



priestmangoode

Priestmangoode's work for world-class brands in the fields of product, environment, transport, branding and packaging has set new standards for excellence by creating beautiful and innovative design solutions.

From the smallest high tech product to the interior of the biggest aircraft in the world, Priestmangoode's stimulating creative process is at the centre of its design philosophy, that **'design should not be just about styling, but about making products and services better'**.

Priestmangoode AACDD Award 2011/12

Priestmangoode, one of the UK's leading design consultancies, is sponsoring an AACDD award by offering a summer placement in its London office.

The award, organised by the African and African-Caribbean Design Diaspora, sets out to provide greater opportunities in the design industry for ethnic minorities of African and African-Caribbean descent in the UK.

Priestmangoode is a London-based multidisciplinary design group working in product, branding, transport, environment and packaging design for a roster of significant brands across the globe. The consultancy currently has clients in the US, Brazil, Middle East and throughout Europe, and is opening its first overseas office in China this year. Aside from its broad range of design skills and expertise, one of the consultancy's key strengths lies in its ability to bring cultural understanding to its clients, helping to grasp different markets and increase sales and export. This expertise comes both from working with clients as well as having staff from around the world.

Paul Priestman, co-founding director of Priestmangoode says: *'I'm delighted to take part in this year's AACDD Awards Scheme. Cultural understanding and diversity is at the core of our work and can be instrumental in designing better products and services, particularly when designing for local and regional markets. We're a very busy consultancy, with projects going on across the globe and I hope this placement will enable a young product designer at the start of his career to gain valuable insight into the practice of product and transport design and the day to day running of a global design office.'*

The eight week placement will be awarded to an undergraduate or graduate student in the field of industrial, transport or interior design. For further information please contact:

African And African-Caribbean Design Diaspora (AACDD)
The Printhouse
18 Ashwin Street
London E8 3DL
T: 02030513817
E: info@aacdd.org
W: www.aacdd.org



branding the whole experience

priestmangoode.com

Deadline
for applications
May 31
2012

Call for entries

The Priestmangoode AACDD Award

*Eight week summer placement
at Priestmangoode,*

one of the uk's leading multi-disciplinary
design consultancies

www.priestmangoode.com

The Priestmangoode AACDD
Award is a unique opportunity for
an undergraduate or graduate student
of African or African-Caribbean
descent in

- **Industrial/product design**
- **Transport design**
- **Interior design**

to gain first rate and first hand practical
experience at this award winning top
British design studio with its global client
portfolio.

Applicants should submit:

- 1) **Full contact details**
incl. Website* if available
- 2) **Short CV** - max. 200 words
- 3) **Bio** - max. 100 words
- 4) **Brief creative statement** -
max 50 words
- 5) **Max. three low resolution
images** of relevant work
as attachments

**Applications should be
addressed to:**
award@aacdd.org