

Giving Our Future Designers the Chance to Learn From the Best.

Local businesses sponsor a student ticket to the Cheltenham Design Festival so they can gain valuable insights from a host of world renowned designers.

To mark the return of the Cheltenham Design Festival, the Cheltenham Design Foundation, a local not-for-profit organisation established by design professionals living and working in Gloucestershire, are working hard to highlight the importance of design to open up the possibilities of a creativity career to young people in the community.

By 2020, it's expected that creativity will be one of the top three most important skills for future jobs (World Economic Forum), alongside complex problem solving and critical thinking which are skills innate to, and honed by a creative education.

With only 52% of graduates getting graduate-level jobs (Chartered Institute of Personnel and Development), the work of the Cheltenham Design Foundation and the support it receives is vital in helping to bridge the gap between education and employment in the design industry.

Which is why they are reaching out to local businesses to sponsor a student so they can attend this prestigious event and gain valuable insights from a host of world renowned designers.

Cheltenham based branding and marketing agency Factor 3, passionate supporters of the festival, were the first business to sponsor 3 student tickets and Victoria Jarratt explains why they it's so important that students get this opportunity - "The future of design could be sat in a lecture hall, maybe waiting for the student loan to come in, or maybe just sat at home wondering how they're going to set the world alight. Design doesn't happen in a vacuum and it can't be found down the back of the sofa, we all need to surround ourselves with inspiration and insight... which is why we wanted to give three students the opportunity to immerse themselves in design, hear from industry experts and, maybe, potential employers."

Sponsoring a student ticket will give our future designers, who could otherwise not afford to attend, the chance to hear from leading designers such as Patrick Grant - director of Norton & Sons of Savile Row and Community Clothing, Gavin Strange - Director and designer at Aardman Animations and Yoko Sen - Sound alchemist and founder of Sen Sound, to name just a few.

They will learn what it means to be a designer in today's world, from expert speakers in the relaxed and intimate atmosphere of the Parabola Arts Centre in the heart of the Cotswolds.

As well as the 2 days of talks from the 1 - 2nd of November, the Cheltenham Design Festival is working really hard to keep events accessible to students by hosting free events for students, including talks from leading industry professionals, Design Academy Taster sessions and portfolio review surgeries on Sunday 3rd November.

If you would like to sponsor a student ticket to the Cheltenham Design Festival, contact team@cheltdesignfoundation.org.

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.

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