



Sir Misha Black Awards

for Distinguished Services to Design Education



FOR IMMEDIATE RELEASE

The 2024 SIR MISHA BLACK AWARD

for Innovation in Design Education to be given to

ZOWIE BROACH of the Royal College of Art, London

The 1851 Royal Commission and the Sir Misha Black Awards Committee have announced that the 2024 Award for Innovation in Design Education is to be given to Zowie Broach of the RCA who as an educator, has radically changed the paradigm of how we might design, act and think about fashion.

Zowie Broach has been Head of Programme, MA Fashion at the Royal College of Art since 2015, having also taught at University of Westminster; Parsons New School for Design, New York; SAIC in Chicago; Bezalel Academy, Jerusalem; and from 2009 to 2011 as designer in residence at London College of Fashion. Previously she co-founded the avant-garde design studio and brand Boudicca, which was the first independent British label to show during Couture Paris, as well as exhibiting at Arts Institute of Chicago and the Tel Aviv Museum. More recently Boudicca featured as part of the London Design Museum's 'REBEL: 30 years of London Fashion'.

Boudicca, having staged the first ever fashion show to be live streamed back in 2004 by SHOWstudio, continued to investigate the digital interface as a tool, and the exploration of identity and material. Keeping her eye firmly on both present and future, Zowie is a principal investigator into whether machine intelligence can support and relate to the manual intelligence of Haute Couture. This relates strongly to the long-term consultation for Cartier she was part of, with a project about craft futurism.

Zowie Broach embraces fluidity of gender and identity, the merging of the physical and the digital, and bringing together different fields to create new futures and thought processes that go beyond the usual fashion practice, challenging a new disruption to the industry from graduates across high luxury to research, questioning and impacting a fashion future. Having been part of the Globalise Resistance protests at the turn of the century, at RCA she co-led the Grand Challenge on what it means to be a future

Continues over...

Royal Commission for the Exhibition of 1851, 453 Sherfield Building, Imperial College, London SW7 2AZ
mishablackawards@gmail.com | www.mishablackawards.org.uk

Chairman

Professor Malcolm Garrett MBE RDI FISTD
Royal Designers for Industry

Committee

Professor Peter Childs FREng FIMechE FASME
Imperial College London

Professor P John Clarkson FREng
The Royal Academy of Engineering

Professor Geoffrey Kirk RDI FREng
The College of Medallists

Professor Chris Wise RDI FREng
Royal Commission for the Exhibition of 1851

Co-opted Member
Dr Nick de León



MEDIA RELEASE

Continued

human. She is contributor to Neo Couture, a research project under the Laboratory for Artificial Intelligence in Design, and collaboration between the Royal College of Art and the Hong Kong Polytechnic University. This research aims to explore how AI can be used in fashion and textile design with early concepts for digital material interactions that are informed by values critical to Haute Couture.

Zowie Broach has been voted into the top 500 Fashion Leaders, Business of Fashion for the last 8 years.

Malcolm Garrett, Chairman of the Sir Misha Black Awards Committee, commented:

“Zowie Broach’s innovative approach to fashion and education, questioning broader concerns beyond the catwalk, consistently gives a refreshing re-appraisal of fashion practices, and inspires students and industry with an enduring relevance.”

Zowie Broach has commented: “I say thank you so deeply that it booms across the sky, as this is thanks not only for the honour of even being considered for this award, but a thank you that resonates out to all those, whom I have had the privilege to work alongside. Running with a fire horse you all did, and I am very grateful and certainly did not ride alone!”

The Award will be presented at a ceremony to be held at 6pm on Thursday 21 November, 2024 at Imperial College, London. Following the presentation of the Award Dr Moore will deliver a short address on her philosophy on design education and her influential work in the field of fashion design.

The Sir Misha Black Medal for Distinguished Services to Design Education will also be presented at the ceremony.

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



Sir Misha Black Awards

for Distinguished Services to Design Education



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 |
| 2023 | Haleh Moravej, MetMUnch |

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.