



Middlesex University
**PRODUCT DESIGNERS
MARKET**
‘fresh, local design from the
fields of trent park’



PRESS RELEASE

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MIDDLESEX UNIVERSITY'S PRODUCT DESIGNERS MARKET IS TO MAKE IT'S EXCITING DEBUT AT LONDON'S OLD TRUMAN BREWERY.

The Product Designers Market will present the freshest product design from this year's graduates from Middlesex University alongside the best young designers in the UK at new designers.

The student collective known as the Product designers market will present an eclectic range of design projects from furniture and lighting to technology and sports products. The market is on from 6th-9th June at the Old Truman Brewery as part of the Free-Range, Europe's largest free showcase of graduate art & design.

The Product Designers Market will be a celebration of local innovative design, fresh from the fields of the luscious design surroundings in Trent Park, North London. A taste of the market produce is viewable at www.pdeproduce.com.

Expect to see modern sustainable design, magnetic furniture and social-networking systems alongside socially aware design which reflects on eating disorders and 'greenwashing', tangible user-interfaces, emotional mapping of travel using Galvanic Skin responses, revolutionary robotic gripping and manipulation end effector technology, explorations of pleasure in office life and much more...

The collective has attracted industrial support from companies including Innocent drinks, Huf Haus, Bluw, Ford, IBM, Rio, and Virgin Atlantic.

“We are proud to bring the Product Designers Market to the Old Truman Brewery. It is a fantastic opportunity to share our work and enthusiasm for design at such an interesting building in the emergent creative centre of London, we hope to use the exhibition to announce ourselves to the design community.” says Nick Bampton, student spokesperson.

Middlesex University has been a regular exhibitor at Free-Range and the product design and engineering course has a rapidly growing reputation for innovation in design, highlighted by Micheal Chen's success in being awarded the James Dyson award for product design last year before going on to claim the international James Dyson award.

The Product Designers Market - www.pdeproduce.com

New Designers - www.newdesigners.com

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