

NICK HOLLAND

MA.RCA Master of Arts Degree. Royal College of Art, London
FCSD Fellow of Chartered Society of Designers
FRSA Fellow of Royal Society of Arts

Nick Holland is an Englishman, well known in the international design community and now residing in Portugal. In 1998 he accepted the position at Vista Alegre as Director of Design for the group, continuing in this role until the end of 2011. He now lives in Porto where his company Nick Holland Design has its studio and also has a base in Cardiff, Great Britain.

Nick is a well-known figure in the design world, and was described by respected journalist Jeremy Myerson as one of the most dynamic figures in contemporary British design . In addition to his design work Nick has always been a photographer and has had many of his photographs published in international magazines and books. He has a unique ability to see the extraordinary in ordinary subjects and to capture powerful images on camera. His love of design and structure are reflected in his photographic compositions, many based on industry and architecture as well as nature.

Nick studied Product Design at the Royal College of Art in London, the world's most renowned institution for art and design, leaving with the highest qualification possible - a Master's degree with distinction and the rare honour of the College Silver Medal. On leaving college he won a Leverhulme Scholarship and spent a year in America studying and travelling with his camera.

He has worked in industry in senior positions in design - industries ranging from construction equipment to tableware. For several years he was in charge of design and marketing for Staffordshire Potteries plc, leaving to set up his own business, Nicholas John. This innovative company achieved great success and acclaim from both the design and housewares industries. The company's products won many design awards and are included in the Victoria and Albert Museum's permanent collection of ceramics.

This led to Nick setting up Nick Holland Design Group and his company achieved commercial success as well as critical acclaim and many awards for design, working with international blue chip clients throughout Europe and the Far East.

A prominent and influential figure in his industry, Nick has served on a number of professional bodies for design in England in an advisory capacity, including the Design Council, the Royal Society of Arts, the Design Trust, and the Polytechnics and Colleges Funding Council for Design. He has also acted as advisor and external examiner for many design courses throughout Great Britain and as a director of the Design Business Association of Great Britain.

Recently he has directed Product Design projects with several universities, including in Portugal, FBAUL Lisbon, ESAD Caldas da Rainha and the University of Braga; in Spain with IED Madrid; in Brasil, PUC Rio and in England, Central St Martins and Staffordshire University, where he is a Visiting Professor.

ADVISORY ACTIVITIES

Polytechnics and Colleges Funding Council	Art and Design Advisory Panel
Design Business Association	Director
Design Business Association	Chairman Product Challenge
Design Trust	Advisory Panel
Royal Society of Arts	Student Bursaries Panel
Curriculum Council of Wales	Advisor Technology Curriculum
Design Council	Design Awards Committee
Design Council	Design Selection Panel
Design Council	Wales Advisory Committee
Royal College of Art	External Examiner
Central St Martins	Advisory Committee
De Montfort University	External Examiner
University of Central England in Birmingham	External Examiner
University of Central England in Birmingham	Advisory Committee
Wolverhampton Polytechnic	External Examiner
Staffordshire University	External Examiner
Gwent College of Higher Education	External Examiner
University of Wales in Cardiff	Advisory Committee
Housewares Magazine	Student Design Award Jury
Toshiba Year of Invention Awards	Judging Panel
De:SID Case study - Vista Alegre Atlantis "Design as a Strategic Resource"	Co-ordinator
Staffordshire University	Visiting Professor
Tableware International Awards of Excellence	Judging Panel

LECTURES/WORKSHOPS

Illinois Institute of Technology. Chicago	USA
Royal College of Art MA.RCA. London	UK
University of Sheffield BA.Hons. Sheffield	UK
University of Wales in Cardiff BA. Hons. Cardiff	UK
Trent Polytechnic. Nottingham	UK
Staffordshire University BA.Hons. Stoke on Trent	UK
De Montfort University BA.Hons. Leicester	UK
City University Business School. London	UK
Victoria and Albert Museum. London	UK
The Parnham Trust. Dorset	UK
Design Seminar John Lewis Partnership. London	UK
Staffordshire University MA. Stoke on Trent	UK
University of Central England BA.Hons. Birmingham	UK
Central St Martins BA.Hons. London	UK
Royal Society of Arts Seminars. London	UK
CITEX. Porto	Portugal
Universidade Lusíada. Porto	Portugal
FBAUL. Faculdade de Belas Artes. Lisboa	Portugal
ESAD. Escola Superior de Artes e Design. Caldas da Rainha	Portugal
UBI. Universidade da Beira Interior. Covilhã	Portugal
FEUP. Faculdade de Engenharia. Universidade de Porto	Portugal
Universidade de Braga	Portugal
Llotja Design School. Barcelona	Spain
IED. Istituto Europeo di Design. Madrid	Spain
PUC. Rio de Janeiro	Brasil
ESAD. Escola Superior de Artes e Design. Matosinhos	Portugal

AWARDS AND EXHIBITIONS

1983 Design and the Economy Exhibition, Design Centre, London
1983 Victoria and Albert Museum, Contemporary Ceramics
1984 The Design Process Exhibition, Manchester Polytechnic
1989 Second Prize, Wales Innovation Awards
1989 Supreme Product Award, Housewares Exhibition, NEC
1990 Supreme Product Award, Housewares Exhibition, NEC
1990 Category Winner, The Housewares Industry Awards, Cookware
1991 Highly Commended, The Housewares Industry Awards, Kitchen Products
1991 Category Winner, The Housewares Industry Awards, Cookware
1992 The Best of British Product Design. Seven Entries.
1992 Vitramel Gold Award and Blue Riband Award
1992 The Inventive Spirit Exhibition, Brussels
1992 Finalist, Minerva Awards. Chartered Society of Designers
1993 Finalist, Minerva Awards. Chartered Society of Designers
1993 Design Innovation Award, Germany
1994 British Design Catalyst for Commercial Success, Singapore
2000 Silver Winner. New Product Award. Hotelympia
2000 A Designer's Eye. Photographic Exhibition. Municipal Gallery. Aveiro, Portugal
2000 A Designer's Eye. Photographic Exhibition. University of Aveiro. Portugal
2003 Experimenta. Lisbon. Project 01
2003 The Best of Portuguese Design Products
2010 Lisbon Design Show, Portugal

PROFESSIONAL CAREER

DANASCO, LTD. 1980
Design Director

Leading importer of well designed, top quality Scandinavian merchandise for the home. Brands included Arabia, Holmegaard, Hackman, Gustavsberg and Artek. Responsible to the Managing Director for the design, development and sourcing of an exciting new generation of products to be manufactured in Britain. These included ceramic tableware, glassware, cutlery, cookware, textiles, office accessories and furniture. Worked with several design consultants, including Robert Welch RDI. Successful launch of new ranges at the International Spring Fair, NEC, Birmingham.

STAFFORDSHIRE POTTERIES PLC 1980-1982
Design and Product Development Director

Major UK manufacturer of modern ceramic tableware and coffee mugs. Responsible to the Chairman for all aspects of design and marketing for the company and its overseas subsidiaries. Responsibilities included company corporate identity, products, packaging, trade fairs, promotional material, photography, catalogues, showrooms, concessions shops and management of the factory shop. Worked closely with the Chairman and Group Sales Director on marketing, market research, trade and consumer advertising and promotional activity. Direct management of fourteen staff including a design studio with ten designers.

NICHOLAS JOHN LTD.1982-1985
Chairman and Managing Director

Design, sales and marketing company of stylish and colourful range of products for kitchen and tabletop. Founder and driving force of the company. Responsible for all aspects of company development, with particular emphasis on design, marketing and new product development with selected factories in the UK. Developed a quality customer base in the UK and overseas consisting of multiple retailers Habitat, Boots, John Lewis, Sainsburys, Lewis's, House of Fraser and hundreds of independent shops and stores including Harrods, Liberty, Selfridges, Harvey Nichols, Heals, Fenwicks, DH Evans, Dickens and Jones. Received widespread international acclaim for design and quality of products, with most items selected by the Design Council.

NICK HOLLAND DESIGN GROUP LTD. 1985-1994
Chairman and Managing Director

Design, Marketing and Product Development Consultants. Established in 1985, Nick Holland Design Group was recognised as one of Britain's best product design consultancies. The group worked for a wide variety of international blue chip companies throughout Europe. In product design and new product development the group offered a full range of services including research and audit, design and

development, engineering and rapid prototyping, utilising Autocad systems. The group worked to BS5750/ISO 9001 Quality Management Systems and prided itself on high quality and professionalism, with numerous design awards for its work and consistently delivering successful commercial results for its clients. The group had extensive experience in the design and development of consumer products in telecommunications, professional audio, medical and housewares sectors. Clients included Amstrad, Boots, Curver BV, Grundig, Le Creuset, Loewe Gmbh, Panasonic, Sumitomo and WMF AG. The group were registered consultants with the Design Council and members of the Design Business Association.

QUEENSBERRY HUNT LEVIEN 1994-1997
Design Consultant

Established in 1967, Queensbury Hunt Levien is one of Britain's most successful and renowned product design consultancies. In ceramics and housewares the group are world leaders, with a wide range of international clients. The group's success has been achieved in good design for the mass market and has won six Design Council awards, the Duke of Edinburgh's design prize, and numerous international design awards. The group includes two Royal Designers for Industry and two ex professors of the Royal College of Art. Clients include Rosenthal, Ideal Standard, American Standard, Corning, Mitsubishi and Curver BV. The group are members of the Design Business Association.

VISTA ALEGRE ATLANTIS. SA 1998 - 2011
Design Director

Directly responsible for all aspects of product design and development for Vista Alegre Atlantis and its international subsidiaries. Direct management of the inhouse design team and liaison with many international external designers.
Group brands include Vista Alegre, Atlantis, Ivima, EMA, and Casa Alegre. Founded in 1824 Vista Alegre is the biggest manufacturer of porcelain in the Iberian Peninsular with a market share in Portugal of more than 60 percent and is one of the most famous and prestigious of all Portuguese brands. The VAA Group is one of the largest manufacturers of tableware and giftware in the world with four factories producing porcelain, earthenware, stoneware, lead crystal and glass. The brands Vista Alegre and Atlantis are famous worldwide for quality and design and the group also has many shops throughout Portugal and Spain.

NICK HOLLAND DESIGN LTD.1997 -
Managing and Creative Director

International product design consultancy with studios in Porto, Portugal and Cardiff, Great Britain.
Specialist in tableware and housewares, with expertise in all areas of ceramics, glass, metals, plastics and natural materials. Clients include leading brands in the UK, USA, Belgium, France, Germany, Italy, Portugal, Korea, China, Vietnam.