

# Cheltenham Design Festival will make you think differently about design and the world we live in.

A stellar programme of international speakers including The Great British Sewing Bee's Patrick Grant will debate the role of design in today's world at the Cheltenham Design Festival this November.

The 3 day festival - taking place over 1-3 November - will bring world-renowned creative thinkers from across multiple design disciplines to Cheltenham for a series of engaging and interactive talks and workshops. Designers, architects, innovators and inventors will discuss and debate what it means to be a designer in today's world, how the role is evolving and why design and creative thinking is more important now than ever.

The Cheltenham Design Festival, which is returning after a 3-year break, is well known for bringing together the greatest design minds in the business to tackle knotty social issues and this year will be no different.

British fashion designer and director of bespoke tailors Norton & Sons of Savile Row, Patrick Grant, best known as a judge on the BBC television series *The Great British Sewing Bee*, will headline the event. His talk will cover the topical issue of the environmental cost of global textiles and how clothing companies need to take a more innovative approach to problem solving, collaboration and sustainable design to make a positive change in clothing design and manufacturing here in the UK.

Alongside Patrick, industrial designer and innovation consultant to Adidas, Alexander Taylor, will discuss his role as a designer and an unlikely collaboration that led to the design of one of the most sustainable and innovative products ever produced by the brand.

The growing importance of human-centred design is also high on the festival agenda. A number of speakers will show how this type of design approach is being used to improve our everyday lives including government policy making (Camilla Buchanan);

our comfort and dignity in hospitals (Yoko Sen); and public spaces and community wellbeing (Catherine Greig).

In previous years, the Cheltenham Design Festival has drawn in crowds from far and wide and, with engaging talks and interactive workshops that look at how design affects everyone and how design can make us happier, you don't need to be a designer to enjoy this event. Design professionals, students, teachers and anyone that's simply interested in the impact design has on our lives and the world we live in are sure to be informed and inspired by this celebration of design.

### **Key Festival Information**

Taking place in the heart of Cheltenham at the Parabola Arts Centre, and across several fringe venues, over three days from 1-3 November, design-fans will be able to purchase one or two day tickets for the talks, with practical workshops and student focused events taking place across town and ticketed separately.

The festival will include a jam-packed schedule of talks from experts in the fields of design and innovation, the full line-up for which is announced on the website, as well as interactive workshops and events across a variety of fringe locations in the town.

Dates: 1 – 3 November 2019

Ticket Link - <https://cheltdesignfestival.org/tickets/>

Ticket prices from £149 for 1 Day of talks from 9:30am - 6pm. Lunch included.

Student and group discounts available

Speaker List - <https://cheltdesignfestival.org/speakers/>

Website: <https://cheltdesignfestival.org/>

Theme: Exploring the positive role that design and creativity plays in our lives and our everyday relationships.

### **ENDS**

For more information about Cheltenham Design Festival, including how to purchase tickets, please visit the website <https://cheltdesignfestival.org>