

# Royal College of Art

## Press Release



### NEW INNOVATION NETWORK TO LINK ROYAL COLLEGE OF ART GRADUATES WITH BUSINESS

The Royal College of Art, the world's only entirely postgraduate university of art and design, has launched a major innovation network so that business organisations can tap into the creative and commercial potential of its graduates.

The new venture, entitled InnovationRCA, creates a 'graduate gateway' for companies to engage directly with the College's world-renowned community of designers, artists and researchers.

InnovationRCA aims to bring greater coordination, clarity and reach to the Royal College of Art's relationship with business, as well as higher levels of professional support for new RCA graduates and alumni.

Established with a £1.1 million award from the UK Government's Higher Education Innovation Fund, InnovationRCA offers programmes in three main areas: applied research (building new knowledge), product development (launching new products), and creative business practice (acquiring new innovation skills).

"The Royal College of Art has a famously strong history of innovation," says RCA Rector Professor Sir Christopher Frayling.

"Many products now in everyday use started as RCA graduate projects and many RCA graduates have emerged as leading innovators in their fields. InnovationRCA is a logical and exciting extension of our work in this area. It shows our commitment to supporting early-career development of our graduates, transferring knowledge to business and finding new ways of building bridges between the world of higher education and the world of business."

As part of its service, InnovationRCA has developed a joint venture with Imperial College Innovations as well as its own portfolio of selected student innovations for licensing to industry. RapidformRCA, the College's rapid prototyping service funded by the London Development Agency, is also part of the network. Current InnovationRCA collaborations include interactive lighting development with Philips and a safer pharmaceutical packaging project with GlaxoSmithKline.

Jeremy Myerson, professor of design studies at the RCA, has been appointed the first Director of InnovationRCA. He says:

“What makes the Royal College of Art such a unique place for innovation is the focus on how people use products, services and technology.

“We believe that a user-centred, sustainable and socially responsible approach to innovation will be attractive to businesses who need to know what their customers are thinking and how they are changing.”

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For further information, interviews and images please contact Aine Duffy, Head of Media Relations, Royal College of Art on 020 7590 4127, e: [aine.duffy@rca.ac.uk](mailto:aine.duffy@rca.ac.uk) or Sue Bradburn, Media Relations Officer on 020 7590 4114, e: [sue.bradburn@rca.ac.uk](mailto:sue.bradburn@rca.ac.uk).

#### NOTES TO EDITORS

- The Royal College of Art is the world's only wholly postgraduate university of art and design, specialising in teaching and research and offering the degrees of MA, MPhil and PhD across the disciplines of fine art, applied art, design, communications and humanities. There are nearly nine hundred masters and doctoral students and more than a hundred professionals interacting with them including scholars, leading practitioners of art and design and innumerable specialists, advisors and distinguished visitors.

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