

Studio William To Be Featured in The London Design Festival 2012



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November 14, 2012, 12:37 pm -- [/EPR NETWORK/](#) -- The 2012 London Design Festival is likely to attract a lot of interest this year, and particular due to the release of some new dessert cutlery designed and manufactured by British cutlery company, Studio William.

Studio William's cutlery has been purchased, showcased and utilised in a number of prominent exhibits and the Company can even boast that even the residents of No. 10 Downing Street use the cutlery designed in their Gloucestershire base.

The designs which will be showcased on the day have been create as part of Studio William's [cutlery sets](#) design competition, where students have been given the opportunity to create cutlery designs which ultimately could be into production of showcased – the competition was an initiative launched by Studio William to inspire more talented designers into the process of cutlery design.

The winning designer of the competition was one Anabela Chan – Anabela's design called leaf has now been incorporated into the Studio William range; it will also be sold utilising Studio William's relationships with various prominent retailers including John Lewis, where the cutlery will go on sale form September, 2012.

All of the 54 competition entries will be showcased by Studio William at the design festival as a marker of contemporary British-led design. Rachel Church, curator in the sculpture, metalwork, ceramics and glass

department at the V&A had this to say about the competition and Studio William's designs: "The Studio William patterns represent excellent examples of contemporary British cutlery design. We are delighted to have acquired seven examples of the company's design patterns for the national collection of metalwork at the V&A."

On top of the showcasing of competition entries, Studio William will also celebrate the permanent inclusion of seven of its designs in the V&A's permanent showcase.

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