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## PRESS RELEASE

### - Recession inspires Design-

From the award winning Edinburgh based designer Andy Murray comes the recession inspired book of inspirations to motivate you to make things simply from every day tea towels

Andy Murray, (23) was identified as a star of the future after winning first prize at the prestigious D&AD awards, the Oscars of the Design industry for Product Design – Furniture in July 2009. The young and innovative designer from Edinburgh Napier University was the only Scottish student shortlisted for the leading international design competition for students. Where there were over 75,000 entries from around the world across the 27 categories.

Not being content with winning the leading student design award Andy went on to research and explore the recession from a design perspective. Andy says “During a time of austerity designers have to look at what the consumers need and want from products – functionality without compromising on style.” Andy has now launched his “Made By” book “An inspiration to make things” which demonstrates through beautiful photographs, simple diagrams and a step by step guide, how to make a collection of personal everyday items from the humble tea towel and cheap fabric glue.

Andy, originally from Glasgow, graduated from the Product Design course at Edinburgh Napier University, and as the recession hit the industry and jobs, Andy returned to study a Masters in Interdisciplinary Design at Edinburgh Napier University a global problem that went on to inspire his work. In April 2009 was one of

just 15 students from the whole of the UK picked to exhibit at the Ideal Home Show 2009. He featured his 'Kitchen Toolbox' range of clever yet stylish cutlery that couples as essential DIY tools.

Andy's book "Made By" was well received when the products went on display at New Designers, London, in July 2009 and by the ever expanding craft industry. With a growing emphasis on DIY for every aspect of life because of the "credit crunch", "Made By" will inspire people to make simple useable product even if you don't have a sewing machine. "Soon people will be asking where you got your wallet, bag, watch or belt and you can reply that you made it yourself from a novelty tea towel you got on a holiday and some fabric glue – no one else will have a matching product because you can say 'This was made by me.'"

Andy has now launched his online shop Designed By Andy as an outlet to sell his ever growing range of products, with his award winning range of furniture "Sea Defence" being launched in Summer 2010 after a long search to keep the manufacture in the UK and support local industries.

**-Ends-**

Online Shop [www.designedbyandy.com](http://www.designedbyandy.com)

Andy's work [www.andymurraydesign.com](http://www.andymurraydesign.com)

Press Release from Andy Murray Design.

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Notes to editors:

### **About Edinburgh Napier University**

Edinburgh Napier is a friendly, lively, modern university, with campuses conveniently located around south central Edinburgh – one of the UK's most student-friendly cities. Edinburgh Napier offers over 200 undergraduate and post graduate courses and has around 15,000 students from over 80 countries. Edinburgh Napier was ranked number one for Graduate Employability in Scotland (HESA 2008).

### **D&AD Student Awards**

D&AD is an educational charity that represents the global creative, design and advertising communities. Since 1962, D&AD has set industry standards, educated and inspired the next generation and, more recently, has demonstrated the impact of creativity and innovation on enhancing business performance.

For thirty-one years the D&AD Student Awards have been kick-starting stellar careers in design and advertising. Past winners of the coveted D&AD Student Yellow Pencil have gone on to work in the best organisations around the world producing some of the most creative work.

(Editors notes from an original press release from TrimediaUK)