

**PRESS RELEASE**  
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**DESIGN COUNCIL ANNOUNCES WINNER OF  
THE INAUGURAL DESIGN FOR PLANET PRIZE**



The Design Council announces the winner of the inaugural Design for Planet Prize. Henry Davison, a design student at Northumbria University, impressed the judges and took home the prize, with his project FROND. FROND is a partially wooden chair which showcases an innovative approach to sustainability and environmental conversation, utilising seaweed as an alternative to leather.

This is the first year of the prize, which is part of the New Designers showcase. Henry recently graduated from studying 3D Product and Furniture Design at Northumbria.

To create the chair, Henry began by collecting seaweed by diving off the Northumbrian coast. Henry invented a process to transform the seaweed into a durable material - the process involves soaking the seaweed in a tannin and glycerine solution and air drying. The chair is accompanied by process imagery and a book exploring the scalability of the material.

***“It is essential that we champion and support the next generation of designers. They have the power to shape the design narrative, putting our planet at its heart and leading us towards a more regenerative world. Henry’s work is a shining example of this.”***, The Design Council’s CEO.

Judged by Programme Lead Hugo Jamson, the award celebrates work which champions our ecosystem through design. The criteria which entrants were tasked to consider source materials, manufacturing conditions, restorative ecosystems, community wellbeing and biodiversity in their design.

***“By exploring new material approaches for the furniture industry using an abundant, sustainable resource like seaweed and by working with local producers and experts, Henry showed an approach that really connects people, place and product to produce a different kind of design outcome.”*** Hugo commented

***“For me, the project’s recognition has made me more excited than ever about its future. I hope to keep pushing it forward, trialling new methods and applications and to potentially start selling pieces of seaweed design.”*** Henry reflects.



As the winner of the Design for Planet Prize, Henry will showcase his work at the Design for Planet Festival, to an audience passionate about sustainable design. The Design for Planet Festival is the Design Council’s annual event with a mission to mobilise the UK’s design community to unite efforts in addressing the climate crisis. This year’s festival will take place at the University of East Anglia 16th – 18th October. Henry has also been granted a free place at the RDI Summer school, further supporting his development as a design professional. Global design practice Hassell contributed the Design for Planet Prize award, in the form of an unfired earth brick. This award symbolises the importance of sustainable materials and their impact on shaping a greener future. The brick was developed by Hassell for *London Design*

*Biennale 2023*, as part of their Bidi Bidi Music & Arts Centre exhibit. The Bidi Bidi Music & Arts centre, located in Uganda, has been designed by Hassell to provide a space for creative expression in one of Africa's largest refugee settlements. The walls of the centre are being constructed using earth bricks similar to this, which dramatically reduces environmental impact.