

Enabling Innovation: from concept to reality

Maggie Powell – Digitally Printed Fabrics

CASE STUDY

Overview

After winning a Bath Spa University Innovation Award, Maggie Powell was given funding and advice to enable her to develop her upholstery products.

About the Project

Maggie Powell, Technical Demonstrator at Bath Spa University's School of Art & Design and also a part-time student there on the Masters course in design (textiles), won proof of concept funding in the University's 2008 Innovation Awards competition.

The prize allowed Maggie to begin a project which looked to develop a range of highly innovative digitally printed fabrics, with the aim of industrially testing these to guarantee their suitability for use in furnishing applications.

Benefits

The funding enabled the purchase of a quantity of fabric and inks for research, and was particularly valuable in its contribution to the costly process of performance testing the fabrics at a UKAS accredited laboratory.

Through liaising with textile finishing experts, Maggie had the opportunity to investigate the application of various treatments and coatings that had not previously been available to her to practice.

Outcomes

The award offered considerable guidance and advice from industry experts and specialists, assisting with issues of protecting intellectual property, and how to register and patent design ideas.

Additionally, information was given regarding marketing and promotion of the product. From this support, Maggie was prompted to make a successful application to the international design fair TENT, which was held in London in September 2008.

A budget was also allocated to fund attendance on an upholstery course to further Maggie's knowledge and application of the subject, and also to create a website to promote the final product. The attendance of this course coupled with funding and expert advice gave Maggie the opportunity to fully develop her products and create the basis for a successful business enterprise.



Examples of Maggie's fabrics in room setting

Fast Facts

- Maggie Powell, Technical Demonstrator and part-time Masters student at Bath Spa University won funding in the university's Innovation Awards Competition 2008.
- The award provided funding for Maggie to purchase materials and contributed to performance testing the fabrics.
- From the award, Maggie gained expert contacts, who were able to give invaluable advice and guidance.
- Maggie also undertook training and was able to create a website to promote her practice.

Perspective

“Being a successful recipient of the Bath Spa University Innovation Awards has allowed my product idea to develop more expansively and with a diligence that would have been difficult to achieve without this support. I hope now to be able to build on this experience, with regard to developing my practice and also to continue furthering my insight through engaging with the associates now developed beyond the university.”

Maggie Powell



Maggie Powell at Innovation Awards event



Close up of fabric

“The ability to encourage new concept development through our annual Innovation Awards competition has inspired many staff and students to turn their dreams into reality. It has also demonstrated how creative arts can be commercialised, as well as the entrepreneurial skills of its practitioners.”

Susan Cherrett
Business Support Manager
Bath Spa University