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Press Release

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FOR IMMEDIATE RELEASE

International design students set to leave their mark on Leeds buildings

From the 22nd to the 24th February 2016 one hundred and twenty design students and academics from around the world will attempt to transform the doorways of six building in Leeds City Centre. They will gather at Leeds college of Art with staff and students from the College's BA (Hons) Visual Communication for the annual Group for International Design Education (GIDE) workshop week.

This year's theme "Welcome In" challenges students to design new entrance ways for buildings in Leeds. Each houses a local cultural organisation which needs to attract people through its doors. These include: the Art Hostel Leeds, a brand new hostel designed and run by artists; Inkwell, who use the arts to promote mental wellbeing; The Old Red Bus Station on Vicar Lane, which will be opening during the week of GIDE as a venue and community education space. Each organisation is trying to attract a broad range of users and needs to make its entranceway as enticing and accessible as possible.

Students will work in groups of ten to come up with innovative design concepts for one of the spaces. At the end of the week they will pitch their ideas to a panel of judges including representatives of the buildings they have been designed for. There will be an award for the best design, but even more importantly, the winning design could well become a reality, as most venues are still in the development phase and all have provided realistic budgets for the students to work to.

GIDE was founded twelve years ago, based on an idea by Graham Savage from Leeds College of Art and Nansi Van Geetsom from Thomas More University College, Mechelen in Belgium. Since then it has grown to include design schools from Scotland, Germany, Switzerland, Slovenia, Belgium, China and Italy.

This year's event is organised by staff and students of the BA (Hons) Visual Communication programme at Leeds College of Art. They are working tirelessly on preparations for the event including designing a temporary entrance for the Carriageworks theatre in Millennium Square where the workshop will be launched.

Editor's Notes

For more information, images or to arrange interviews contact: Emma Morris, PR & Communications Officer, 0113 202 8044 or emma.morris@leeds-art.ac.uk

Image attached: BA (Hons) Visual Communication students at Leeds College of Art.

www.leeds-art.ac.uk

Leeds College of Art

Founded in 1846, Leeds College of Art is an innovative institution that has changed the way art qualifications are taught and structured in Britain today.

We combine academic and vocational excellence in all our undergraduate programmes. Our focus is to put student's talents to practical use, so their creativity is channelled towards a successful career or postgraduate study.

Our students and staff create a unique community of vibrant, ambitious and deeply creative artists and designers. We are based in Leeds, an internationally acclaimed centre for teaching and learning in addition to being a leading hub for creative and digital industries.