

# priestmangoode

## **LEADING DESIGN CONSULTANCY SPONSORS AACDD AWARD**

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 summer. 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.

## **About Priestmangoode**

Priestmangoode is a leading UK multidisciplinary design group working in transport, environment, product and packaging design for a roster of significant brands across the globe.

Priestmangoode has an unrivaled reputation in transport design that led them in 2009 to win a long term contract to design, in collaboration with Sifang, high speed trains in China and around the world. Last month, Priestmangoode launched Moving Platforms – a concept for a totally inter-connected rail infrastructure where local trams connect to a network of non-stop high speed trains while in motion, enabling passengers to travel from their local stop to a local address at their destination (even in another country) without getting off a train. Last year the studio unveiled Mercury - a concept design for the UK's new high speed train – to urge the need for a British designed and engineered train to reawaken Britain's authority as a global leader in design and technology. Mercury was awarded the Conde Nast Traveller Innovation and Design Award for Best Transportation in May this year. In February, Priestmangoode was awarded a Travel + Leisure Award for its groundbreaking design of the studio cabins and lounge on the Norwegian Epic ship – a design that has enabled Norwegian Cruise Line to attract a new market to the cruise industry, the solo traveler. Priestmangoode is currently designing the cabins for Norwegian Cruise Line's next ship.

From their award-winning design for Swiss Airlines' First Class cabin, Priestmangoode leads the international field in aircraft interiors designing for many of the world's leading airlines and aircraft manufacturers including Airbus, Boeing, Embraer, Lufthansa, Malaysia Airlines, Turkish Airlines and Kingfisher.

The company's long experience of creating value from design in luxury transport interiors led to an award-winning design for the most cost-effective budget hotel room in the world for Accor's ETAP and Motel 6 brands. Priestmangoode's innovative space-saving designs are currently being rolled out across the entire global portfolios of each brand. Priestmangoode last year published The Health Manifesto, a series of design ideas drawn from their experience

from designing luxury aircraft and budget hotels to help increase efficiency and savings in hospital environments.

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

### **About The African and African-Caribbean Design Diaspora (AACDD)**

The African and African-Caribbean Design Diaspora is a three year initiative of the British European Design Group (BEDG) to promote the creative skills and commercial potential of ethnic minorities of African and African-Caribbean descent in the UK.

Co-funded by the Arts Council England/Lottery Fund and supported by the London Design Festival, the initiative will run alongside the London Design Festival until the Olympics in 2012.

Its main purpose is to provide a comprehensive overview of the creative skills, cultural heritage and cultural identities of black designers to promote wider public interest and to improve the dialogue between different communities.

[www.aacdd.org](http://www.aacdd.org)