

seymourpowell

D&T + Seymourpowell

Schools Challenge 2024



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Agenda

- 01.** Seymourpowell Introduction
- 02.** Schools Challenge - Background
- 03.** The Brief
- 04.** Competition Details
- 05.** Q & A

Who are we?

An introduction to Seymourpowell

Who are Seymourpowell?



VSSUTY

We are the UK's most awarded design and innovation agency.

Watch the sizzle reel here



D&AD Most Awarded 2016
Design Agency
seymourpowell

**Design is about
making things
better for people,
business, and
the world.**



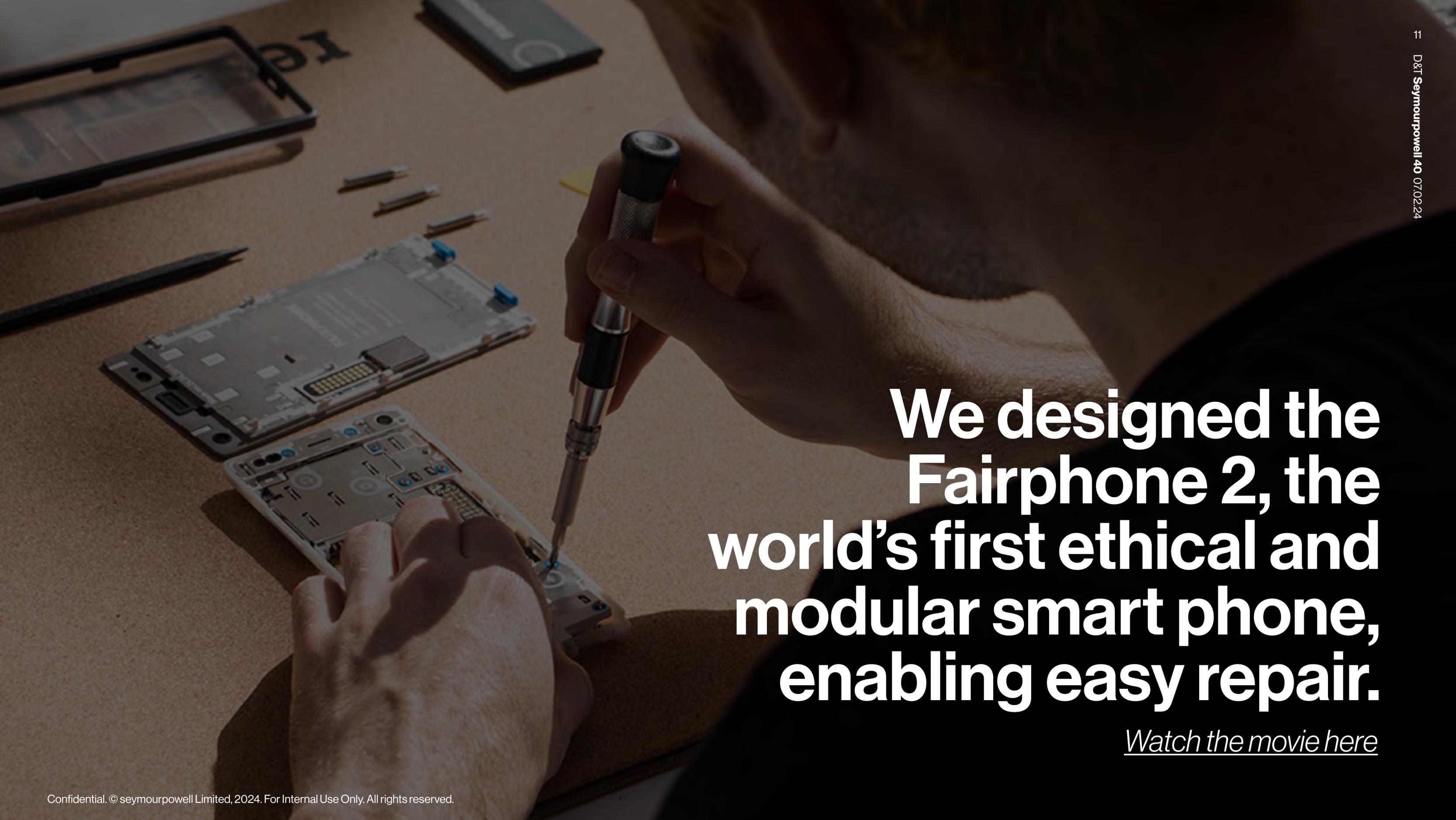
We have a track record of imagining and creating disruptive design innovations that spans over 30 years



Our Clients

We're proud to work with many of the world's best loved brands and most disruptive start-ups





**We designed the
Fairphone 2, the
world's first ethical and
modular smart phone,
enabling easy repair.**

Watch the movie here



We redesigned the bottle for the much loved Ribena brand to ensure it is compatible with recycling technology.

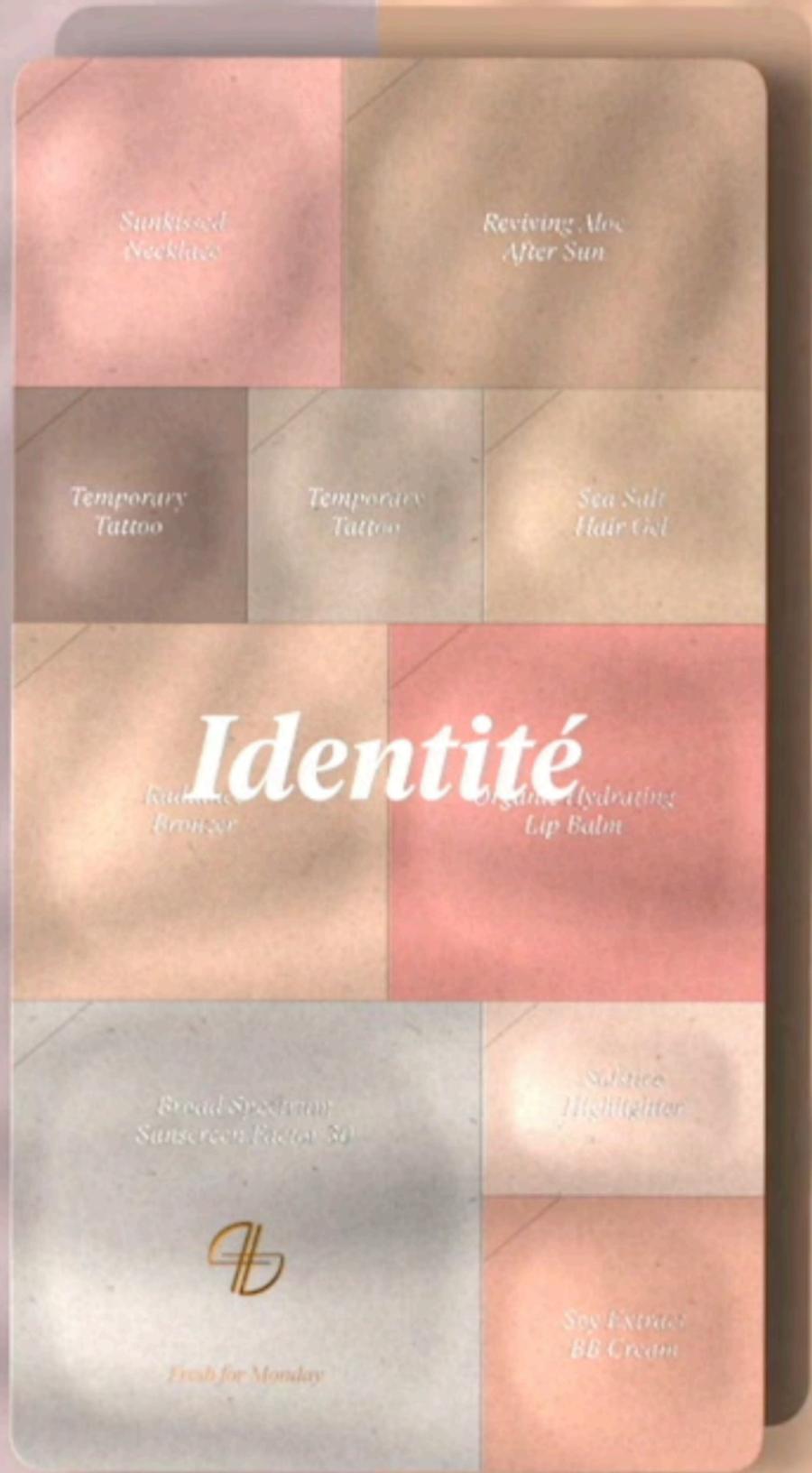
Case Study

Seymourpowell presents
The Future of Beauty

Watch the movie here



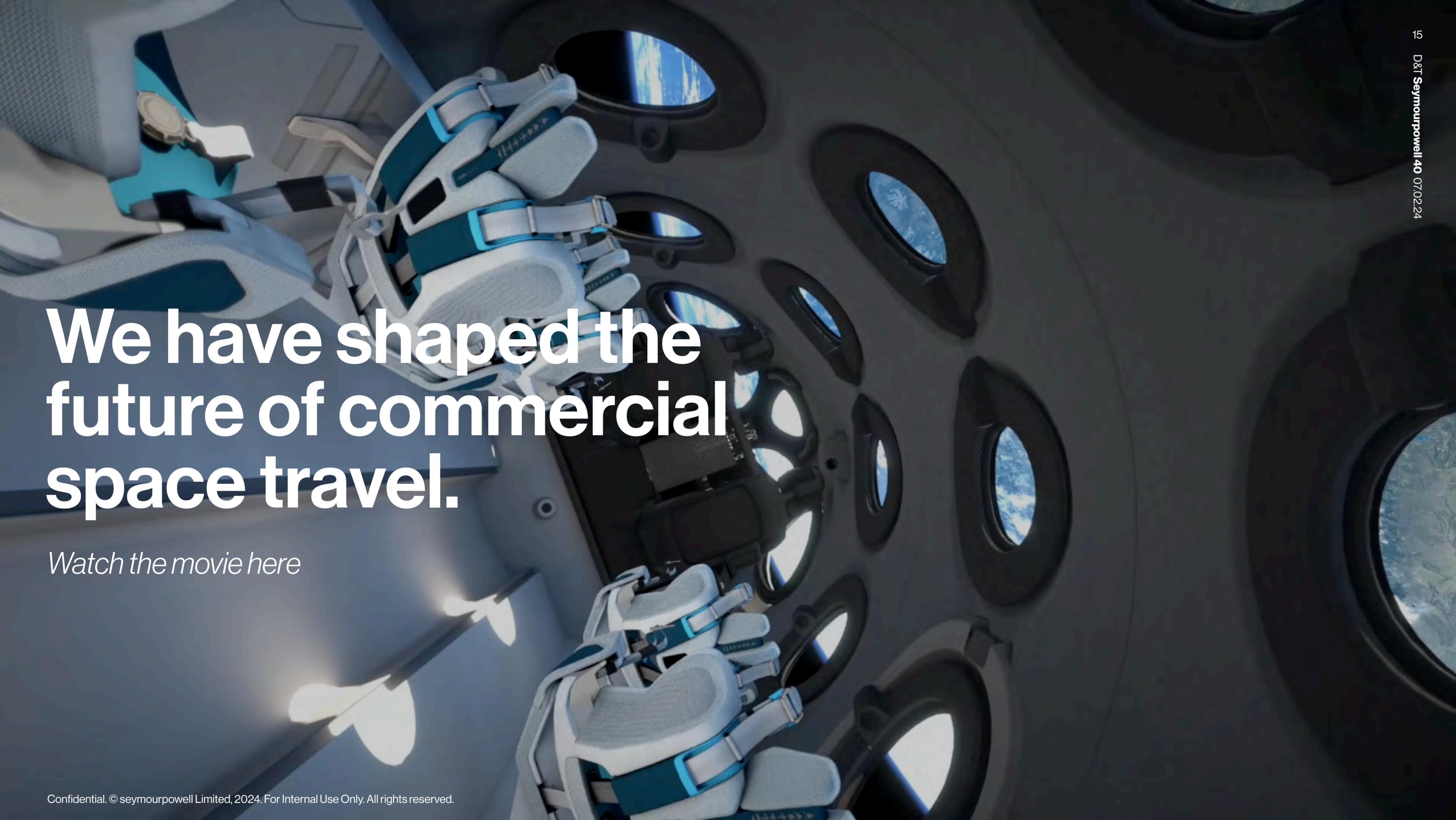
Élever



Identité



Atmosphère

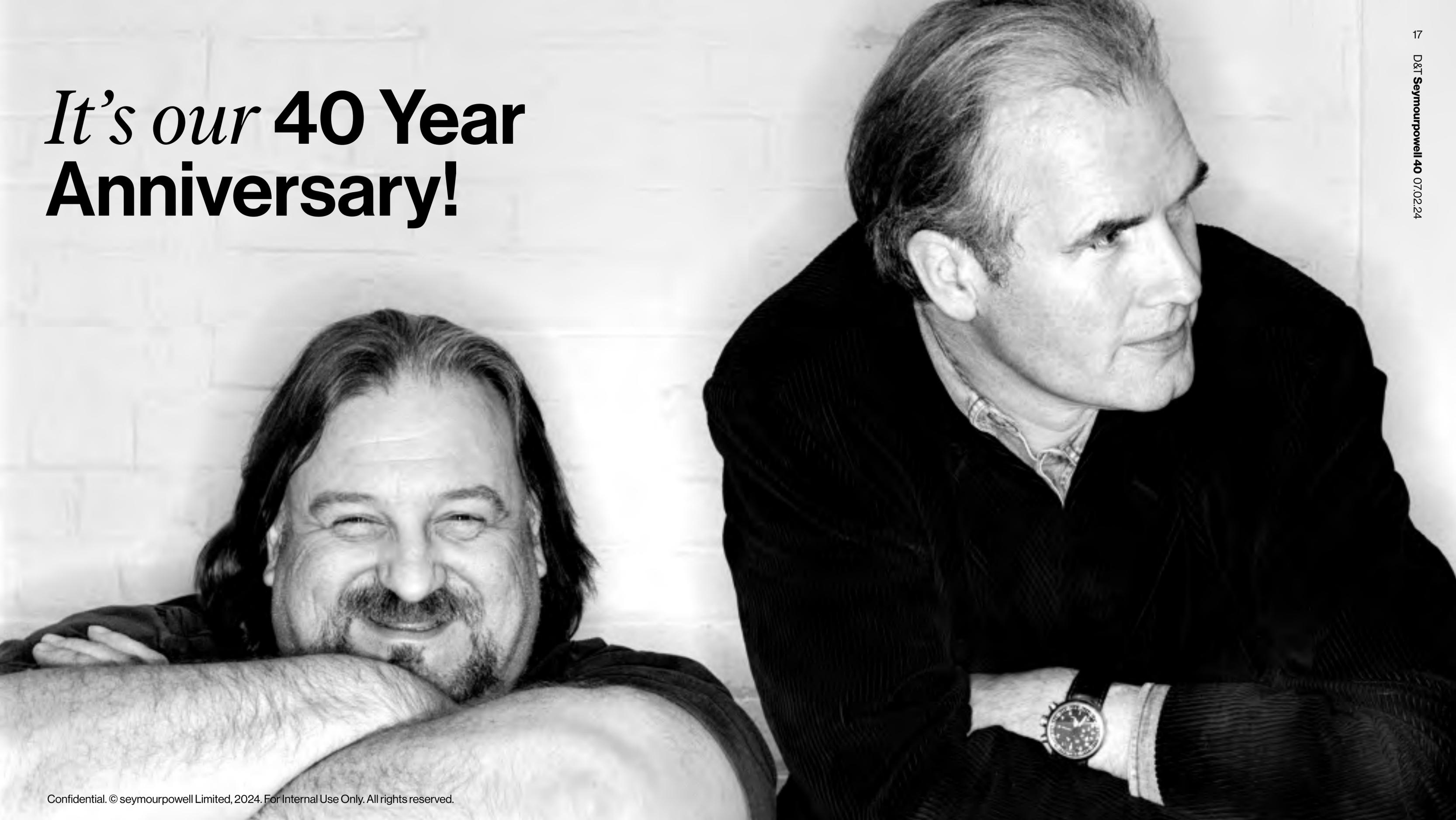
The image shows the interior of a futuristic spacecraft. Two seats with white and blue harnesses are visible, facing each other. The cabin is filled with various windows of different shapes and sizes, some showing a view of Earth from space. The lighting is soft and blue-toned, creating a high-tech, clean atmosphere.

We have shaped the future of commercial space travel.

Watch the movie here

Schools challenge, why this year?

It's our 40 Year Anniversary!

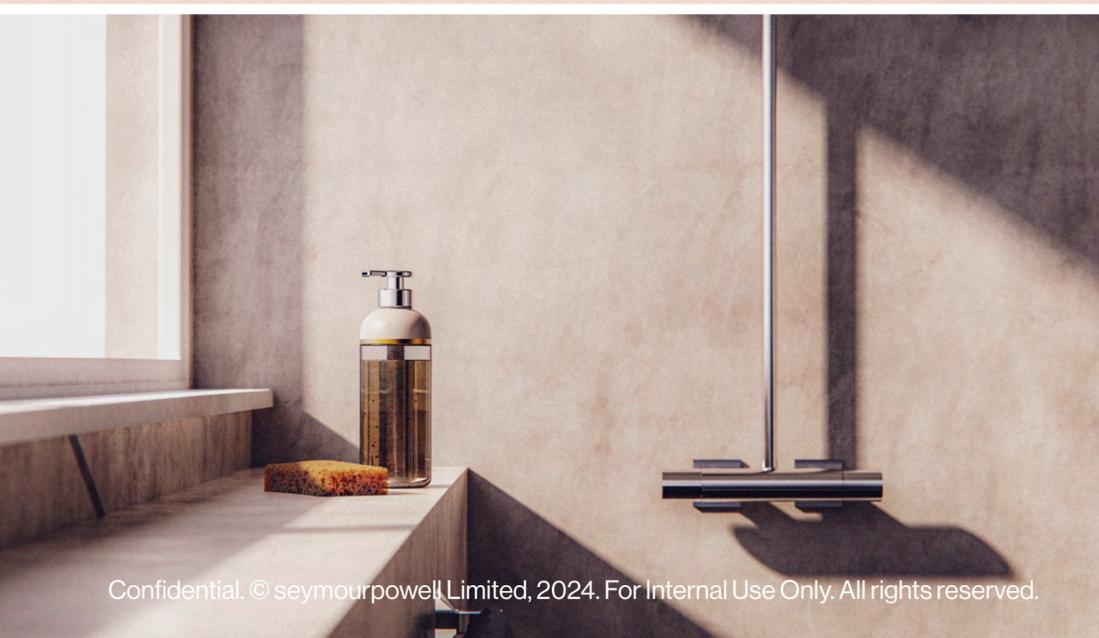
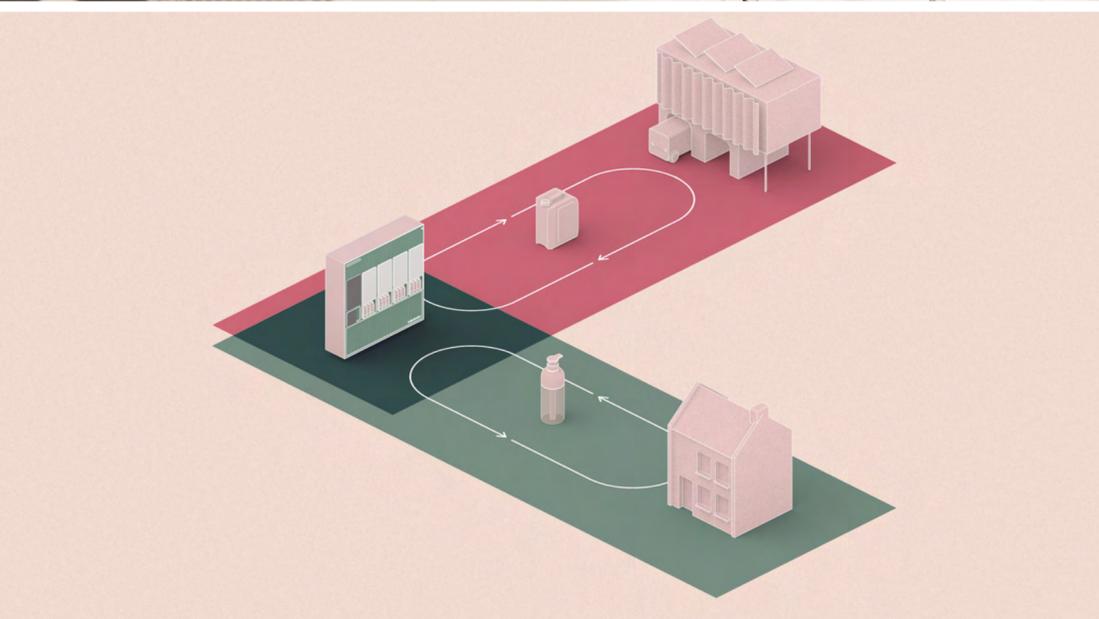


Optimistic Futurism...





D&T Seymourpowell 40 07.02.24



The next 40 years

The World's first cordless kettle





**Meaningful
innovation
starts with
understanding
people**

The Brief

The future of taking a break

Re-imagining the tea break.



The future of taking a break

Re-imagining the tea break.

We are looking for students to imagine ways to make the old fashion tea break better!

To come up with ideas on the theme of **taking a break**.

Whether that's better for people, better for business or better for the world.

This could be digital or physical, a new product, experience, service or system.

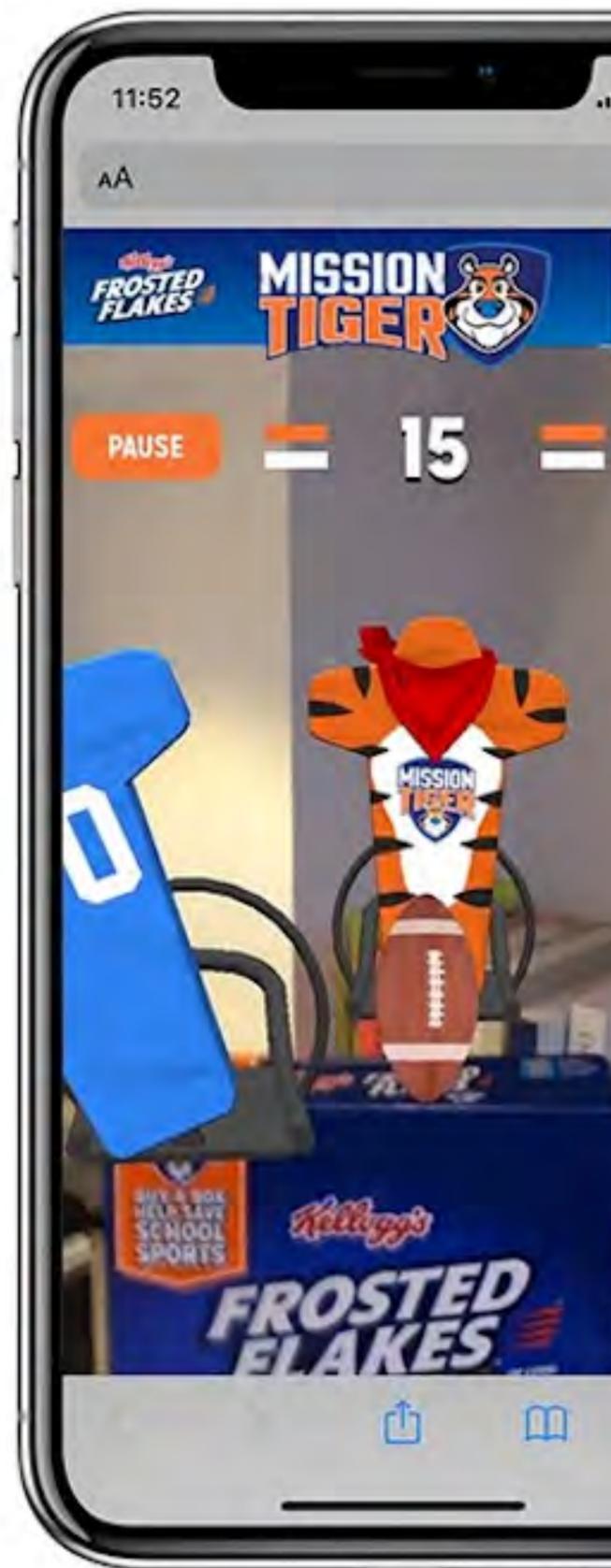


Some inspiration



How might we design a product that solves modern challenges of taking a break?

Innovation is all about solving real human problems to improve user experiences. These human problems are best discovered through first-hand observation. What are the right questions to ask someone taking a break to find out this information?



How might we rethink packaging and product formats to get to new innovations?

With more and more opportunities to take customer experiences to new heights with developments in packaging and product formats, what are some new areas we can explore to take break-time to a totally new dimension?

How can we *utilise* product interfaces to influence *better* behaviours?

Product interfaces can serve not only to present valuable information but also to encourage positive behaviours during breaks, promoting more impactful use of time, whether to enhance efficiency or facilitate personal time. What other roles can interfaces play and how can they add an extra dimension or enhance the overall experience of time?





How can we *transform experiences* **through services and** *systems?*

Maybe it's not just about making a cup of tea or coffee. It's about the entire journey and the relationship users have with a brand. Nespresso, for instance, offers both products and experiences through its business model, supplying coffee through to snacks. How can we see the broader picture to develop a service that enriches the overall break experience?



Cutting-edge technology to perceive and interact with the world

Bringing technology to create immersive experience can engage our sense and unleash our creativity in ways previously unimaginable. It is phenomenal how people get influence by the surrounding environment. Would we be able to enhance our break time experience by having ability to control and design?



Creative thinking and strategic foresight **for future scenarios**

It might not tell us the future, but allow us to be aware of emerging trends and behaviour. Perhaps, enjoying a tea break in the space could be our potential future.

Submissions

And Judging criteria

**We are looking
for imagination**



A large, light gray rectangular area containing the text 'A3' in a bold, white, sans-serif font.A second large, light gray rectangular area, identical to the first, containing the text 'A3' in a bold, white, sans-serif font.

Two A3 boards - *Submitted online as a .pdf*

Some things we'd love to see...

The challenge or opportunity you identified

Your research

Your thinking

Some work in progress

How your ideas developed

Some things we'd love to see...

A photo of a model

A photo of a prototype

A drawing or diagram

A visual or render

A story board

Why you should enter

Why enter?

- 1 A great opportunity to use your imagination to work through a project from identifying a problem through to your big idea.**
- 2 Learning to present and communicate your ideas succinctly is an essential skill for any aspiring designer.**
- 3 Your submission will be a perfect addition to your portfolio, already in the perfect portfolio format.**
- 4 Having worked alongside UK university design courses for decades Seymourpowell is a known name and will look great on any application.**
- 5 Spending a week at a world class design agency is an invaluable opportunity to learn about the design industry first hand.**

Prizes

The Grand Prize for the winner

One week summer internship at Seymourpowell



Cash prizes for the runners up

1st
£300

2nd
£200

3rd
£150

Best School Award

For the school with a consistently high quality of submissions

***Teachers in industry**



Awards Presentation

July 2024



Details & Next Steps

www.seymourpowell.com/schools-competition

- ◆ **Q&A period opens** 7th February
- ◆ **Q&A period closes** 7th March
- ◆ **Questions answered** 22nd March
- ◆ **Submissions open** 25th March
- ◆ **Submissions closed** 31st May
- ◆ **Winners announced** June
- ◆ **Awards presentation** July

Shape the future

To find out more please contact:

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www.seymourpowell.com/schools-competition

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