

# Hospitality Interiors

## Bisque commemorates 40th anniversary with design competition

The pioneering British design brand invites budding designers and Bisque fans alike to join the movement and make their mark on the design industry by creating the brand's newest model.

The competition will be previewed at Clerkenwell Design Week in May 2019, before officially launching at London's New Designers show in July. The final deadline for entries will then be in October.

All entrants will be judged by a panel of industry experts, including journalists, designers and Bisque officials, before the winning model is unveiled during an exclusive preview in November.

The winning design will be awarded a cash prize; plus, provided the design works technically, it will go into production, with the winning entrant receiving a percentage of all sales made.

Bisque has previously invited the public to design a new model to join its repertoire. The prize model, the Archibald – designed by Italian Leo Salzedo – went on to win the 2006 designboom competition and is still one of the brand's most iconic and instantly recognisable radiators today.

"We are thrilled to be launching this competition to commemorate four decades of innovative radiators," says brand leader, Ellie Sawdy. "Here at Bisque we have always maintained that radiators don't need to be boring, and this philosophy remains a core part of our brand's ethos. We are equally excited by the fresh, young design talent the UK has to offer, so are incredibly excited to see what the British public comes up with."



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