

Tuesday, 26<sup>th</sup> May 2009

**The Glasgow School of Art launches new award for service design**

The Glasgow School of Art (GSA) Product Design department and Medici Partners Limited are proud to announce the inauguration of the Medici Prize for Service Design, the world's first award dedicated to excellence and innovation in service design and delivery by undergraduate students. The prize winner will be announced on Thursday 11<sup>th</sup> June at the City Night preview of this year's degree show.

The emerging discipline of service design reflects the changing structure and operation of the contemporary global economy, as the production of value and the creation of jobs extends beyond the manufacture of physical objects into the design of immaterial services and experiences.

The Medici Prize seeks to promote the next generation of designers and to recognise the transformation in the skills and abilities of contemporary design practice and its role in the world. In an era of global outsourcing and cut-price manufacture the Medici Prize celebrates the traditional Scottish attributes of education, innovation and the capacity to combine these in the generation of social change and economic value. Equally, the Glasgow School of Art is proud to be the host of this prestigious new award and the innovative design terrain that it explores and celebrates.

The judging panel for this prestigious new award is made up of a series of designers, entrepreneurs and academics: David Singh and Ian Cander, founders and Directors of Medici Partners; Entrepreneur and serial angel investor, Paul Atkinson of Par Equity; Chief Executive of Rocela Martin Mutch and Head of the School of Design, Professor Irene McAra-McWilliam.

David Singh of Medici Partners Limited said:

*"We are delighted to sponsor this award with Glasgow School of Art. Over the previous 10 years Service Design has shifted from being an element of a business proposition, to become the 'innovation kernel' that differentiates how organisations' design and deliver market offerings in a way that delights both its customers and stakeholders alike."*

Dr Gordon Hush, Head of Product Design at GSA, said:

*"This is a really exciting development for the Product Design students at GSA. To be the first to receive such an award will be a real honour for the winner as it really is a prize that recognises those who look to the future of design and who wish to design our future."*

## **Ends**

For further information or images, please contact Alison Hunter, Media Relations Officer, The Glasgow School of Art. T: +44 (0) 141 353 4443 M: +44 (0) 7939 954 836

## **Notes to editors:**

Judging panel biographies:

David Singh & Ian Cander are Founders and Directors of Medici Partners who utilise service innovation as a means of generating increased revenues and major cost efficiencies for their blue-chip clients in financial services, telecoms, IT and manufacturing. Medici's development of innovative service models and their deployment within organisations has led to their involvement in academic programs in the U.S and U.K.

Paul Atkinson of Par Equity, is an entrepreneur and serial angel investor with extensive expertise in growing businesses in the technology and services sector who began his career with Philips and the Millipore Corporation. He has acted in a consultancy capacity to clients as diverse as Royal Bank of Scotland and IBM, and has founded and built up a series of multi-million pound firms in Scotland. Paul is also a founder and co-ordinator of Scottish IT Directors' Forum and a member of the ICT Industry Advisory Group formed to advise Scottish Enterprise and the Scottish government.

Martin Mutch, Chief Executive of Rocela, has worked in the IT industry for over 20 years. In this time he has focused upon the tensions that exist between product and service developers and the end users. Consequently, Rocela has developed a client list composed of numerous Fortune 1000 companies who recognise the economic and organisational value of a client-focused, user-driven approach to business and service innovation.

Professor Irene McAra-McWilliam, Head of the School of Design at The Glasgow School of Art, has previously worked for Philips Electronics as Director of Design Research and headed up Design Interaction at the Royal College of Art. She is interested in the role that networked products, such as mobile 'phones or iPods, have in cultivating a 'relational sensibility' amongst their users through the interactions that these product-service-system linkages facilitate. She is an advisor to the EU in the strategic domain of ambient intelligence. Professor McAra-McWilliam is also a frequent speaker at international conferences and works as a consultant to industry and government. She has been voted one of fifty top design leaders by the UK's Design Week magazine. She is also the chairperson of the recently inaugurated Design Innovation Scotland.