

positioning

Sheffield

as the first choice  
location for

design

in the

UK

DESIGNED IN

S H E

F F I

E L D

**11<sup>th</sup> FEBRUARY**

6 pm @ University of Sheffield, ICOSS Building

# SHEFFIELD DESIGN SHOWCASE

## What is it?

The aim of this event is to bring together the design community in the Sheffield region and to demonstrate the range of creativity, ingenuity and expertise that exists in the sector. The event will include a discussion forum to introduce the concept of a 'Designed In Sheffield' network.

## Who should attend?

Companies involved in both the design and manufacturing sectors within the Sheffield region.

## Why attend?

This event will provide an opportunity to present your company's design capability, to network with other design related organisations and participate in a discussion to shape the future of the 'Designed in Sheffield' network.

## Guest Speaker / moderator

Gene DePrez - Director of Innovation, Creativesheffield

## Venue

The event will be held @ 6pm on the 11<sup>th</sup> of February 2010 at the University of Sheffield ICOSS Building, ICOSS, 219 Portobello, S1 4DP

## Exhibitors and Attendees

For those wishing to exhibit, there will space for companies to place a pop up stand and examples of their work. Places are limited so please apply with your RSVP before January 29th 2010 to Alison Murphy at Creativesheffield - [alison.murphy@sheffield.gov.uk](mailto:alison.murphy@sheffield.gov.uk)

## Introducing 'Designed in Sheffield'

### Aim

To position Sheffield as the first choice location for design in the UK.

### The strategy

By creating a network we can share knowledge and experience and establish a critical mass that demonstrates the strength of the design sector in the region. The intention is to create a 'Designed in Sheffield' brand ensuring the highest standards in design. This will provide a platform to promote the design capability in the region and enable members to access new opportunities.

### Outcome

This linked community will be a vehicle to collaborate successfully, win additional business and create a sustainable long term future for the sector.



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The  
University  
Of  
Sheffield.