

Ashley Hall MA(RCA)

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Date of birth: 28/07/1967

Nationality: British

Résumé:

I am currently Senior Tutor in Innovation Design Engineering at the Royal College of Art and a partner and director of Diplomat design consultancy. I studied furniture design at Nottingham Trent University and the Royal College of Art, receiving my MA in 1992. After graduating I worked as a designer in the fields of furniture, product, lighting & interiors for a variety of design consultancies and manufacturers. In 1994 I established my own design consultancy in order to design mass produced furniture and develop a collection of limited edition furniture pieces, and in 1999 I formed Diplomat with Matthew Kavanagh. After a successful exhibition at the Milan fair in 2000 we have a client base including some of the top brands in furniture and products from the USA and Australia to Italy, Holland, Germany, France and the UK. I have also been a visiting lecturer at universities in the UK, China, Japan, Ghana, Norway, Thailand and Australia.

CAREER PLANS:

I wish to expand my academic career by engaging in further research and studying for a PHD to build an international profile. I aim to continue developing new ways of teaching industrial design through innovative teaching modules, inter-disciplinary collaborations, commercially sponsored projects and the development of new masters level courses. Through Diplomat I will continue generating both experimental furniture pieces and mass produced furniture design.

LECTURING EXPERIENCE:

Royal College Of Art – July 2006 to Present - Senior Tutor

Senior Tutor and 1st year programme director for the Masters in Innovation Design Engineering, a 2 year dual masters between the RCA and Imperial College. Strand leader for Experimental Design. Running the first year of the programme, developing client projects and research. Developing the programme and teaching modules. Participated on GoGlobal Thailand by sourcing manufacturers for student projects and other GoGlobal's at Tsinghua University in Beijing China, Tsukuba in Tokyo, Japan and KNUST in Kumasi, Ghana. Undertaken department consultancy projects and student modules with Unilever, Proctor and Gamble, O2, Hutchison Whampoa (3 Mobile), TK Maxx, Sharp, Etc. (see appendix 1 for more details).

Research Interests: I have developed a book proposal on why the chair has become an interdisciplinary design icon and uses the chair as a medium through which wider social and cultural impacts on chair design can be explored. I am collaborating as Co-editor on a new book on Innovation design engineering. I have written papers on Industrial design pedagogy, non-linear processes in design, IDE's GoGlobal projects and experimental design.

University of East London – 2000 to 2006 – Lecturer In Product Design

Leader for 1st year and contributing to 2nd and 3rd year in design projects. Module leader in innovation strategy and innovative materials to 2nd and 3rd year students. Helped write the new BA/BSc pathways course including innovative materials and innovation strategy.

Barking College 1995-2000 - Lecturer In Product Design

Running the year zero of a BSc in product design and lecturing at HND/HNC/BTEC ND/GNVQ level in product design. Running and assessing design projects, critiques, course development and management etc.

Visiting lecturer in Product Design:

Kunsthøgskolen i Oslo (KHiO) Norway, 1 week workshop on the future of making with BA/MA furniture and Interior design students.

RMIT (Royal Melbourne Institute Of Technology) Australia, 3 weeks July 2008. As part of an exchange with the IDE dept at the RCA running a 3 week 12 credit intensive elective, 'Guerilla City'. Delivering a series of 5 lectures and giving critiques across 3 other studios in Industrial Design, Architecture and SIAL.

Ravensbourne – 2002-2003- Responsible for teaching a group of product design students in their final year and assessing degree projects.

University of Salford 1998-2003 Visiting lecturer on the BSc and MSc in product design and BSc sport equipment design. Delivering lectures on Diplomat projects and a series of lectures on visual language and contemporary design.

Grays School of Art 1999-2002 (Robert Gordon University Aberdeen) – BA product design running design projects and delivering lectures.

Other academic engagements:

Internal moderator for the MA textile design RCA 2008-9.

Judge for the 2009 Bar and Restaurant design awards.

External supervisor for MA Furniture Design at Edinburgh College Of Art 2007.

Judge at the 2007 Design and Art Direction (D&AD) Vitra student chair design awards.

Critic on project juries at the Architectural Association 2006-9.

Presented GoGlobal Thailand project outcomes at the Design Crafts seminar at London School of Economics (LSE) 2006.

DESIGN EXPERIENCE:

Diplomat –1999 to Present - Partner of Diplomat and Director of Diplomat Ltd

International furniture and product design consultancy established with Matthew Kavanagh. My role includes, project management, client communications, design, CAD data, prototyping and modeling, factory visits etc. With a passion for furniture and a background in product, lighting, retail and exhibition design, Diplomat first came to prominence with the 'Micro Furniture' range exhibited at 100% Design in 1999. This was quickly followed by an exhibition at the Salone Satellite in the Milan furniture fair where we gained attention and projects from a range of Italian furniture and product manufacturers. This success has continued with furniture launches with Edra, Artifort and Zeritalia alongside consultancy projects in the USA, Australia and the UK. New launches for 2008/9 Include Supporto, Billiani and our own new chair at Tent London

Ashley Hall Design - March 1994 to 2001- Furniture & Product Design

Design consultancy specialising in furniture and product design. Clients include Designease, SKK Lighting, Amade Associates, Green (Italy), AllGlass (Italy), Anthologie Quartett (Germany,) RSVP (Italy), Stephen Philips Design, and Kanth Industries.

Gavin Lindsay Studios - April to August 1994 - Modelmaking for Advertising & Product.

Modelmaking for clients including: Ford, Renault, BMW, Michelob, Thames Water and Optrex. The projects required high levels of skill in all areas of manufacture from GRP, polyester casting, silicon and epoxy work through to woods, metals, and plastics.

SKK Lighting - March to December 1993 - Senior Designer/Design Co-coordinator
International production co-ordination, client liaison and new product negotiations during business trips to China, Italy, Spain, Belgium and Holland. My main projects involved the manufacture of 2000 lights and the importation of low energy bulbs from China, the lighting design and installation at the University of Westminster Bar, atrium lights for the Hotel Conrad in Brussels, production direction for new lighting products at Liberty's perfumery and the design and manufacture of 250 Teller lamps of which 150 were purchased by de Bijenkorf in Amsterdam, Holland.

Derek Hodgson Associates - July to October 1991 Product/Furniture Designer
Development and prototyping for the production of a new concept in Airport public seating for Heathrow and production drawings for the Salvation Army clothes recycling unit.

Property Services Agency - July to October 1990 -Interior/Furniture Designer
Met Police Design Group. Design of a rape crisis centre, Police Station reception desks, chief commissioners new office interior and the presentation of the new corporate identity for station interiors.

Austin-Smith: Lord Architects - July to September 1989 - Interior/Furniture Designer
Site surveys, furniture planning, interior design and presentation package as part of the design team for the new headquarters of Mercury Communications and Cable & Wireless in Holborn, London.

HNB Furniture - January to April 1989 - Furniture Designer
Office and contract furniture planning, design of 'specials', reception desks and boardroom tables including one for Coopers & Lybrand accountants.

Arenson International - April to July 1988 - Furniture Designer
8000 word factory production appraisal. Production drawings for the Insignia office furniture range. My designs for a vacuum formed desk tray, computer table and desk tidy were manufactured.

EDUCATION:

1990 - 1992 Royal College of Art
Masters Degree in Furniture Design under Professor Floris Van Den Broecke.
1986 - 1990 Nottingham Trent University
BA (Hons) 1st Class degree in Furniture Design, 4 year sandwich course.
1985 - 1986 University of Wales Institute, Cardiff.
Foundation Course Certificate in Art & Design.
1978 - 1985 Ysgol Gyfun Gymraeg Glantaf, Cardiff, South Wales.
3 'A' Levels, 8 'O' Levels, 2 CSE's.

AWARDS & COMPETITIONS (Selection):

Grandesign Prize shortlist for Arc Table, Italy 2008
Multiplicity furniture award selection, USA 2008
ADI Design Index Selection for Arc Table (Compasso D'oro shortlist), Italy 2007
Runner up Peugeot Design Award
Ron Lenthal award at the RCA degree show for my RSJ Bench Project
Misha Black award medalbox design for David Pye 1st Prize
Lawrence Atwell Trust award for two years at the RCA
Rumbelows 3rd prize, Trip to USA, Radio 4 Interview etc
Lewitts Glass Lighting design competition 2nd Prize
Runner up Ness Design award

EXHIBITIONS (Selection):

- 1993 'Decorative Arts Today' at the Bonhams auction house, London.
- 1994 'BBC Design Awards' Exhibition at the Architecture Foundation, London.
- 1994 'Design Museum, London' RSJ and Teller lamps exhibited.
- 1995 'Homer' - office chair launched at the International Furniture fair in Cologne.
- 1996 Homer chair exhibited with Stephen Philips at 100% Design, London.
- 1997 Oasis Vases launched by RSVP at the Macef fair in Milan, Italy.
- 1997 Drop Lounge chair exhibited in Design Resolutions at the Festival Hall, London.
- 1999 Diplomat @ The Embassy, London, Studio exhibition launching the Moby chair.
- 1999 100% Design with Concord Lighting, London- Micro Furniture.
- 2000 Micro Furniture Exhibited at British design Exhibition Berlin, Germany.
- 2000 Diplomat, Milan Furniture fair – Salone Satellite.
- 2001 Plus and More chairs launched by Origlia, Milan Furniture fair, Italy
- 2003 Dip Chairs Launched by Edra Milan Furniture fair Italy.
- 2004 Diplomat Retrospective – Momentum, Cardiff.
- 2004 Bone sofa launched by Artifort at the Milan furniture fair, Italy.
- 2005 Inglesina chair launched by Sintesi at the Milan furniture fair, Italy.
- 2006 St Etienne Biennale – Micro furniture exhibited in Cohabitations section.
- 2007 Tent London – Diplomat launched Zilla chairs.
- 2008 Multiplicity, Zilla chair, Neubeger Museum, NY state, USA.

PUBLICATIONS:

UK: Blueprint, FX, Architects Journal, 'D', Design Week, Architectural Review, and Designers Journal, GQ, Inspirations, Elle Decoration, Theme.

WORLDWIDE: Abitare (Italy), Ottagono (Italy), Gap Casa (Italy), Art Aurea (Germany), Wohn ! Design (Germany), Architektur & Wohnen (Germany), MD (Germany), Wohnen (Austria), Azure (Canada), Decors (Belgium), Frame (Holland). Domus (Italy), Interni (Italy), Morgenavison (Denmark), Nuevo Estilo (Spain), Hoch Parterre (Switzerland), Prive (Switzerland), The International Design Yearbook 1996 & 2000 International Lighting Design Book 1996 (see appendix 3).

COMPLIMENTARY SKILLS:

I have a full and clean driving license. Experience of international import and export shipping, patent design registration applications and BSI standards applications. Wide experience of making furniture and products in timber, metals and plastics including welding, cabinetmaking, GRP & Composites, Perspex fabrication, slip casting, mouldmaking and modelmaking.

Comprehensive knowledge of a wide range of 2D & 3D software on Apple Mac including:

- Adobe Photoshop
- Adobe Illustrator
- Quark Xpress
- Cobalt
- Form Z
- MS Office

LANGUAGES:

I am fluent in written and spoken Welsh and speak basic Italian.

INTERESTS:

I cycled across Uganda into Rwanda over 300Km at Altitudes of up to 2500 meters with a team of riders helping to raise £25,000 for the Dian Fossey Gorilla Fund. Completed the "Hell of the North Downs" mountain bike enduro. Mountain biking in Wales and the Pyrenees in France. In 2007 I crossed the Gobi Desert on the Trans-siberian express with Photographer Tom Fecht to visit Mongolia.

REFERENCES:

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