

STUDENT STATIONERY COMPETITION



The Paper Library, in partnership with The London Stationery Show are looking for the UK's finest design talent. In return, winners will be awarded a design placement at one of three leading stationery companies, Paperchase, Caroline Gardner and Portico Designs.

BACKGROUND



The UK stationery market is worth over £2 billion and is growing year-on-year. The industry is represented by many leading businesses who continually look to innovate within the market and provide consumers with products to enrich both their love of stationery and their day-to-day use of products ranging from pens to envelopes, notepads to letter writing sets and diaries to desk accessories.

OPPORTUNITY



The Paper Library in partnership with The London Stationery Show are offering 1 to 2-week placements to current UK-based undergraduate or postgraduate design students. The placements will cover local travel and lunch allowance (Paperchase and Caroline Gardner) and will cover accommodation in Bath (Portico Designs: <https://thecourtyardapartments.co.uk/789/>). You can be in any year of study to apply.



You can choose to respond to any of the three briefs overleaf. The three placements are offered by Paperchase, Caroline Gardner and Portico Designs, with each company choosing their own winner. Please note that if you apply to more than one brief, your submissions must be unique for each brief.



TAKE A LOOK AT THE BRIEFS...

THE BRIEFS

PAPERCHASE THE HAND-WRITTEN WORD

Paperchase

One of the cornerstones of the stationery industry is the hand-written word; letters, notes and records. It's the tactile nature of the power of the hand-written word and its associated stationery products that keep the industry alive and thriving. You are asked to design a stationery product that will engage 18-30 year olds in the power of the hand-written word. Think about digital dominance within that market and how an innovative new stationery product might either complement this, or suggest an alternative mode.

CAROLINE GARDNER THE POWER OF PAPER

caroline
gardner

You are asked to design a 'capsule' of stationery notebooks. A 'collection' would usually include at least 50 products, however, we do not expect that volume of work from submissions. Therefore, a 'capsule' would usually consist of around 3-5 products to give a look of the broader 'collection'. Your capsule of products should be positioned as a must-have for a stationery addict, or perhaps an innovative product that provides an attractive, unique end use for someone with a busy lifestyle.

Paper is a powerful tool that can be used to tell stories, encapsulate a mood, enrich the feel of a product and captivate an audience. Therefore, a consideration of paper should be central to your response. In addition, pattern and an unexpected sense of placement and colour are at the heart of the brand and should be included in the product.

Submission note: We would like to see as much of the mood board, working drawings and thought process behind your ideas as we would the finished product ideas, so please include this within your 3-page A3 PDF.

PORTICO DESIGNS SURFACE PATTERN

P O R T I C O D E S I G N S

Surface pattern is at the heart of what we do; we're constantly creating new looks inspired by diverse influences, including the worlds of fashion and interiors. Please note that this brief is not only for surface pattern students—we welcome submissions from illustrators, graphic designers and other visual creatives too.

You are asked to create an artwork series for Portico Designs, to be used across a range of stationery and gift products. Your designs should be pattern-based, illustrative or graphic in their approach and inspired by current trends. A commercial, eye-catching colour palette is essential to make your range stand out on the shelf. Packaging is also a key part of the stationery market so we'd like you to think about the story behind the artwork you have created, then develop and submit a logo to brand the collection.

Consider the following:

- The audience/customer for the product. Please note that although gift stationery is predominately a female driven market, we are equally keen to see design aimed at a male end-user
- Multiple designs across the range that complement each other
- Different artwork scales within the range
- The inclusion of special finishes such as foiling or embossing to enhance your design

DEADLINE & SUBMISSION DETAILS

DEADLINE

Monday 25th June, 2018, 5pm GMT

DIGITAL SUBMISSION

Email your registration form plus one 3-page A3 landscape PDF to:
info@thepaperlibrary.com

The 3-page A3 PDF file should be named as follows:

FIRST NAME_SURNAME_INSTITUTION_BRIEF NAME

SUBMISSION NOTES

- The content of your 3-page A3 PDF should clearly communicate the brief that you chose along with your creative response.
- Please include a 350-word (maximum) written statement within the PDF to accompany the visuals.
- Your paper choices should also be clearly specified within your PDF. These should also be visualised either through a photographed mock-up, or through the addition of a physical body of samples or a physical mock-up (see 'Physical Submission' notes below). Please note that The Paper Library is an extensive and valuable resource available to all design students relative to this aspect of your submission.
- Please note that the 3-page A3 PDF file must be under 5MB in size.

PHYSICAL SUBMISSION

The Paper Library
FAO Debbie Wigglesworth
c/o The Portico Library
57 Mosley Street
Manchester M2 3H

In addition to your digital submission, you may submit an additional physical submission, only if you feel it will enhance the communication of your concept. Please post your physical submission to the address to the left ensuring that it will be received before Monday 25th June, 2018, 5pm GMT. Please include a printed copy of your registration form with your physical submission so that we can cross-reference it with your digital submission. We regret that we will not be able to return physical submissions by post.

JUDGING PANEL

Barbara Ridley, Head of School, School of Design, The Glasgow School of Art
Debbie Wigglesworth, Co-Founder The Paper Library
Tim Willoughby, Managing Director, London Stationery Show
Paperchase brief: Gemma Parris, Pattern Design Manager, Paperchase
Caroline Gardner brief: Nicola Breen, Director of Design, Caroline Gardner
Portico Designs brief: Lucy Sturgess, Creative Manager, Portico Designs

FURTHER INFORMATION

PAPERCHASE



To find out more visit
www.paperchase.co.uk

Paperchase is the UK's number one retail brand for fashionable and innovative design-led stationery. For 50 years it has inspired with stylish stationery, unique greeting cards, distinctive gifts as well as quality art and craft materials. It is a multi-channel retailer offering in-store and online shopping in the UK, EU and USA. In the UK, there are more than 160 Paperchase stores and concessions (in Selfridges, Fenwick and House of Fraser) and outlets in Ireland, the Netherlands, France, Canada and the Middle East.

Always ahead of the competition with fresh and inventive ideas, Paperchase consistently launches new product ranges throughout the year. The vast majority of these are created in-house by a talented team of designers, ensuring ranges are exclusive. Alongside its seasonal collections, Paperchase maintains a great variety of essentials too, tried and tested by its loyal customer.

CAROLINE GARDNER



To find out more visit
www.carolinegardner.com

Caroline Gardner is best known as one of the UK's leading and most prolific stationery and gift designers. Since 1993 her distinctive designs have stretched across various product categories, including paper, fashion accessories and lifestyle products, all linked by bold prints and a quirky use of colour and placement.

"At Caroline Gardner we don't want to be just another 'gift' brand, we want to redefine what it means to 'give'. For example, your best, most creative ideas should live in a beautiful notebook and giving something like this to yourself shows that you value the things you say and do."

The Caroline Gardner range is now sold in over 20 different countries and under more than 2,000 rooftops. The company has grown to include a flagship store on the prestigious Marylebone High Street and a retail website, allowing customers to buy directly from anywhere in the world. The design team is made up of six designers across cards, product and visual media output plus an in house photographer and stylist, ensuring all ideas can be realised at every stage, from concept to the final product, even how they are presented to the customer.

PORTICO DESIGNS

P O R T I C O D E S I G N S

To find out more visit
www.porticodesigns.com

Portico Designs is a Bath-based independent publisher of quality design-led gift stationery, calendars and greeting cards and this year celebrates its 30th year in business. They work with many world class licensed brands on their collections including Roald Dahl, The Eden Project, Laura Ashley and Vintage Ladybird.

Portico prides itself on its strong design team of eleven talented designers, artists and illustrators, who are committed to developing new product ideas and keeping ahead of the latest trends. The studio is highly flexible and offers bespoke development for retailer exclusive ranges as well as developing their own in-house originated designs. Portico works hard to ensure that their products are of the highest quality with a high standard of finish, from proven sustainable sources that are ethically and responsibly managed. Their products are sold in many countries around the world and they count John Lewis, Waterstones, Liberty London, Scribbler and Urban Outfitters among their retail customers.

FURTHER INFORMATION

THE PAPER LIBRARY



To find out more visit
www.thepaperlibrary.com

The Paper Library is a specialist independent paper resource featuring papers from all over the world. Open to designers and creatives in industry and education, The Paper Library's aim is to provide everyone with the opportunity to touch, feel, engage and discover paper as a key element of the design process.

With libraries in London (Protein Studio, Shoreditch) & Manchester (The Portico Library), in-house at several leading companies and within key universities across the UK, the Paper Library is a unique link between agencies, brands, lecturers, graduates and students. In addition The Paper Library are launching their on-line placement board kicking off with this brief.

To find out more on how to become an Institution member or student member including receiving paper packs and ordering of paper samples visit our website.

LONDON STATIONERY SHOW



To find out more visit
www.stationeryshowlondon.co.uk

The first dedicated stationery trade show took place in 2011, evolving out of a more general office products and stationery trade event. Since then the London Stationery Show has grown every year, attracting more exhibitors and visitors to the dynamic and resilient market it represents.

People the world over, not just in the UK, have a real affection for stationery and the written word. It is this affection for the tactile, hands-on world of writing and paper products, that stimulates on-going interest in what we like to call 'fabulously fashionable stationery & gifts'!

Today, the London show, and its younger sister in Manchester, each provide a showcase where writing and paper products come alive and the industry comes together; where the biggest UK and international brands sit alongside the start-ups, and buyers come to enjoy the fresh thinking and can do attitude of this enterprising, fashion-led industry.

STUDENT STATIONERY COMPETITION



LONDON
STATIONERY
SHOW 
24-25 APRIL 2018
BUSINESS DESIGN CENTRE, LONDON

REGISTRATION FORM

First Name

Surname

Email Address

Phone Number

Current Institution

Course Name

Year of Study

Tutor Name

Please attach your completed registration to your digital submission and include a printed copy if you are also making a physical submission in addition (see 'Deadline & Submission Details').

APPLICANT TERMS & CONDITIONS

By entering this competition, you agree to the visual contents of your entry being used by The Paper Library and London Stationery Show to publicise the competition both through social media and on physical display. In either instance, work will be credited with your name.