

# **BIRMINGHAM DESIGN FESTIVAL**

**7TH - 10TH JUNE 2018**

## Foreword

Birmingham is far more than where I'm from. It's who I am. And while I may have ventured far and wide (ok, to London) in search of my creative happiness, my soul and home remain in Brum.

And although us Brummies seem to have elevated self-deprecation to a art form, there's no-one prouder of their city than us. As a result, I'm absolutely bloody honoured to be involved in The Birmingham Design Festival.

And I'll do what I can to shout Brum's design success from our (beautifully designed) roof tops.

### **Trevor Beattie**

Film Producer, Founder, BMB Agency



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An aerial night photograph of Grand Central Station in New York City. The station's iconic glass and steel dome is illuminated, and the surrounding city skyline is visible in the background under a dark, cloudy sky. A large, semi-transparent heart shape is overlaid on the image, with the words "OUR VISION" written in white, serif capital letters across its center. The heart's left side is a deep red, and its right side is a light blue, creating a gradient effect.

# OUR VISION



Birmingham's vibrant creative scene has a festival-shaped hole, so we (a group of Midlands makers, maestros and misfits who previously brought you Badego, Glug Brum, Canvas Conference & more) feel the time is right to remedy this..

The Summer of 2018 will see the launch of the Birmingham Design Festival - a celebration of the dynamic design industry, held over four packed days and hosted in our own backyard. Whether you're a seasoned professional, design student or someone who just enjoys a casual critique of the modern world, we'll offer you the opportunity to engage with a broad range of disciplines and top practitioners from the UK and beyond – not to mention exciting local talent.

Our beloved city is currently undergoing an exciting period of evolution and development, and over the last few years these changes have also been evident in the creative industries. Brum is starting to act and feel like the creative powerhouse it has always had the potential to become.

Through a carefully-curated programme based around an annual theme, we hope to encourage further conversation, interaction and inspiration. You'll hear from individuals and studios who are helping champion the local scene, combined with iconic designers who've made waves around the world.

Birmingham Design Festival will consist of workshops, talks, exhibitions, demonstrations and screenings loosely gathered into three Design Districts (Graphic, Digital & Product) and will be held in both modern and historic venues across Birmingham, showcasing the innovative institutions and rich heritage Birmingham offers. We hope to see you there!

# Design Districts

To make the festival an immersive experience for every attendee we're going to be splitting 'design' into three key areas of study. This allows us to create hubs across the city and engage audiences in close quarters, whilst showcasing some of Birmingham's beautiful creative spaces.

## Graphic

### Graphic

- Design for print
- Branding
- Photography
- Typography
- Illustration

### Digital

- UX/UI Design
- Digital design
- Digital products
- Game design
- Design for film & TV
- Animation
- Advertising

## Digital

### Product

- Automotive
- Product design
- Fashion
- Architecture
- Jewellery

## Product



# Design Hubs

Each district will have a central hub that will act as a permanent information centre, with satellite venues in close proximity allowing us to be flexible with the programme and ensure each event has a space fit for purpose.

Lecture  
Space

Exhibition  
Space

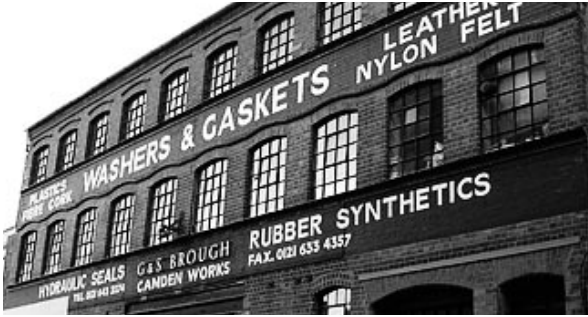
Hub

Exhibitions,  
information, shops

Screening  
Space

Workshop  
Space

## The brand



Birmingham's history is one of creating, of craft and of industry.

We've all heard the 'City of 1000 trades' and 'the workshop of the world' — they're sayings ingrained in our city, and our reputation for craft should absolutely be something we bring to the fore and harness in the brand identity.

We've utilised a graphic lexicon that is intrinsically linked to Birmingham's historical and contemporary craft, but re-appropriated it for a contemporary forward looking festival.

Wordmark

# BIRMINGHAM DESIGN FESTIVAL

Typefaces

## NOE DISPLAY

A strong slab serif that evokes industry



## Baskerville

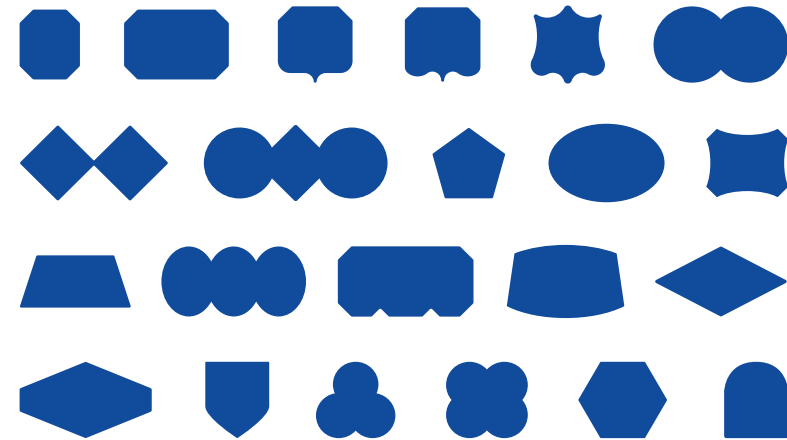
Designed in Birmingham in the 18th century by  
John Baskerville



# Hallmarks



United Kingdom Gold Hallmarks					
S	A	O	375		
9 Carat					
S	A	O	585		
14 Carat					
S	A	O	750		
18 Carat					
S	A	O	916		
22 Carat					
S	A	O	990		
990					
S	A	O	999		
999					



Studying the shapes of various hallmarks we've created a series of carriers to compliment the brand

The carriers will be used throughout the festival literature to hold symbols and typography.



BDF monogram based on the Birmingham assay mark

Acronym

Year

Symbol for each year's festival theme (Forward)



# FORWARD



## The theme

The word 'forward' has been used in the Birmingham coat of arms since 1838 as it grew from a town to a city. For the first year of the design festival we felt it was the right message to deliver as we look to unite the design community of Birmingham and build on the growing popularity of the city's culture.

Artists will be invited to share their thoughts on how design will shape the future and the importance of its role in a rapidly changing world.



device adopted in 1839



arms as granted in 1889



current design



# Confirmed Speakers

We're hoping to have around 80 speakers from local creatives to internationally renowned talent at the festival in 2018. Here's some of the folks we've got confirmed already.



**Anthony Burrill**

Graphic Artist & Print Maker



**Marina Willer**

Partner at Pentagram



**Jack Renwick**

Creative Director



**Jim Sutherland**

Founder Studio Sutherland



**Aaron Draplin**

Founder Draplin Design Co.



**Glenn Howells**

Architect



**Astrid Stavro**

Creative Director Atlas



**Laura Dishington**

Lead Designer:  
Solo: A Star Wars Story,  
Blade Runner 2049,  
Star Wars: Force Awakens



**Basak Haznedaroglu**

Design Director InVision



**Zoha Zoya**

Experience Design Director  
R/GA

Full speakers list so far available at [birminghamdesignfestival.org.uk/whats-on/speakers](http://birminghamdesignfestival.org.uk/whats-on/speakers)



# BDF Launch Night

**6th November 2017**

We launched our plans for BDF 2018 by screening Graphic Means to a sold out auditorium at BCU.

We took the opportunity to talk through our vision for the festival, help students raise money for their degree show and had an introduction from design legend Adrian Shaughnessy.



An aerial photograph of Birmingham, UK, taken at sunset. The sky is a mix of orange, yellow, and grey clouds. A large, semi-transparent red pyramid is superimposed over the city, with its base at the bottom and its apex pointing towards the top center. The text "THIS IS BIRMINGHAM" is written in a large, white, serif font across the middle of the image, partially overlapping the pyramid and the city below. The city features a dense collection of buildings, including a prominent tall, white, modern tower on the right side. The overall mood is dramatic and urban.

# THIS IS BIRMINGHAM



<b>1.1 million</b> people in Birmingham	<b>5.6 million</b> people in the West Midlands	<b>34 million</b> people visited Birmingham in 2016	
<b>6,000</b> creative industries companies	<b>50,000</b> people working in the creative industries	<b>£4bn</b> generated per year by the creative industry in the West Midlands	<b>25%</b> of the UKs gaming workforce based here worth £1.6bn
<b>5 universities</b> with a further 20 within an hour of the city		<b>65,000</b> students across the city	

## Also

Nearly a third of Birmingham's residents are of minority ethnic origin, bringing a rich cultural mix to the city.

The youngest city in Europe with under 30s accounting for 45.7% of the cities population.

Birmingham is ranked top UK city for quality of life.

## Case study

# Birmingham Weekender

22nd - 24th September 2017

Birmingham Weekender's return was hailed as a huge success as an estimated 175,000 attendees participated in and enjoyed an amazing cultural extravaganza with events across the city from Mac Birmingham to Eastside Park, from Victoria Square to the Bullring as well as on the city's trams

Brought to the city by Culture Central, the cultural development agency for Birmingham, Weekender demonstrates Birmingham's cultural ethos and spirit in anticipation of hosting the Commonwealth Games 2022.

Birmingham Weekender continues to show the city's appetite for creative events and festival with huge attendances and coverage.

<b>175,000</b> attendees	<b>56%</b> came specifically for the event	<b>57%</b> travelled in via public transport
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# Case study

# Design Manchester

October 2016

Design Manchester was created to provide the voice of design in and connected with Manchester.

Design Manchester was established in 2013 with the support of Manchester School of Art, part of Manchester Metropolitan University, which remains a key partner.

As a city of similar size, Manchester has had sustained success over the past five years with its design festival - something we think Birmingham will be able to emulate. Much like the vision for our festival, Design Manchester is ambitious, with lots of events spread over a number of days and venues. It receives national and international coverage and is a respected part of the design calendar.

<b>37</b> events	<b>8</b> exhibitions	<b>15</b> workshops	<b>300</b> artists
<b>40,000</b> attendees	<b>7,000</b> interactions on social media delivering a reach of 17 million	<b>80 million</b> Opportunities to see coverage. Featured in Creative Review, Design Week, Manchester Evening News.	





Design Manchester





# JOIN US



# Become a partner

We have big ambitions for Birmingham Design Festival, but they're only going to be possible with the support of partners and donors. Sponsorship money will help with festival running costs including travel and board for our guests, venue hire and installation.

## Main Sponsor

£10,000

A strong presence alongside other main sponsors on all festival promotion and throughout the festival itself. Tailored activation to all attendees providing multiple touch points with the full audience.

## Design District Sponsor

£6,000

Sponsor a design district (page 6) and receive strong presence on all events in that district in the build up to and during the festival. Tailored activation to all attendees visiting events in the district.

## Sponsor

£750

Sponsors will receive activation during the festival and appear alongside other sponsors inside the printed programme and on the website.

## Event Sponsor

£200 - £2,000

Sponsor an individual event, helping pay for speakers, venue and any other items we need for it to run successfully and receive prominence on all promotion in regards to that event.

## Sponsor in kind

Sponsors giving the festival value in kind, in the form of equipment, supplies and services will receive billing as a BDF partner and prominence at the event in accordance to the monetary value of the sponsorship in kind.

# BIRMINGHAM DESIGN FESTIVAL

**Get in touch with us for more information**

[hello@birminghamdesignfestival.org.uk](mailto:hello@birminghamdesignfestival.org.uk)

[birminghamdesignfestival.org.uk](http://birminghamdesignfestival.org.uk)

[@designfestbrum](#)