



Sir Misha Black Awards

for Distinguished Services to Design Education



MEDIA RELEASE

EMBARGOED UNTIL 1 AUGUST 2023, 12 noon GMT

The 2023 SIR MISHA BLACK AWARD
for Innovation in Design Education to be given to
HALEH MORAVEJ of Manchester Metropolitan University
for her sustainable design-led approach to creation and delivery
of nutritious food known as MetMUⁿch

The 1851 Royal Commission and the Sir Misha Black Awards Committee have announced that the 2023 Award for Innovation in Design Education is to be given to Ms Haleh Moravej of Manchester Metropolitan University for the creation and establishment of her globally recognised, award-winning, student-led MetMUⁿch programme.

The Award will be presented at a ceremony to be held at 6pm on Thursday 16th of November, 2023 at Imperial College, London. The Award was inaugurated in 1998 to ‘recognise those who, by contributing to the theory and or practice of Design Education in the United Kingdom and who, through innovation and vision, have ensured the education of designers has been measurably improved and the profile of design education enhanced’.

In 2011 MetMUⁿch, led by Haleh Moravej, brought Nutritional Science out of the lecture theatre and to the public. It’s central premise was to demonstrate how design-led techniques, combined with the keen creative minds of students and graduates could make healthy foods more appealing and accessible, first to students and then to the wider public.

Sustainability is the underpinning ethos for every aspect of MetMUⁿch, working with diverse professionals nationally and internationally to design sustainable food systems from food production, distribution and creating consumer awareness. Consumers

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Dr Nick de León



MEDIA RELEASE

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are empowered to develop healthy eating habits through informative, fun, packaging and labelling. What might be considered 'food waste' such as coffee grounds are used by students to grow mushrooms and food is preserved through fermenting.

Large scale public health and science engagement events are promoted. One such, included the creation, design and building of a kitchen in collaboration with external partners made entirely from recyclable cardboard.

MetMUnch is a creative programme of engagement and empowerment which has been reaching across all areas of the university as it sits simultaneously within and outside core disciplines. It is innovative and inspirational.

Mary Mullin, Chairman of the Sir Misha Black Awards Committee, commented:

“There is nothing more central to the health and wellbeing of a nation than proper nutrition. However, the cost to the planet of food production and delivery over the last seventy or so years is only now being recognised. The cost in financial and physical terms of the consumption of ultra processed foods is also lately being acknowledged. A design-led education programme to create awareness, develop solutions and demonstrate how this disastrous spiral can be halted, and turned around, through the marriage of science, system design and delivery deserves recognition by which it is hoped it will be widely copied and applied.”

Ms Moravej commented: “I am sincerely grateful for being honoured with the Sir Misha Black Award for Innovation in Design Education.

It is not often that an entrepreneurial nutritionist, passionate about climate emergency receives such recognition and it highlights the significant impact that design can have in our world.

Furthermore the Award confirms the effectiveness of creative collaboration across different disciplines in addressing complex societal challenges.

I feel humble, following in the footsteps of legendary visionaries and genuine change makers who have previously received the Award. It is an excellent source of motivation for me at a pivotal moment in my career to strive further and explore new horizons in design education, specifically in sustainability, social entrepreneurship and nutrition.”

The Award will be presented at the same ceremony as the 2023 **Sir Misha Black Medal for Distinguished Services to Design Education.**

See separate release and www.mishablackawards.org.uk

For further information contact the Administrator: mishablackawards@gmail.com



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BACKGROUND NOTE FOR EDITORS

The Sir Misha Black Award for Innovation in Design Education was instituted in 1998. It stands alongside the Sir Misha Black Medal for Distinguished Services to Design Education which was established in 1978. The decision to create an additional award was in response to changes in Design Education since 1978.

Previous recipients of the Award

1999	Professor Norman McNally, Glasgow School of Art
2001	Professor Roger Coleman, Royal College of Art Dr Paul Ewing, Imperial College
2002	Professor Ken Wallace, Cambridge University
2003	Professor Adrian Forty, Bartlett, University College London
2004	Jane McCann, University of Derby
2006	The Design Against Crime Research Centre, University of the Arts, London
2007	Coventry University School of Art & Design, Department of Industrial Design
2009	Professor Tony Dunne, Royal College of Art
2011	Creative Research Into Sound Art Practice (Crisap), London College of Communication
2012	Manchester School of Art
2014	The National Art&Design Saturday Club
2015	Professor Rachel Cooper, Lancaster University
2016	Professor Catherine McDermott, Kingston University
2019	Arts University Bournemouth
2019	University of Brighton Design Archive
2020	FixED: Professor Daniel Charney and Dee Halligan
2021	Oliver Broadbent, Constructivist Ltd
2022	Judah Armani, InHouse Records

Sir Misha Black

Sir Misha Black was an industrial designer who with his partner Milner Gray, founded DRU (Design Research Unit) in the late 1940s. It became one of the first international, interdisciplinary design practices with major clients in industrial design, architecture and graphics. In 1959 Misha Black was appointed the first Professor of Industrial Design at the Royal College of Art, a post he held until his retirement in 1975. He was the most influential design teacher of his time, involved in international design affairs as well as being a gifted speaker and writer on design matters.

About the Royal Commission for the Exhibition of 1851

The Royal Commission for the Exhibition of 1851 offers major awards to scientists and engineers for research, development and design. First established to stage the Great Exhibition in 1851, the Royal Commission's extraordinary history is founded on an inspired vision of the importance of education to economic success.