



# University of HUDDERSFIELD

## University of Huddersfield Repository

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Making It Real: A creative enterprise case study

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Making it real!

INVESTIGATING "REAL TIME"  
EXPERIENCE OF CREATIVE  
ENTERPRISE IN UK DESIGN  
EDUCATION

JOANNE HARRIS

SURFACE  
DESIGN  
SHOW

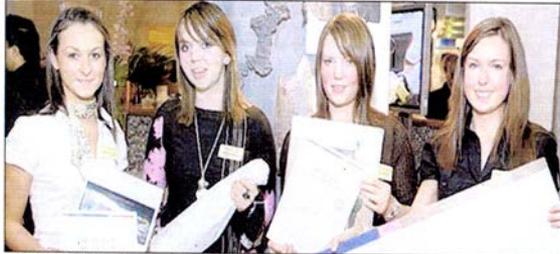
NovaGlaze  
Ltd

University of  
**HUDDERSFIELD**  
Inspiring tomorrow's professionals

# MOTIVATION AND RESEARCH IDEAS THE QUEST FOR A SURFACE IDENTITY WITH “REAL” INDUSTRY ENGAGEMENT AND EXPOSURE

Huddersfield Daily Examiner Monday, April 14, 2014

## World stage showcase for textile students



WINNING DESIGNS: Four of the Huddersfield University students (from left) Nina Sinfield, Hayley McCol, Dominique Greaves and Michelle Clitherow at the International Surface Design Show in London.

**TEXTILE** students from Huddersfield University had the honour of being the only students in the UK to exhibit their work at the International Surface Design Show.

The show, held annually in London, saw 14 second-year students showcasing their talents to consumers from around the world.

The group, all studying on the BA (Hons) Surface Design degree course, had been commissioned to produce designs by three market-leading companies – wallcoverings, floorings and tiles.

Tutor Joanne Harris said, “Although they are a London-based company, Tektura have a lot of clients in the north and the idea of promoting themselves using a world stage was a real motivation for them.”

By NEIL ATKINSON  
News Editor

Tektura were approached last year to consider running a live project using the university's students.

The firm agreed, particularly because of the university's reputation as being in the North of England and had a track record of success in textiles.

“To broaden the project, Tektura retained fellow design companies Milliken Carpets and H & R Johnson and put forward a brief to the students to simply come up with concepts for flooring, wallcoverings, and ceramic tiles for the office, lounge and retail market.”

“Fourteen students eventually look part and the three companies put on a glossy preview night at the famous Harvey Nichols department store on The Halfway in Leeds.”

However, this was just a

stand Tektura would explain about the project and post them in the direction of our stand. So it was excellent PR for them and us,” said Jo.

“We give our students relevant ‘live’ projects where they can gain actual industry experience. The trip to the Surface Design Show was just icing on the cake.”

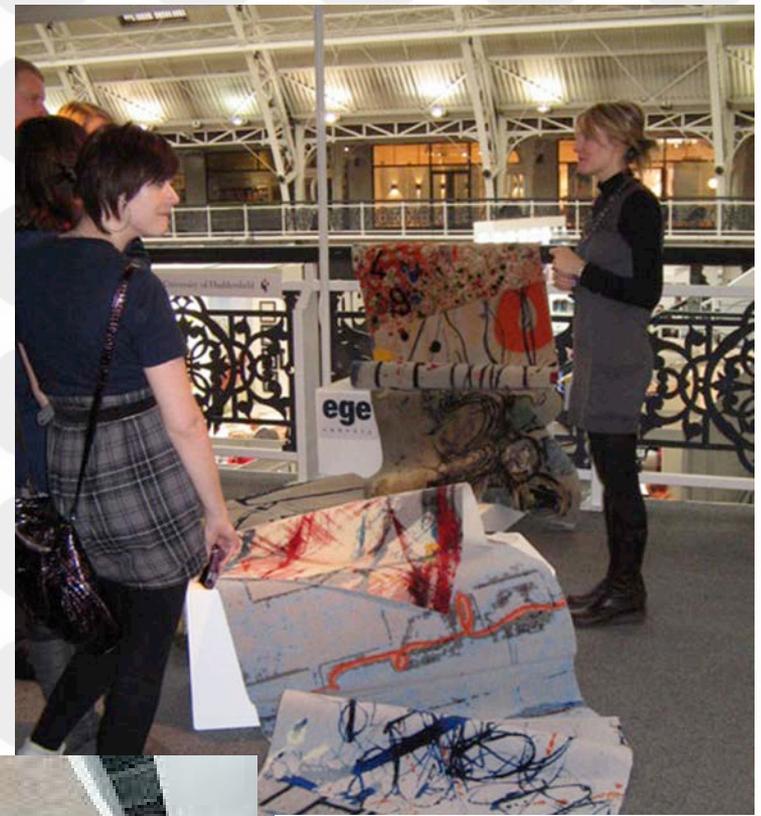
neil.atkinson@huddersfield.ac.uk



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MILLIKEN®

JOHNSON ■ TILES



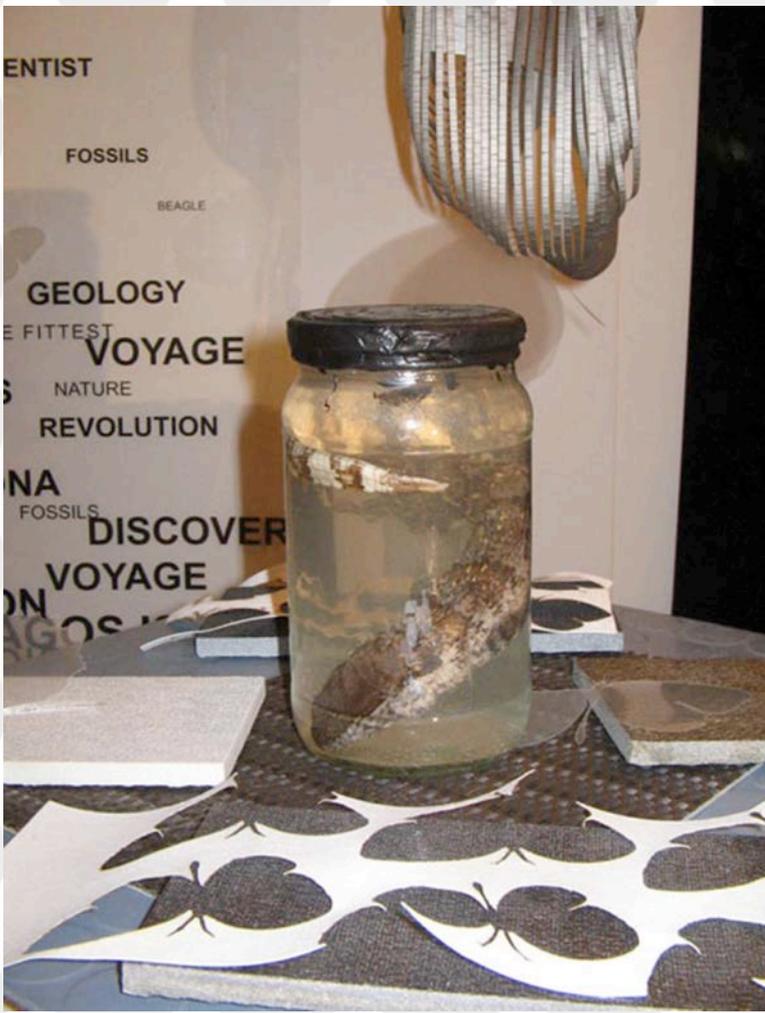
**ege**<sup>®</sup>

we create more than carpets

**SURFACE  
DESIGN  
SHOW**

# MAKING A STATEMENT WITH TREND FORCASTING FEATURE STAND









# MATERIAL ENQUIRY STAFF DISCUSSIONS



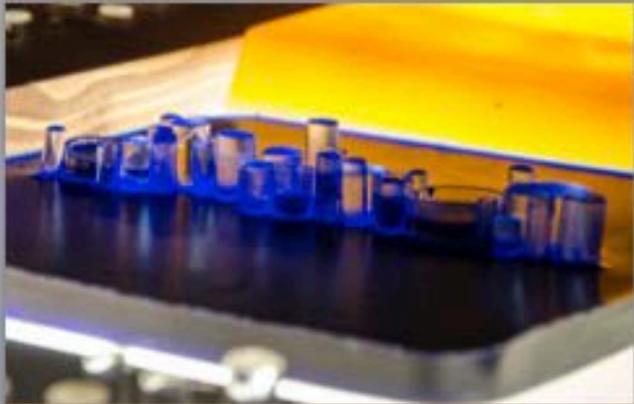
# SAMPLING THE IDEA! EXTRAORDINARY MATERIAL TESTING STATION



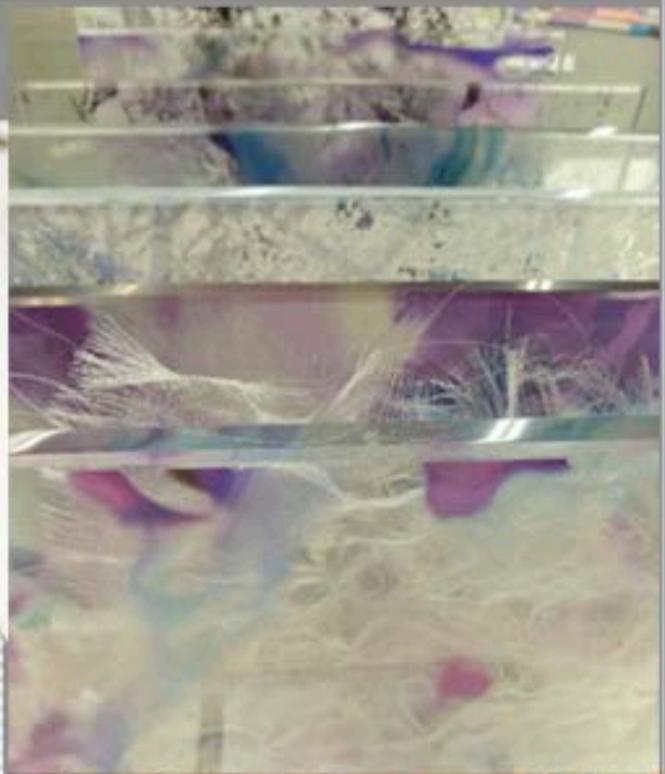
# FIT FOR PURPOSE INDUSTRY PROTOTYPING



## Surface Design



## Innovation in materials





# PechaKucha Evening 2012

PechaKucha was an inspirational and exciting event with a great variety of speakers.”

Avgoustina Tchkoreva, Freelance Display Designer

Vanessa Brady - SBID

- Stuart Martin - WAM Architects
- Matthew Baker - Foster Wilson Architects
- Phil Coffey - Coffey Architects
- Timothy Hatton - Timothy Hatton Architects
- Scott Lawrie - All Design
- George Saumarez-Smith - ADAM Architecture
- Joanne Harris - University of Huddersfield
- Bidisha Sinha - Zaha Hadid Architects
- Stefano Manuelli - Jestico + Whiles





**ecobuild**

Tuesday 20 – Thursday 22 March 2012  
ExCeL, London [www.ecobuild.co.uk](http://www.ecobuild.co.uk)

# THE NEED FOR A REAL DESIGN BUSINESS IDEASHAUS –

INNOVATION  
DESIGN  
ENTERPRISE  
ART  
SUSTAINABILITY



# IDEASHAUS

**SURFACE  
DESIGN  
SHOW**

BUSINESS DESIGN CENTRE  
LONDON — 5-7 FEB 2013

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





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S HALL

**PROJECT CONCEPT**

**IDEAS...**



**HEEY & HOWEELS**      **MARK RESEARCH**

**LASER ENGRAVING MATERIALS**

**Material to be Engraved by:**  
 Plastics, metals, wood, cardboard, stone, acrylic and many, material dependent.

**Engraving Methods:**  
 Laser engraving, CO<sub>2</sub> laser engraving, fiber laser engraving, UV laser engraving, etc.

**Engraving Applications:**  
 Personalized gifts, business cards, nameplates, etc.

**Engraving Advantages:**  
 Non-contact process, no tool wear, high precision, etc.

**Engraving Disadvantages:**  
 High initial cost, slow speed, etc.



**MARK RESEARCH**

**Engraving Applications:**







# Making it Real



Germany Lab: Models for The Future Design: Thane  
ing Paul Viper for King George's Palace, London



Novac Luce  
Architecture



**SURFACE  
DESIGN  
SHOW**

VISIT US ON STAND 200  
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LONDON — 4-6 FEB 2014**  
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# CORIAN®

SOLID SURFACES







## Surface Botanic Technical Development

a research project developing and designing for DuPont™ Corian® Solid Surface

Throughout this personal innovative research project of design and technical development specifically for DuPont™ Corian® Solid Surface a range of techniques and processes were researched, adapted and tailored to be used for the addition of design on the Corian® surface.

### Hot water dyeing



To receive an accurate specific colour when dyeing the Corian®, I have been reviewing colour dye recipes from the colour match computer. Having my required colour search over the internet a range of recipes for hot water dyeing were found. However, I found that the recipe I found was not suitable for the Corian® surface. I found that the recipe was making the dye 'fury' and penetrating the surface with streaks of dye that had not dried properly. I tried many other recipes without the same result. Therefore I bought an industrial size cooking bag, big enough for me to dye 400mm Corian® as I found that getting water up to boiling temperature took longer in the bag in comparison to a pan and the dye didn't stain as well in the bag. I decided to create the dye recipe in a pan and then slowly transfer it to my bag. Depending upon required colour dyeing 400mm Corian® could take anywhere from 10-60 minutes.

### Laser Cutter Effects



An industrial profile was set up for Area Corian®, depending upon laser effect specific settings were set up to ensure that laser effects could be achieved on the strong Corian® surface. Early on in the sample development I learnt that the laser does not burn through the Corian® and that the laser does not cut through the Corian®. I found that the laser does not cut through the Corian® and that the laser does not burn through the Corian®. I found that the laser does not cut through the Corian® and that the laser does not burn through the Corian®.

### Heat Manipulation



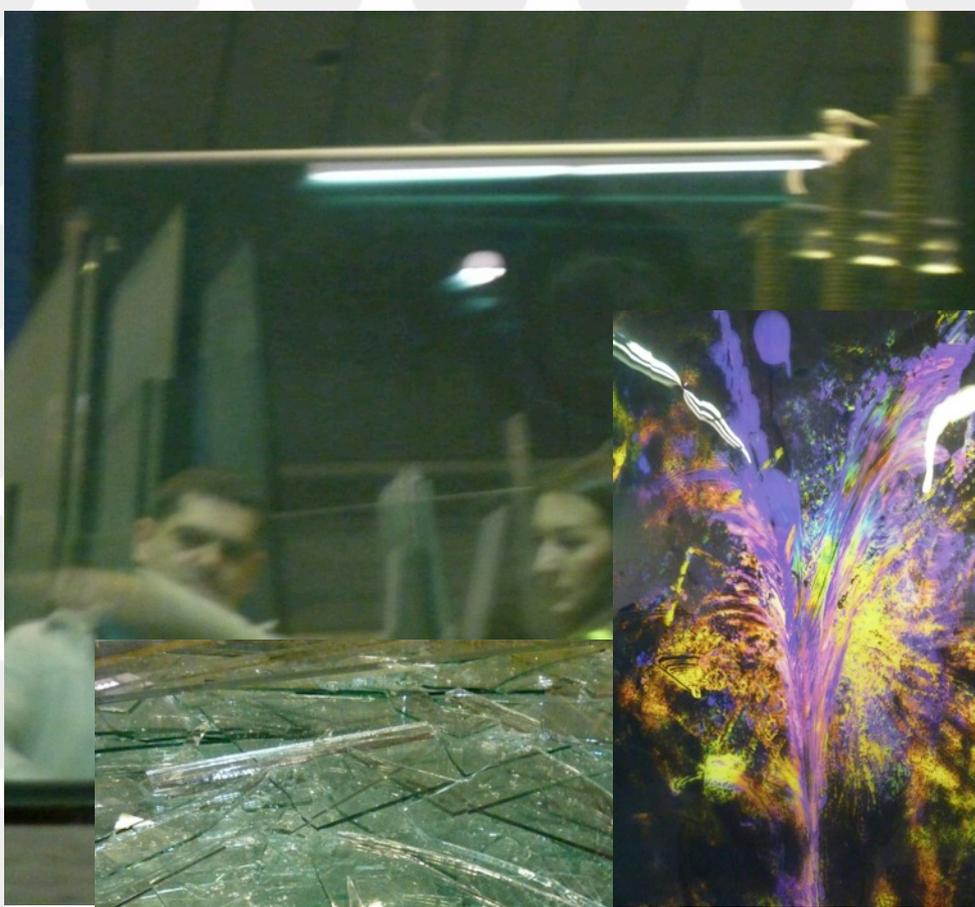
During my sample development I was exploring with cutting out shapes from the Corian®, and the idea came of exploring heating 3D cut-outs on top of the Corian® design. I found that it was possible to manipulate the shape of Corian® once heat is applied. I sampled heating from observation and manipulating areas I wanted to be curved. I also experimented on Area Projects to Corian® for approx. 2 minutes. The heat manipulation worked really well and it took a while to return to the design.

CC BY with special thanks to CD & D Ltd for the sponsorship of this project

# POSSIBILITIES & IDEAS

PUSHING BOUNDARIES WORKING WITH LOCAL SME







**CVF**  
**CREATIVE VOUCHER FUND RESEARCH PROJECT**

**NovaGLaze**  
Ltd





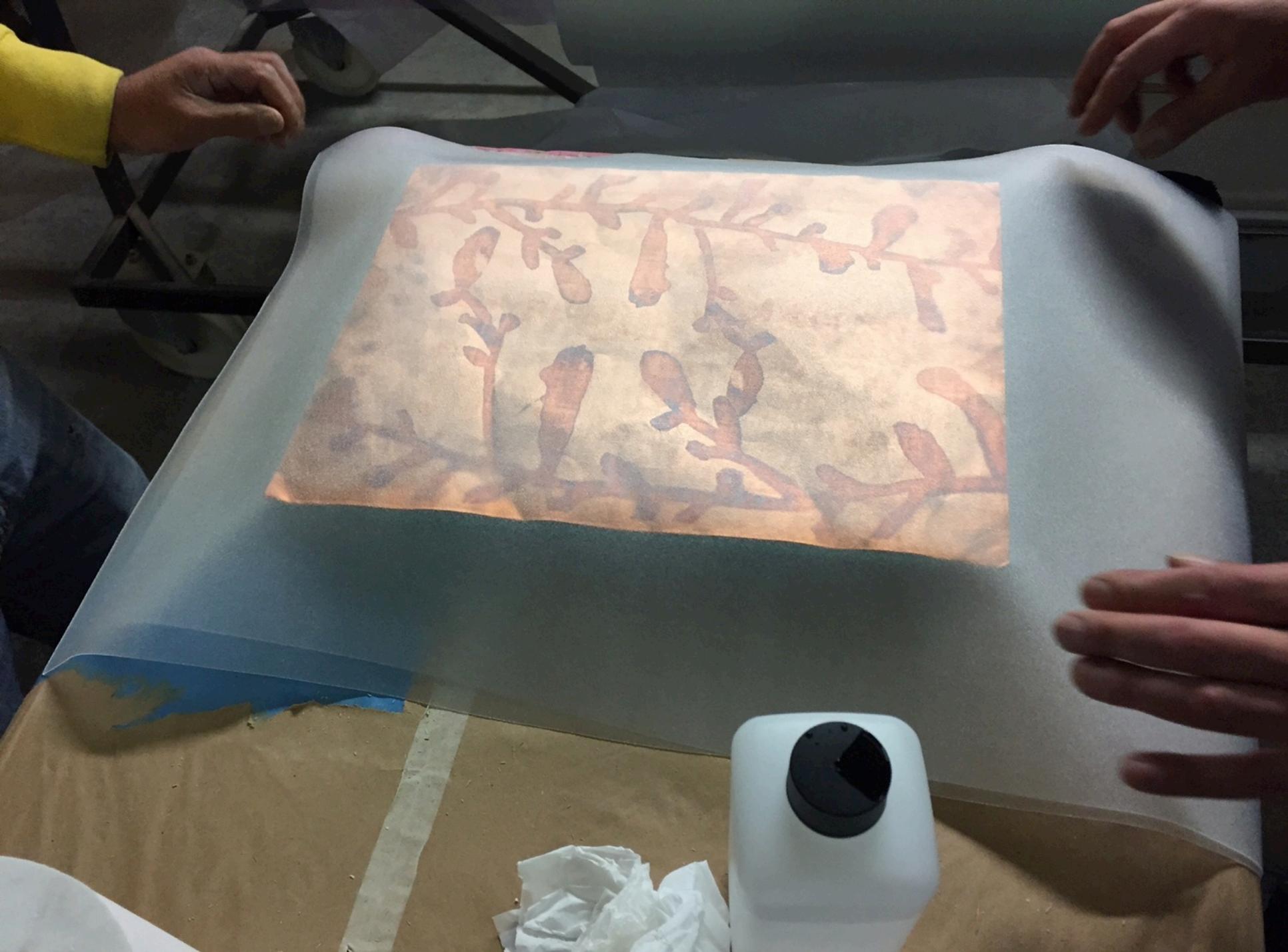


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SUPPLIED

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PROFESSIONAL







95  
PROJECT SASS GLOBAL THE BUT





YOU CAN VIEW THE SAMPLES IN OUR MATERIAL  
TRANSITIONS EXHIBITION

# The FLOORING SHOW

21 - 23 SEPTEMBER 2014 • HARROGATE



## TRENDS HUB



21 - 23 SEPTEMBER 2014 • HARROGATE

23



# Scarlet OPUS

TOMORROW TODAY





“All five students set the bar high with their designs and choosing a winner proved difficult but Briony Ramsden’s designs stood out for her fusion of floral and geometric elements, clever use of scale, repeating pattern and her interpretation of color, combining both elements of the trends brief and making them her own. Her presentation skills were also second to none; Briony has a very bright future ahead as a designer”.

To incentivise the ‘Live Design’ project, British Ceramic Tile offered £150 to the winner Briony, while Alice McBride was announced as the runner up and given a £50 prize.



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

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The University of Huddersfield's Trend Hub team

## Trends hit the floor from Huddersfield

Surface Design students from the University of Huddersfield were front and centre at the international 2014 Flooring Show

THANKYOU