



October 2018: Women in business unite to bridge gap between education and industry with new national competition, *Designed for Business*



Elena Baturina, BE OPEN



Dr Vanessa Brady OBE, SBID

Dr Vanessa Brady OBE, founder and CEO of the **Society of British and International Design (SBID)** and partner **BE OPEN** think tank, founded by **Elena Baturina**, businesswoman, entrepreneur and philanthropist, has devised a new national competition, *Designed for Business*. The competition, aims to foster creativity and innovation, providing tools to bridge the gap between education and industry.

The competition is aimed at final year creative students and graduates across Interior Design, Decoration, Product Design, Fashion, Art & Design. Students were asked to submit their final year projects for a chance to win a prize of £30,000, enabling them to pay off the average cost of student debt or to establish a creative start-up business.

Brady grew up in a small village in the English countryside whilst Baturina was born into a family of factory workers in Moscow. Opportunities were limited for both and creative careers were discouraged due to the need for a stable income, this undoubtedly led them to each develop an entrepreneurial drive from an early age.

Brady worked with BE OPEN to launch the competition that encourages students to pursue their creative ambitions and to maximise the value of a creative education for students, companies and universities. SBID recognises the investment involved in university education and aims to facilitate a smoother transition from education into industry. This appealed to Baturina who, as a self-made businesswoman feels strongly about nurturing emerging talent, the all important next generation who will shape the future.

In business, both have experienced hiring highly qualified graduates equipped with a sound understanding of their subject but without a grasp of the practical tools required for industry. They feel strongly that this vocational aspect should be introduced during their studies and are delighted that the competition, with its focus on business, is due to become part of the curriculum at a number of British universities in the years to come.

Dr Vanessa Brady OBE comments,

"We are delighted to be working with BE OPEN for the competition, Elena's experience as a female figurehead in the global construction industry brings together many of the principles of the competition, showing how creativity and business come together. We believe that the competition will provide a life changing opportunity for the winning student and hope to encourage current students to develop a business mind throughout their creative education, in order to become the pioneers of the future".

Elena Baturina comments,

"We are very happy to partner with SBID for the Designed for Business competition as we share many of the same ideas and there is great synergy between the two companies. We are excited by the explosion of creativity that has emerged during the competition and look forward to following the journey of the winning student and their project, to fruition. We feel strongly about the importance of the prize money as being a concrete commitment to the winner as an aspiring creative business owner."

Dr Vanessa Brady OBE founded SBID in 2009 after 30 years experience in the design industry as an international interior designer. Vanessa represents the interests of the industry at cross-party government meetings is a regular visitor to the *Bank of England* where she represents risks and current trading conditions of the interior design industry for SME. In June 2014, Vanessa was awarded *Order of the British Empire (OBE)* by HM Queen Elizabeth II in the Birthday Honours list for 'Services to Interior Design and the UK economy'. This was followed in 2015 by an honorary *Doctorate of Design* in recognition of her achievements to the profession and education of interior design from Southampton Solent University.

Elena Baturina was born into a simple, working class family in Russia and after graduating from the Moscow Management Institute went on to become a pioneering Russian entrepreneur and self-made businesswoman who created one of the country's leading construction corporations, Inteco. She sold Inteco in 2011, but continues to expand her business in the sphere of hospitality, investments, construction and development internationally. Baturina has been playing an active role in charitable causes for many years, supporting important projects in the field of culture, education, arts, design and sports internationally.

Notes to Editors:

About Designed for Business

Designed for Business is aimed at final year creative students and graduates across Interior Design, Decoration, Fashion, Art & Design. Students were asked to submit their final year projects for a chance to win a prize of £30,000, enabling them to pay off the average cost of student debt or to establish a creative start-up business. In keeping with the aim of global excellence for the next generation, both partners have gathered some of the world's best industry and education experts across five creative sectors - Art, Fashion, Interior Design, Product Design and Interior Decoration as well as University Educators, to assess and shortlist entries. The judging process took place on 18th September with the announcement of official shortlist to be made on 29th October, followed by the awards ceremony on 29th November at the House of Commons.

<https://www.sbid.org/education/designed-for-business/>



About SBID (Society of British and International Design)

The Society of British and International Design (SBID) is the standard bearer organisation for the Interior Design profession across the UK, Europe and around the world. It is the professional accrediting body for the Interior Design industry supporting professional and trading standards of Interior Designers, Architects and manufacturers. They achieve this by guiding and measuring the profession through practice, competence and education; setting the standard for the industry at large to develop future growth.

www.sbid.org



About BE OPEN

BE OPEN is a humanitarian initiative that aims to harness the brainpower of creative leaders through a system of conferences, competitions, exhibitions, master classes and art events. BE OPEN was founded by the businesswoman, entrepreneur and philanthropist, Elena Baturina. Since its founding in 2012, BE OPEN has been exploring unique ways of fostering creativity and innovation to support a better future. The foundation has implemented its programmes and projects globally; its bespoke exhibitions, talks and forums have taken place in the UK, US, Italy, Switzerland and India and been witnessed by over 130,000 people. More than 740 designers have been involved in the foundation's projects.

www.beopenfuture.com

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