



# Design Guild Mark

## The Design Guild Marks for 2010

This, its third year, was the best yet for the Company's newest Guild Mark. A record entry and the award of twenty Design Guild Marks to a very eclectic mix of pieces proved that the scheme is getting into its stride and achieving its purpose of encouraging and rewarding the best furniture designers working in this country and, perhaps there will be some entries next year, the best of British designers working abroad.

A comment from Mark Gabbertas, who gained a Design Guild Mark in 2008 and three this year (for two clients), is particularly apt: "This Design Guild Mark is invaluable as a way of bringing together the best British designers and the best British manufacturers and recognising that an investment in design provides a competitive edge."

As one of the twelve judged-to-be-most- eminent judges, Lee Cheong of the European design practice BDP, put it "It was really heartening this year to see the greatly increased entry and so many quality pieces. Interesting too that the judges were fairly unanimous."

Another successful aspect of 2010 is that, for the first time, furniture for retail is in the mix with Guild Marks going to designers for Ercol, Gloster and Nathan.

As well as the designers of the illustrated pieces, Guild Marks were awarded to Ben Dawson (designing for his firm), Chris Fowler (for Bisley Office Furniture), Bruce High (for Allermuir, a winning client in 2008), Simon Pengelly (three Guild Marks for two clients) and Francesco Sasia (for Connection Seating).



The 'Motley' Baton Chair, one of two Guild Marks by Samuel Chan for Channels.

Sam was successful last year with three other pieces in his 'Motley' collection.



The 'Axis' range of outdoor furniture by Mark Gabbertas for Gloster Furniture. His second success was with the 'Cloud' outdoor seating system, also for Gloster, and, to complete a hat-trick, Mark received a Design Guild Mark for his 'Markant' occasional tables for Belgian manufacturer Mirodan.

Mark was a Design Guild Mark winner in 2008.



Two pieces, two designers, two Guild Marks. But only one manufacturer - Ercol. The 'Treviso' desk, launched in 2009, is by contemporary designer Matthew Hilton.

The 'Butterfly' chair is just one item from the 'Originals' collection which has been awarded a Guild Mark in its entirety. The range was designed in 1958 by Lucian Ercolani OBE, the founder of the firm, and it has been in production ever since.

(Ercol was awarded thirty Guild Marks for individual pieces between 1962 and 1992 when the scheme was divided into Bespoke and Manufacturing. Now, uniquely, the firm and its designers hold Guild Marks in all three categories.)

Matthew Hilton received a second Design Guild Mark with his 'Compass' trestle tables for SCP.



One piece from the Guild Mark winning PARCS range for Bene Office Furniture.

'Toguna', as the designers, PearsonLloyd, explain, is a circular "semi- private meeting place. Office workers are no longer confined to their desks; they use their laptops or phones as and where convenient. They may want to make a casual presentation or have a quick meeting, activities not supported by a boardroom, a desk, or a sofa."

PearsonLloyd won two Guild Marks this year (for different clients) and one in 2008.



The 'Citadel 21' carver chair designed by Anne Sewell of Anne Sewell Furniture for Nathan. A first Guild Mark for both the designer and her client. The wood is fully certified American Ash



Another first for both the designer and the manufacturer.

Katerina Zachariades' single seater from her 'Miami' collection for Morgan Contract Furniture. Notably as elegant seen from the back as from the front.

Judging took place in Marks & Spencer's warehouse in West London.



Left, two of the judges, Sheridan Coakley and Sebastian Conran, concentrate on one of the entries...

...but Sheridan proved to be rather easily distracted.

