



**University of Sunderland**



**the customs house**  
arts and entertainment for all



*Powder Butterfly*  
British Designed & Made Gifts

**TICE**  
this is creative enterprise

TICE CREATE Stage: **Creative Enterprise** Project

**Title:** A Collaborative Collection

**Project Outline:** Souvenirs not only create lasting mementoes of visiting an area or an iconic venue but help contribute towards funding community initiatives and sustaining a local economy. Research shows that for every £1 spent in a local business 75p stays within the local economy.

Customs House in South Shields offers a varied arts and entertainment programme for all ages from live performance, cinema, visual arts and youth projects.

Powder Butterfly is a North East gift company producing quality British made products celebrating architecture and landmarks of British Cities in an original and innovative way. Recently commissioned to create a limited-edition collection for Newcastle University targeting graduates and visitors looking for keepsakes.

If these two businesses were to collaborate could they produce a Limited-Edition collection to sell to patrons and supporters? Could you identify which products/designs would be the most appropriate for the target market? Who would you target, what prices would you charge and how would you market your new collection?



**This project is for you if you are interested in: Arts & Culture, Architecture, Photography, Design, Branding & Marketing.**

This project is to be completed in teams of three with job roles including but not inclusive too: Product & Price Researcher, Designer & Illustrator, Marketing & Promotions. You will work individually and as a team to bring the project together to form a final piece of work, digitally printed for the final show.

Could you come up with a capsule collection concept of no more than 3 products with a clear design idea, aimed at a target market you have identified? Or design a commemorative limited-edition gift to celebrate Customs House 25<sup>th</sup> Anniversary to give to patrons, supporters and guests AND Create an Instagram Story representing your idea including a relevant image/design/concept and a suitable #. Create a relevant marketing campaign for the 4 P's of Product, Price, Promotion & Place.

**Which companies you will be working with:** This is a 'Live Brief' with Corrine Lewis Ward, founder and designer at Powder Butterfly- <https://powderbutterfly.com/> with support from The Customs House Learning & Participation team.

**Your 3 Training Days may look like this:**

**Day one:** The first day will outline the project brief with an inspiring talk from Corinne of Powder Butterfly about product design considerations and producing a bespoke collection with a community aim. Followed by a visit to Customs House with an opportunity to hear from the Learning & Participation team. Plus, research and photograph local design inspirations.

**Day two:** A day pulling together ideas, research and design concepts with illustrator Lottie Maddison followed by how to implement a marketing strategy and establishing the promotional methods you would recommend for your own ideas.

**Day three:** A day spent finalising the collection, refining the detail ready for print and to showcase at the Final Show.

**Your Mentors are:** Lee Casey (Creative Enterprise) & Lottie Maddison (Design Illustration)