much of their current success derived from meeting Tim Selders of Park Strategic Design at a previous DMI Conference, and the collaborative partnership that resulted.

The conference was co-hosted by the Design Unit at Enterprise Ireland, and Steve Conlon ensured that our international visitors had a good taste of Ireland with an action packed schedule of entertainment. Highlights were a tour of the Guinness Storehouse followed by a reception in the Gravity Bar. On the final evening there was a tour of selected design studios in the central Dublin area, closing with a tin whistle competition at the Herbert Park Hotel, adjudicated by Martin Gaffney of Designworks.

Aileen Roche

Conference hero, the feadóg. Martin Gaffney achieved his ambition of addressing the Design Management Institute — but on the unlikely subject of tin whistle technique.



NEWS

Estonian Visitors

Two representatives from Tallinn recently visited Dublin in search of a common experience. Libby Carton met the Baltic travellers.



Sauna Stove (Kiuas) by Üllar Karro in cooperation with Ristomatti Ratia. 'Estonian Design in Focus' Exhibition, Helsinki, 2000

On a typically wet and miserable Friday afternoon before St Patrick's Day, in the company of Seán McNulty I met with Professor Arvo Pärenson and Tiia Vihand of the Innovation Centre of the Estonian Academy of Arts.

Timing their visit to Dublin to attend a design education exchange programme event, the Estonian pair had spent the previous day at NCAD. Ireland was just one of many destinations on a research itinerary which included most of Europe's recognised design-conscious countries. So why Ireland? No matter how upbeat we might be about the development of our design industry we can scarcely claim an international reputation.

Estonia regards Ireland as a similar type of country to itself. With a small population and no great tradition of design we have our work cut out to move design to a serious level with its intrinsic value to all fields of business, services and industry recognised.

As we explained the workings of the IDI and then moved on to elaborate on Design Ireland and our sister design organisations, on funding opportunities and our government's attitude to design, everything seemed impossibly complicated. Yet our visitors nodded in understanding and seemed not remotely surprised that we should maintain such apparently convoluted organisational structures. They assured us that we have it good; in Estonia they have numerous tiny factions, one for each discipline, with nobody pulling together. Recently the government asked the nation's sole college of art and design, the Estonian Academy of Arts, to research the potential for combining design with innovation for the benefit of commerce.

We could certainly share some of our experiences on that one and sent them back to the Baltic armed with several reports and publications as well as such encouraging words as 'patience' and 'perseverance'.

Ever Nederlands

Brendan Beirne reports on the visit to DIT of one of Europe's leading graphic designers, Gert Dumbar.



House style handbook for PTT, the Netherlands Post & Telegraph service. Studio Dumbar, 1989



Poster for lecture series, '4 x 2 visies over grafische vormgeving'. Studio Dumbar, 1989

The Dumbar lecture was indeed a memorable event for the many students and design practitioners who attended at DIT Aungier Street on the 6th March.

Gert Dumbar was introduced by John O'Connor, Head of the School of Art Design & Printing at the DIT Faculty of Applied Arts. The welcome expressed in spirited applause was a clear and positive indication of the anticipation of the audience.

The lecture room was full to overflowing with limited standing room due to the many enthusiastic fans, who were seated on the floor, mesmerized by the words of their 'guru'.

Gert Dumbar's laid back delivery would appear to reflect a casual and somewhat flexible 'modus operandi' at Studio Dumbar.

However it was soon evident from the case histories presented that the very high quality of work on show was due to a precisely focused and systematic approach which aimed for and achieved excellence in each particular discipline.

Enthusiasm for challenge and problem solving would seem to be the driving force which inspires Gert Dumbar. Having been aware of the reputation of Studio Dumbar for many years it was a pleasant surprise to meet and hear the founder in person.

His well-documented creative talent came wrapped in a smooth self-effacing joviality. His somewhat casual approach went down very well with the attentive assembly.

The presentation of work, from concept to finish, was much too extensive to be covered in this short review. Projects varied in scope and content from the impressive corporate identity for Netherlands Post & Telegraphs to promotional work for Zanders Paper Manufacturers. Poster campaigns for the Dutch

National Festival for Performing Arts, and Holland Dance Festival combined superb photography with creative typography.

The impact of black and white printwork outdoor promotional displays demonstrated an assurance and sophistication which was refreshing. Another high prestige corporate image was the visual identity for the Dutch Police. The step by step development process was delivered with a measured good humour by one who is no stranger to the minefield of the formal briefing by committee.

Another fascinating aspect of Studio Dumbar is the 'Visual Laboratory' where many brilliant concepts germinated in an experimental setting.

One might hope for the stimulation of a similar 'design hothouse' in the context of Design Ireland. Other notable examples included the Netherlands Ministry of Agriculture, Nature & Fisheries. To round off a visually exciting experience the audience were treated to a bizarre animated video drama. This video, which involved actual live houseflies 'performing' under controlled conditions, brought a new interpretation to the 'fly on the wall' documentary.

While 'going Dutch' might have the implication of a one-sided spending spree the time was very well invested on 6th March by all who attended the Gert Dumbar lecture. One would not be surprised if the influence of Studio Dumbar will become much more evident in the portfolios of the final year design graduate class of 2002/2003.

Further viewing of the work of Studio Dumbar is recommended on www.studiodumbar.nl.

*Brendan Beirne BDes MIDI
Visual Communications Department,
DIT School of Art Design & Printing*

Dublin City Hall

Project ID Questionnaire

In the last issue of *IDI Creative Axis* Selma Harrington reported on the Design Week visit to Dublin City Hall and its interpretative exhibition. The article should have included the following project profile, which was held over for copy-fitting reasons. Many thanks to all involved for compiling this information.

Full title of the exhibition

Dublin's City Hall –
The Story of the Capital

Character of exhibition

A permanent multi-media exhibition in the restored vaults of Dublin's City Hall, focusing on the City Regalia and spanning a thousand years of City Governance, charting growth and development of the city during this time.

Client

Dublin Corporation

Project Team

Architects
Dublin Corporation / Paul Arnold Architects – Conservation Architect / Orna Hanly Architect – Interpretative/Exhibition Designers

Researchers & Art historians

Dr. Diarmaid Ferriter, Dr. Alicia St. Ledger, Mark Duncan (Pictorial Research), Patricia Becker, Prof. Sean De Courcy, John McDonagh

Artists

Anna Macleod, Martina Galvin, Patricia McKenna, David Lilburn, Gerard Crowley Modelmakers

Contractor

Display Contracts International, JDB Design

Lighting Specialists

All Purpose Lighting

Graphic Designers

Boyle Design Group

Multi-media Installation

Fitting Image

Multimedia Designers

Interactives
X-Communications, Martello Multi-Media

Films

Louis Marcus Productions, Morrow Communication, Fitting Image

Photography

National Gallery of Ireland, National Library of Ireland, Royal Society of Antiquaries, Kingram Studios, Davison & Associates, Eugene Langan (Exhibition Photography)

Other credits

John Gillis (Artefact Display/ Conservation)
Mary Clark (City Archivist)
Acoustiguide (Wand System)

Duration of project & Year of completion

Duration of Project:
1 year approx.
Year of Completion:
September 2000

Awards

Finalist for the
IDI Design Awards 2001

Any interesting statistic?

20,000 visitors to date

Any comments?

The following comments are a selection taken from the visitors book:

'very well done — a lovely walk through Dublin'

'very proud to be a Dubliner. Very informative and a great display'

'a very good and interesting insight to Dublin and Irish history'

'good for children'



Le Klint Pendant from a classic Danish design range—traditionally made in paper but now available in more durable material.

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Dublin 8

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Opening hours

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Saturday 10.00 – 17.00
Sunday 14.00 – 18.00

New Duff-Tisdall showroom opens on North Circular Road

Increased demand for quality lighting results in expansion to a second premises.

Duff-Tisdall is very pleased to announce the opening of their second showroom at the Malthouse, 537 North Circular Road, opposite Ryan's (Hogan Stand) pub. The demand for excellent lighting is significant and this expansion will enable individuals, designers, builders and architects to view a vast, new, extensive and exciting range of lights selected from a multitude of European countries.

Duff-Tisdall's well-known furniture range is also on show and is enhanced by the variety of lights displayed.

Duff-Tisdall is a leading and well established architecture, design and furniture business. Arthur Duff and Greg Tisdall have spent over 12 years distilling their unique design which may be seen in many Embassies overseas, the recently refurbished Farmleigh Estate, Government Buildings, private showrooms and in the

homes of their extensive customer base in Ireland, England and the US. Duff-Tisdall have also just completed the An Bord Pleanála offices where they were the interior architects for the main public spaces.

Duff-Tisdall have travelled Europe to select and a lighting collection that is in keeping with their own well-defined design style. The general sense of the Duff-Tisdall lighting collection is summed up in clean lines, discrete light and simplicity.

The designs are not merely attractive; they are most elegant and suitable for office, restaurant, home or any interior that needs to be enhanced.

Designs on display

Santa & Cole lit the streets of Barcelona for the Olympics. Their lights have a variety of interesting shades of paper stitched out, raffia, linen, and raw cotton, and bases from steel to woods.

Le Klint range is classic Danish design. No Danish house is without a Klint light, traditionally made in paper but now available in more durable material.

Modiss have a sophisticated style, well priced and neither overpowering nor heavy. They have an impressive range of diffuse lighting ideal for bar or home seating areas.

Dab is another Spanish Lighting company with clean lines and a great range of style.

Merno Glass is an Italian company offering a range of hand blown glass lights that would look very well in a corporate environment — the lights are individual and beautiful, reflecting the light up and diffusing the light down.

Arthur Duff MIDI / Duff-Tisdall

Maximising the potential of the Design Ireland website

As members of the IDI you are co-financing the Design Ireland website. Make sure you get the most from your investment.

Design Ireland's website, www.designireland.ie, is offering all IDI members the opportunity to promote their business online. Cameron Ross explains how to capitalise on this service.

Existing Listing

You may find you already have a listing, but we urge you to check that your details are entered correctly and are up to date. You were emailed a username and password when the site went live. If you have lost or forgotten these, please go to the 'Forgotten Password' section under listings and enter your administration email. You can edit your details at any time by selecting the 'Edit Listing' link.

New Listing

Go to the 'Submit Listing' link under Listings and follow the step by step process.

Case Studies/Profiles/Job Listings

Once you are sure all information is correct and you have received your username and password, you can then submit a Case Study or Company Profile by going to the appropriate section on the top navigation bar. For example, to submit a new Case Study you select the Case Studies button on the Nav bar and then select 'Submit Case Study' on the right hand bar. You then follow the step by step process. This functionality is exactly the same for the 'Submit Profiles'.

Alternatively you can change all your company information and submit Case Studies, a Profile and Job listings by choosing the Login on the Top Navigation bar. Once you have entered the requested details, you will be supplied with the choices. These are all user friendly and easy to follow.

You can submit unlimited Case Studies and Job Listings.



News

If you have any design related news items such as press releases, account gains, resources, events or other information that would be of interest to the design community or buyers of design, please submit details to info@designireland.ie

CPD

Design Ireland – Production & Project Management

A two day course for the design industry conducted in association with the Irish Management Institute: 8th–9th May 2002

Production & Project Management

8 – 9 May 2002

Design Ireland has incorporated a customised development programme aimed at sharpening project and production abilities for design professionals. The aim of this programme will be to enhance designers' abilities to both manage clients and improve profitability through better Project & Production Management.

Áine Rooney, Executive Manager at Design Ireland says 'many designers operate in a project mode, with multiple projects running simultaneously. Crucial to the success of these projects is the ability to negotiate the contract successfully, to achieve closure at the end of the contract, to deliver a professional service on time and within budget.'

The two-day programme integrates the core skills of production & project management with elements of account management, including some aspects of commercial negotiation.

Benefits

This programme aims to accelerate the development of production & project management skills within the organisation, by combining the task and people aspects of production & project management in a practical way.

Who should attend?

The programme is especially adapted for design personnel and similar professional staff, and will address the issues involved in managing multiple projects where a high degree of communication is required, and where high calibre work is critical to sustained success.

Objectives

- > understand the nature of production & project management in a design environment
- > achieve sharper project definition from the outset, with fewer concessions
- > identify and avoid the classic production & project management pitfalls
- > quantify and manage the commercial and other risks
- > develop an effective project management style
- > work better within time and resource constraints
- > deal more effectively with clients by recognising different styles, roles and buying patterns
- > gain greater commitment from project teams
- > enhance project teamwork by establishing a common purpose and clear roles

Content

The content of this workshop has been adapted to designers' needs, for example, in managing key accounts, agreeing final contract details, dealing with clients they can't afford to lose, juggling multiple smaller projects simultaneously, and communicating with key personnel. The programme will combine Production and Project Management with account management and negotiation.

Who presents the course?

The Irish Management Institute is the premier provider of management development in Ireland and has been at the forefront of management and organisational development.

Venue

Irish Management Institute
National Management Centre
Sandyford Road, Dublin 16

Fees

€575 – Fees include tuition and course notes.

Further information

A complete course breakdown is available on request. For further information and booking forms, please contact Karen Doull at Design Ireland 01.716 7810 or e-mail designcoalition@ucd.ie. For further training course information check out www.designireland.ie.

Calendar

2002

APRIL	25 The Good, the Bad & the Ugly W5 Odyssey Queen's Bay, Belfast 18.00 Talk <i>Sir Christopher Frayling, renowned academic, broadcaster and author, and chairman of the UK Design Council, explores ten things people get wrong about design and business</i> T 028 9027 9865 info@irtudir.com
	30 Copyright Association of Ireland 9.30–17.00 at the University Industry Centre, UCD, Dublin Seminar <i>The Internet, e-Commerce & IPRs: Recent Developments Update</i> T 01.716 7180
MAY	10 GDBA IDEA Awards Closing date for entries, Dublin
	TBC ICAD Awards Exhibition Dublin www.icad.ie
	23 ICAD Awards Dinner Dublin www.icad.ie
	28 Contract Furniture Market Clarion Hotel, IFSC, Dublin 1 T +44 207 725 9107 Selection of new items of furniture, lighting, fabrics & carpeting from 5 major UK companies
JUNE	Graduate Exhibitions Dublin <i>NCAD, DIT, DLIADT, Griffith College</i> · Cork <i>Crawford, CIT</i> · Belfast Galway <i>GMIT, Letterfrack</i> · Athlone · Limerick · Letterkenny · Sligo · Waterford · Carlow
	14 IDI Design Awards · Launch Party Belfast Media launch followed by party for designers T 01.716 7885
AUGUST	TBC IDI Design Awards Closing date for entries, Dublin and Belfast
OCTOBER	18 IDI Design Awards Gala Ceremony Mansion House, Dublin Design Week Dublin
	TBC <i>IDI Design Awards Exhibition</i> Dublin
	TBC <i>Retail Evening</i> Dublin
NOVEMBER	27–30 IFFT2002 International Furniture Fair Tokyo http://idafij.com info@idafij.or.jp
	TBC <i>IDI Design Awards Exhibition</i> Dublin
	TBC <i>Student Day</i> Dublin
	TBC <i>Public lectures by internationally recognised speakers</i> Dublin
DECEMBER	TBC IDI Designer as Artist · Charity Art Auction Masterpieces by members – perfect Christmas gifts
	TBC IDI Elections Deadline for receipt of nominations
2003	
JANUARY	TBC IDI Elections Deadline for receipt of ballots
	TBC IDI Annual General Meeting
FEBRUARY	TBC Touring Awards Exhibition Award-winning work from 2002 IDI Design Awards, ICAD Awards and GDBA Design Effectiveness Awards tour nationwide
MARCH	TBC Touring Awards Exhibition Award-winning work from 2002

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IDI Creative Axis welcomes contributions from members and non-members. Articles for publication should be sent to: Rina Whyte, Executive Officer, Institute of Designers in Ireland, 8 Merrion Square, Dublin 2. Email idi@indigo.ie.

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