

Design Masterclass – Structural Packaging

1st March 2006 2 - 5pm

Visiting Designer : Laurel Miller from AM Associates

Location : Mezzanine Level, TFMRC, University of Sussex

The design master classes are an interactive session providing direct experience of a designer practicing his or her skills, in an environment similar to the setting of a historical operating theatre. You will be able to observe the designer at work and then participate under the supervision of the visiting designer. This session will be filmed to allow the experience to be captured for access for the future.

This Design Masterclass provides a fantastic opportunity for you to get involved in the process of packaging design, from research and first concepts to the final product in prototype form. This is an active participation session, which will require you to develop ideas and eventually prototype their final concept, with materials provided, based on the initial presentation from Laurel Miller.

Laurel Miller studied Furniture and Product design at Kingston University and went on to freelance for 10 years for a variety of companies including, Conran, Newel & Sorrel (Interbrand), Roberts Weaver and Allied International, before setting up AM Associates in 1992. Laurel formed AM Associates with her partner Stephen Aldridge which is a purely structural packaging design company, which has been giving a voice to products with original and unexpected pack structures for over 10 years.

This formal session has been set for the year 1 & 2 product design BSc and product design with a sandwich year BSc students and we

would request you send an email to : Tamara Violaris : t.j.violaris@sussex.ac.uk CETL in Creativity Administrator to secure your place for this Design Masterclass. Places are limited so it will be on a first come first serve basis.

*Filming: The Design Masterclass session will be filmed as a record of the day and for use on the CETL in Creativity website