



Design Partners announce collaboration initiative with Innovation Arena 2016 at The National Ploughing Championships, 20th-22nd September 2016.

7th September 2016 - Bray, Co. Wicklow.

Design Partners, a strategic product design and development agency, are delighted to announce a new collaboration initiative with Innovation Arena 2016 at the National Ploughing Championships to take place in Scraggan, Tullamore, Co. Offaly from 20th-22nd September 2016. The initiative is in association with the National Ploughing Association, Enterprise Ireland and the Irish Farmers Journal,

The purpose of the collaboration initiative with Innovation Arena 2016 is to provide participants with exposure to professional product design processes, methodologies and skills, through engagement with industrial design and engineering professionals. This engagement will help participants to accelerate innovation from ideas and concepts, to prototyping and proof of concept and on to fully developed usable products for manufacturing for commercialisation in local and international markets.

Design Partners will present a category award prize in the form of a design and development immersion voucher for the category winning innovation to advance their product development goals.

All Participants from Innovation Arena 2016, will be invited to participate in a Design and Development Workshop in the Design Partners Studio in advance of the National Ploughing Championships.

Raymond Crosbie, Business Development Director, Design Partners said “We at Design Partners are truly delighted to be involved with Innovation Arena 2016. This exciting initiative will give agricultural innovators important insights in to professional product design processes and methodologies. We want participants to have the best resources to be able to easily accelerate projects to global markets and to commercial success. The winner of the Design Partner category award will have a valuable week with our design team, which will empower and motivate the innovators themselves and also progress their project.”

Design Partners are a strategic design consultancy, based in Bray, Co. Wicklow, who have been designing best-selling and award winning products and experiences for over 30 years. Through a powerful combination of strategic vision and exceptional execution, we create innovative solutions that fuel the growth of our ambitious clients. Our interdisciplinary team of industrial designers, mechanical engineers, interaction designers and UX experts enables us to focus on every aspect of physical and connected product experiences. Design Partners portfolio of work extends across consumer, healthcare and medical, professional industry and agriculture. Optimized efficiency and improved productivity are core beliefs in our design approach for industrial and agricultural projects, resulting in smarter, better, faster processes and workflows.