

bds NEWS TALK

TRAINING & QUALIFICATION IN VISUAL MERCHANDISING, DISPLAY, POINT-OF-SALE AND EXHIBITION DESIGN

Winter 2009

Wishing everyone
a Happy Christmas
and a successful 2010



Examination Prize Awards

Viscount Hambledon Trophy
is retained by
East Berkshire College

The annual Prize Awards for The National Diploma in Retail Display and Point-of-Sale 2008 were judged on Wednesday 4th of November at East Berkshire College.

The judges were Cliff Messiter FBDS and Ann Edwards FBDS.

The Viscount Hambledon Trophy was once again awarded to East Berkshire College.

The Gold Award and the Sebastian Earl Prize were awarded to Miss Angela Sanchez and the Silver to Georgia Foley, both students from East Berkshire College. The Bronze Award was claimed by Yasmin Tarr of West Hertfordshire College.

Highly Commended were Sharna Stockdale and Aneeka Johnson from East Berkshire College. Lisa McKinney and Laura Potbury also of East Berkshire College were commended by the judges.

Bernard Brandham extended the Society's thanks to East Berkshire College for their hospitality and assistance in providing the venue for the event.

AGM

The 2009 Annual General Meeting of the Society was held at The Victory Services Club in London on Wednesday the 28th October.

Members and officers were welcomed by BDS Chairman, Bernard Brandham. Reports were received from the Chairman, Secretary, Examinations Registrar and the Honorary Treasurer and duly adopted. Various sub-committee reports were also presented and adopted including that of the Archivist and the Award Board which is responsible for the Annual Competition and the Examination Prize Awards. Bernard Brandham proposed Cliff Messiter as honorary Vice Chairman. This was unanimously agreed and the post was accepted. Cliff Messiter expressed his thanks for the appreciation shown in him by the Society.



Viewing the Gold medalist's, Angela Sanchez, portfolio.
From left to right; Judge - Ann Edwards FBDS, Chairman - Bernard Brandham FBDS, Judge - Cliff Messiter FBDS.

The Gold Medal
awarded to
Angela Sanchez



Display by Angela Sanchez

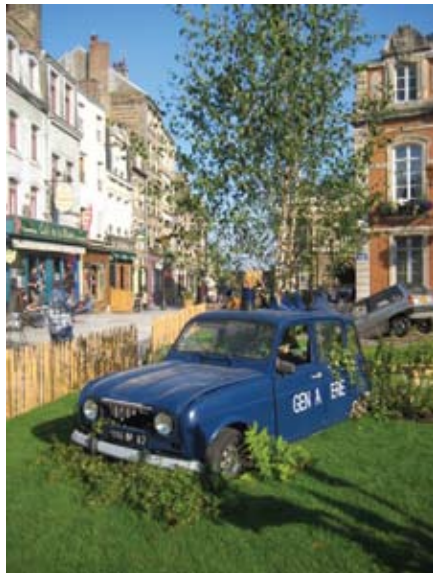
From Car Park to Car Park - Car parking problems in Boulogne-sur-mer



Try never to call an ambulance



That's no way to park a car



There's never a police car when you need one

For a considerable time the main square in the old walled historic town of Boulogne-sur-mer has been the victim of all the usual problems of car parking, which had the effect of spoiling the charm and interest of this ancient and historic town.

Over the past few years a number of attempts have been made to clear the main square of cars, such as erecting bollards – inflicting parking fines – towing cars away etc., so that the area could be used for social and other events such as “Farmers’ Markets – Christmas markets – Flower and Plant Markets”, etc. All of which are under the control of THE PARKS SERVICE. However, the old market square during the summer turned into a ‘CAR PARK’ (with plants and grass) as my photographs show. The old and relic cars (and a few bikes) are being used as ‘found art’ objects, urban sculptures and jardinières.



Looking after "pot plants" can be exhausting

The ‘car park’ feature designed by The Civic Design Department, Boulogne was there until 10th November 2009.

Bernard Brandham FBDS



At least farmyard horses don't go rusty



A tribute to Jacque Tati in the film La Post

Cheltenham Art Gallery & Museum Building for a New Future' gets planning consent



Plans for a new extension to Cheltenham Art Gallery & Museum have been approved by the Planning Committee, Cheltenham Borough Council. The council-led project has been designed by architects, Berman Guedes Stretton, and the new building will provide additional galleries, new open access storage / study facilities and dedicated spaces for life-long learning, outreach services and arts development programmes. It will also create a focal point for the development of Cheltenham's 'Cultural Quarter' and create a 'new gateway' to Cheltenham's oldest building, medieval St. Mary's Church.

The proposed extension fills the gap that links a Georgian terrace on one side and the 1989 extension to the existing 19th-century gallery on the other. Integrating the new building with the surrounding listed buildings has shaped the design. Consultation meetings with the public, outside interest groups, local planning, Heritage & Conservation Officers, English Heritage and the Commission for Architecture and the Built Environment (South West) were held throughout the design process; and while the building's scale, form and materials have been used to complement its 19th- and 20th-century neighbours, it is an honest expression of 21st-century design.

The ground floor of the new building provides a more prominent entrance to the Art Gallery & Museum and creates a pedestrian route through the building from the south to St Mary's Church – whilst a roof-top terrace provides a view over the church and the surrounding conservation area. It will also include a café, shop, reception area, education facilities and tourist information, designed to draw people into the building from the street.



Gary Collins, Associate Director from Berman Guedes Stretton said:

“Much consultation between the design team, our client, the public and outside interest groups has helped shape the design. We happily acknowledge the enlightened support and contributions of all involved. Securing the project in competition was only part of the story for us. Testing this design through working collaboratively towards a shared goal has refined the design and we are particularly pleased with the results.”

Jane Lillystone, Museum & Arts Manager said:

“This is fantastic news for our Development Scheme. In achieving this key milestone we can now move forward to the launch of the Phase II Fundraising Campaign in September. We have so far raised an amazing 70% of the funds needed to start construction – the remainder of which we hope to secure by spring / summer 2010.“

The Art Gallery & Museum's Development Scheme was given a major boost last week as The Monument Trust (the Sainsbury Family Charitable Trusts) confirmed an offer of £500,000 towards the fundraising campaign.

To complete the planning process a further decision will be required on the listed building / conservation area consent - and we hope to achieve this during August.

The designs for the new development can be viewed at the Art Gallery & Museum. For further details contact Jane Lillystone, Museum & Arts Manager, Cheltenham Art Gallery & Museum on 01242 237431



2009 Examination Window Displays at East Berkshire College



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On Wed 4th Nov, Liz Johnston FBDS presented a seminar to Belfast Retailers on behalf of the Belfast Chamber of Trade: 'Display and Visual Merchandising for Christmas'. Attended by

25 Retail Independent businesses, the business breakfast event was held in the newly refurbished Belfast City Hall.

Under the theme of 'Are you ready?', Liz Johnston highlighted the importance of Display and Visual Merchandising in this challenging retail economic climate. The presentation covered ideas to create effective window displays on a budget, use of colour, product presentation techniques, Christmas themes as well as stressing the need to be aware of price pointing initiatives, a current trend among those consumers who are seeking value for money and spending less this year on gifts for Christmas presents.

Liz Johnston also discussed the various types of consumers and current shopping trends and how retailers should consider and adapt when preparing for seasonal trading.

To retailers: Are you ready?, Is your team ready?, Is your business ready?

Liz Johnston FBDS