

## Talent Shop

The idea for Talent Shop came initially from two Creativity Scholars that proposed a design to manufacture and sales project.

Over the two month project 172 students got involved and 21 submitted designs to the National Maritime Museum and the Royal Observatory for sale in their souvenir shops. The project was introduced at the Design Museum and students worked up their designs with the help of tutors at the London College of Communication.



Examples of work from the final presentation

*"I have never made proper prototypes before, also I am learning about communicating and negotiating my ideas"*

*"I have never done so much about the business side before. It has opened my mind to how to sell and present my work."*

**"This is more about magic than logic"**  
Zara Saddiqui, Tutor



