

**Winchester
Design
Festival**

MAKE | DESIGN | WORK

The UK's creative industries
Turns over a tidy £101billion a year.
Which swamps the imagination,
And earns the keep of over three million people.
That's one in ten jobs across the UK,
Not bad for a bunch of free-thinking dreamers, hey?

Talent + Passion = Creation,
Just ask Jonathan Ives or Tom Dixon
Creativity starts with a spark, an idea, a whim.
Blood, sweat and tears.
Then add guts, patience and a bit of cash,
& you never know, your talent could change everything.

Talent.
Whether it's embryonic or developing,
Expanding or maturing.
Never stop understanding, fusing, sizzling.
Nurture it, explore it.
Let that visionary mind venture.

Because that vision creates jobs.
Makes our lives matter, *easier*
And brings us together.
We are here to connect you with something valuable.
A project, a person, a company, a space, an event.
The currency of creativity.

Portsmouth rising in the East,
Bournemouth setting in the West,
Southampton tucked in-between,
Winchester nestled to the North.
Add two neighbouring breath-taking national parks
Fused, collaborative creative energy to make your heart beat faster.

We will amplify talent and provide the stage
From grassroots to boardroom,
Young kids to global success stories.
Come and join the dots and discover,
What a great creative powerhouse
South Central truly is.

ONE MINUTE CV

Our purpose is to be a voice for and harness the collective power of the design industry in the South-Central region so that design can make a difference to residents, students, visitors and businesses.

WHAT?

WDF will be a week-long series of events for everyone from kids to adults. Welcoming the general public, students, businesses, organisations and policy-makers. The theme of the inaugural event is 'Making It in South Central' – we will start putting the pieces of the jigsaw together. We aim to show how design can help everyone strive, thrive and survive in South Central by showcasing amazing talent and seeing what more can be done.

WHEN?

Taking place from 22–30th October 2020

WHO?

WDF was established in 2019 with the support of South Central universities including Winchester School of Art/Southampton University, Winchester University, Portsmouth University PUSH and Winchester BID. The design festival is being organised by Worthwhile Works, a non-profit organisation based in Winchester.

HOW?

Through a programme of engaging events including; | installation | Talks | Debates | Tours | Pop-Ups | Parties | Dragon's Den | Surgeries | Workshops | Drop-In | Exhibition | Screenings | Pecha Kucha | DJ's | Book Launch | Book Signing | Competitions | Tourist Trails | Legacy Projects | Showcasing | Visual Merchandising | Debates | Research | Directory | Information | Website

WHERE?

In the heart of the South Central area is Winchester where activities will take place

CONTACT

Wendy@worthwhile.works Tel 0787 564 6902



AR Design RIBA Award Winner (Martin Gardner Photography)

Winchester Design Festival presents

MAKING IT *in* SOUTH CENTRAL

We begin by joining the dots and building partnerships. Partnerships with civic, private, public and third sector stakeholders. We will harness the collective power of the design industry in South Central, to show its strength to the outside world and to amplify the opportunities for those who live within.

To give a flavour of the content, we have curated a *draft* programme of talks. The journey begins by inspiring kids, tackling the challenges of working as a designer through to how design impacts society.

We mix up the talks with exhibitions, installations and activities to draw in audience participation and bring talent here to life.



Institute of Imagination - Maker Lab

LIGHT THE SPARK

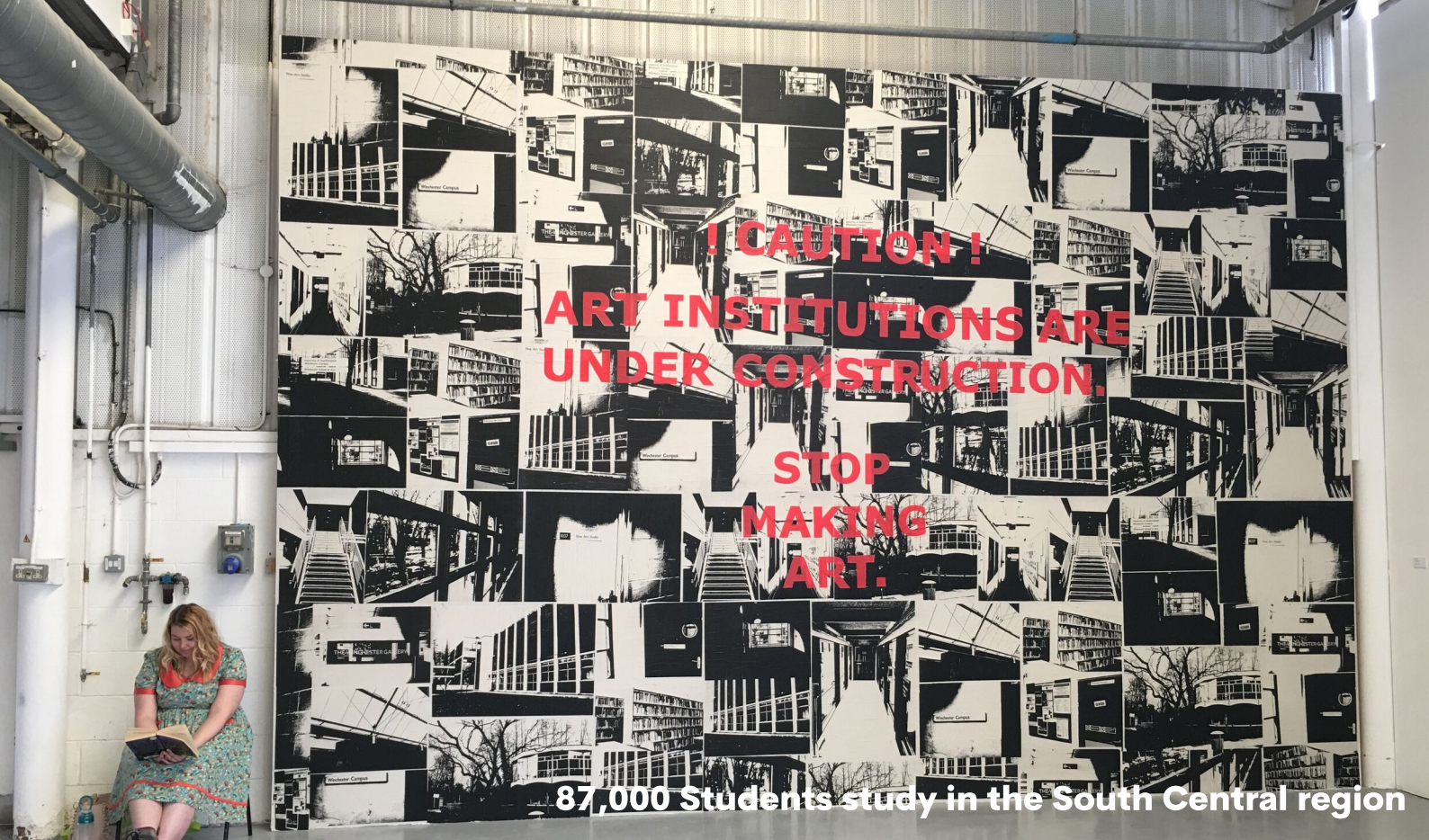
- Audience - Age 0 to 11
- Goal - To ignite imagination through design and play
- To promote organisations, businesses and networks that promote kids creativity

All kids are born curious with an unquenchable thirst for knowledge. Give kids the right play conditions and see their imagination flourish – never about money, all about time. A stick becomes a light sabre, a cardboard box becomes a castle. Creativity is a key component of health and happiness and is also essential for problem solving, science, math, and social intelligence.

CURIOUS MINDS

- Audience - Age 11 to 16
- Goal - To energize families about the positive impact of embracing creativity
- To advocate how essential the creative skills are to the future workforce

Guess what? Creativity is the most important job skill employers look for according to a LinkedIn Learning survey 2019. Yet in 2017, there was a drop of nearly 50,000 students taking GCSE creative subjects. How can we keep creative curiosity alive during secondary school phase and encourage young people that creativity is an essential lifelong skill? Creative education is not about creating more dancers or artists, it's about creating more complete human beings who are critical thinkers, problem solvers, collaborators and have curious minds.



TOMORROW'S WORLD

Audience - Age 16 to 24

Goal - To enlighten future creatives on how the employment landscape may look by 2030

Are young people studying for a job that won't exist in ten years? What jobs will appear or disappear in the next 20 years? What will employers be looking for in the future and how can young people keep track of trends to ensure they have the right toolkit of skills to succeed in the next 10 years.

EMERGING CREATIVE

Audience - Age 24+ Young professionals/Graduates

Goal - Investigate the best way to get hired

- Offer advice and support on how to start and grow a business.

We expose the rollercoaster ride of looking for work, moving on & moving up, starting up & growing up. In the creative industries, career progress typically results from the skill as a practitioner. But a great designer is not necessarily automatically business savvy. The employment landscape has changed massively and self-employment is on the rise. 50% of the UK workforce is predicted to be self-employed by 2020, so by the time this year's freshers graduate that number will be even higher, even as much as 70% by 2030.



GALVANIZE + CENTRALIZE

- Audience – Freelancers/Small Business Owner/Corporates/Organisations/Policy
 Goal – Promote organisations, activities, projects, networks that can help businesses grow.

Are you unfamiliar with what's going on and who's who in South Central? There's more going on than you might think. But how easy is it to navigate the creative scene here? Are you looking for creative projects, a studio, workspace, new clients, a job, hire talent, events, need research but it feels like looking for a needle in a haystack once you leave your postcode?

DESIGN DNA

- Audience – Freelancers/Small Business Owner/Corporates/Organisations/Policy
 Goal – Promote the value of design outside of the creative sector
 – Understand the value of design to business & society

One day it will no longer be necessary to explain and motivate the value of design or promote its use to companies and organisations. Good design matters whether a company is focused on physical goods, digital products or service design and it integrates all industry sectors – from healthcare to maritime, infrastructure to welfare, tourism to defence. McKinsey state in their 'Value of Design' report that companies who adopt design thinking at boardroom level are twice as likely to increase revenue and shareholder returns. What can be done in the South Central region to promote the value of design to industry and public sector?



Brian Eno - WSA Alumni

LEGENDS SLOT

- Audience - Freelancers/Small Business Owner/Corporates/Organisations/Policy
- Goal - Promote the value of design outside of the creative sector
- Understand the value of design to business & society

If we believe that our best work is done when we are young, we create a grey future. Some people were put on this earth to inspire, delight, confuse, disrupt. We hear from of South Central's most curious design thinkers and innovators who share their intriguing perspectives on their extraordinary creative journey – whether they have been practicing for 5 years or 50. If you believe in something, does it means sacrificing everything?



ABOUT WORTHWHILE WORKS

Stuff happens at Worthwhile Works. We get it and then we get on with it. With over 25 years experience working in the creative industries from extraordinary grassroots talent to some of the biggest artists in the world. Music to fashion to design to media. We've built audiences, stages, strategies and then launched them to the world.

We've also run a creative design business in Winchester for 10 years specialising in cycling graphic design so we understand the challenges of running a creative business in South Central.

Justine Simons Deputy Mayor for Culture & Creative Industries in London has to say about Wendy Wyatt, Director "Wendy is a highly competent professional with experience across the commercial, not for profit and public sector. I worked with Wendy while she held a senior role overseeing and building London's creative industry strategy. The policy and programmes she designed and delivered created the bedrock for the Mayor of London's current Creative Industry Investment Programme. A programme that is an international exemplar and has generated millions for the London economy, created jobs, delivered skills, business support and showcasing. Wendy delivers to a very high standard, is trustworthy, has great judgement."