



## Ad Gefrin Design Challenge Brief 2021

### Summary

The Rural Design Centre Innovation Project<sup>1</sup> and Ad Gefrin Visitor Experience and Distillery invite Northumberland creative businesses to design and develop bespoke new products that celebrate the very best of Northumberland and demonstrate the creativity, ingenuity and quality of Northumberland based businesses.

Creative Northumberland business owners/designer-makers will be supported through a process that helps generate, test and develop great ideas for contemporary gift products. Not only will there be invaluable business insight and grant support on offer throughout the process, but at the end of the Challenge, there will be the opportunity to pitch for a commission to be stocked by Ad Gefrin and sold through their new state-of-the art visitor destination and online.

The ambition of the Ad Gefrin Design Challenge is to inspire, engage, and showcase regionally and nationally the talent in Northumberland creative businesses through supporting the design and development of innovative products.

### Background to Ad Gefrin and objective of Design Challenge

In the autumn of 2022<sup>2</sup>, the Ad Gefrin Visitor Experience and Distillery will open its doors to the public for the first time. At the gateway to Wooler, adjacent to the busy Anglo-Scottish arterial A697 road, there will stand a statement building, marrying the epitome of the latest technological efficiencies and sustainable design practices, with echoes of the aesthetic of the great halls of Northumbrian kings who lived here centuries ago.

Inside, an immersive museum interpretation will invite the visitor deeper into the 7<sup>th</sup> Century Golden Age of the Kingdom of Northumbria, a place of power, ritual, craftsmanship, language, and one shaped by nature .... a place that today is the perfect environment in which to create England's first Northumbrian whisky – the first legal whisky to be made here in over 200 years.

In this way, the visitor experience and the distillery are inextricably linked and mutually supportive.

---

<sup>1</sup> The Rural Design Centre Innovation Project is delivered through a collaboration between Advance Northumberland, Innovation SuperNetwork and Northumbria University and part-funded by the European Regional Development Fund (ERDF) as part of the England European Structural and Investment Fund Programme 2014-20 and part-funded by the North Of Tyne Combined Authority.

<sup>2</sup> Ad Gefrin has received £3m from the Borderlands Inclusive Growth Deal which is funded through the Ministry of Housing, Communities and Local Government, and has also received £1m from the North East Rural Growth Network – Strategic Economic Infrastructure Fund (SEIF) through the North East LEP, and £600k through Northumberland County Council.



For those that wish to linger, the bistro, bar and retail offers will continue the timeless hospitality and showcase rich produce, craftsmanship and gifts. At every step Ad Gefrin will celebrate of the very best that Northumberland has to offer.

Ad Gefrin retail – online and in person – will offer high quality giftware alongside its suite of spirits. Echoing the craftsmanship and exquisite attention to detail of the Golden Age of Northumbria, the giftware ranges will be contemporary, inspired, and have distinctive shelf appeal.

Ad Gefrin is committed to championing and celebrating Northumbrian products – ultimately on an international platform. The Visitor Experience and Distillery are projecting footfall of 49,000 visitors per annum by 2025; and Ad Gefrin Single Malt whisky is being positioned as a global brand.

## Design Challenge Criteria

### Who can take part?

- The Challenge is open to Northumberland trading businesses that meet the criteria defined as small and medium sized enterprise (SME) Ref. (Registration process <https://www.rural-innovation.co.uk/register-now>)

### What is the challenge?

Ad Gefrin is looking for bespoke contemporary gift product designs to retail to visitors and customers. The designs should be rooted in Northumbrian culture, unique and environmentally sustainable, as well as being commercially viable.

Products could be inspired by (but not restricted to): Textiles, Glass, Leather, Jewellery, Ceramics and Wood.

- The bespoke product designs are for the contemporary gift market and therefore will have to be of the highest quality and celebrate Northumberland.
- Environmental sustainability is a must and every effort must be made to limit impact on the planet from sourcing of raw materials making/manufacturing to supply and delivery.

### When will the Challenge start and what are the key dates to be aware of?

26/07/21 - Launch (online) - The launch event on **July 26<sup>th</sup> 2021** provides an opportunity to discover more about Ad Gefrin, the design challenge and how to register your interest to take part.

01/09/21 - Registration of interest Deadline (online) - Registrations processed and participants agreed and notified.



Àð Gefrín



## Design Workshops

06/10/21 - Workshop 1 - Customers and Ideas Workshop (face to face)

Bring the participants together and work with them to research and understand potential customers to stimulate new ideas

20/10/21 - Workshop 2 - Prototyping and testing (face to face)

Participants work up ideas and to prototype and test with potential customers and get feedback

03/11/21 - Workshop 3 - Pitching and submission (face to face)

Participants develop and practice their pitch and storyboard their submission video to showcase the idea they have developed in response.

01/12/21 - Deadline for Submission (online) - Submission - pitch video.

17/12/21 - Shortlist announced (online)

10/01/22 - Pitch Day (face to face) - Shortlisted submissions pitch their product ideas to a panel

10/01/22 - Winner announced and celebration event (face to face)