



Dog Goes Here by Rocky Brooks - one of the projects produced by final year Design for Industry students from Northumbria University

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## Design for Industry graduates showcase work at national exhibition

Work by recent graduates from Northumbria University's Design for Industry BA (Hons) programme has gone on show at the prestigious [New Designers](#) exhibition in London.

The projects developed over the past academic year have produced a wide variety of innovative and experimental design proposals that respond to key social and cultural issues affecting contemporary society.

The work created by this year's graduating students is diverse and impactful, with many projects tackling important topics such as how to improve the productivity of farms in sub-Saharan Africa, and how to prevent fatbergs from clogging up the UK's urban sewers.

### *Fungi Factory by Jamie Pybus*

The students have applied their creative skills and industry expertise to develop groundbreaking concepts in response to self-determined briefs.

The results range from a retrofuturistic device for combining sound with moving images, to a disposable dog bed that saves money for rescue centres, and a collection of sculptural vessels made from materials that evoke the architectural characteristics of different cities.

### *NOA by Danielle Coffey*

The students also worked on a project set by the Room\_Y innovation department at John Lewis that targeted challenges related to climate change, population growth and dwindling resources.

Outcomes from this project include a suite of products that reuse waste coffee grounds as an alternative to soil for growing edible mushrooms, and a proposal for repurposing household fats to prevent them entering the sewage system.

Work by this year's graduating students will be exhibited in London at [New Designers](#), taking place at the Business Design Centre from 3-6 July.

High-res imagery and press releases presenting a selection of student projects can be viewed and downloaded [here](#).

Find out more about Northumbria's [School of Design](#).

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If you have a media enquiry please contact our Media and Communications team at [media.communications@northumbria.ac.uk](mailto:media.communications@northumbria.ac.uk) or call 0191 227 4604.

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