Hi everyone,

Thank you to those who was able to make it to the session last week! We hope you enjoyed it as much as we did, and found it a useful introduction to the project. For those who did not make it, we are looking forward to meeting you this week!

Our next session will be Wednesday 24 January and will be held online:

**Session Title:** Market research & product feasibility

**Location:** Online via Microsoft Teams

**Time:** 5 – 7pm   
Link to meeting: [Click here to join the meeting](https://teams.microsoft.com/l/meetup-join/19%3ameeting_NzU4ZGY4NGMtZTY1MC00NzhhLTgzM2MtMjNhNzdkNDFjY2My%40thread.v2/0?context=%7b%22Tid%22%3a%228c6429c4-167f-477b-b8cb-77ee82758d11%22%2c%22Oid%22%3a%2297f42fad-99bd-45f8-9c48-901d752283dd%22%7d)

Meeting ID: 352 805 863 115   
Passcode: bkAbWp

[Download Teams](https://www.microsoft.com/en-us/microsoft-teams/download-app) | [Join on the web](https://www.microsoft.com/microsoft-teams/join-a-meeting)

The session will be led by Zoe, Jordan and Russell.

**The session will be led by Zoe, Jordan and Russell and will look like this:**

* Welcome and check in
* Introduce the buddy system and access requirements
* Intention setting
* Main session – Market research & Product feasibility  
  part 1 – led by Jordan & Russell   
  part 2 – led by Zoë
* Q&A

**Things to note:**

* We’ll be using the white board & some other functionality in teams
* Some of the session will involve breakout groups

**To bring to the session:**

* This session is more informational in style but if you do want to show any developments to your 3 x 3 x 3 or your ideas there will be a moment for that
* Any questions that have come up for you since last week

**Other things to mention:**

* We have a Padlet that will be home for all things related to the project: <https://artslondon.padlet.org/ztynancampbell/homewith2lg>
* Payment: For those who have attended two sessions by week three (Feb 7) we will be in touch to arrange payment of the bursary to you. The rest of the payments will be arranged after the final session (Feb 21).

**Accessibility**

If there are any barriers to your participation in the programme or you have access requirements to this session you wish to discuss, please contact us at [notjustashop@arts.ac.uk](mailto:notjustashop@arts.ac.uk) in advance, and we'll be happy to discuss these with you.

Please also let us know if you have any questions, or if you are unable to make this session.

Looking forward to meeting you next week!

Best wishes,

Clio  
............................................................  
**Clio Delcour-Min**   
not just a shop Retail and Student Engagement Coordinator  
she/her  
  
**not just a shop**

University of the Arts London  
Careers and Employability  
[272 High Holborn  
London WC1V 7EY](https://www.google.com/maps/search/272+High+Holborn+%0D%0A+London+WC1V+7EY?entry=gmail&source=g)

The [number one ranked university](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hitachicapital.co.uk%2Fbusiness-finance%2Finvoice-finance%2Finvoice-finance-blog%2Fuk-university-s-students-most-likely-to-start-or-manage-a-business%2F&data=04%7C01%7C%7Ca402aac83c92463b527308d96195b8c8%7C84df9e7fe9f640afb435aaaaaaaaaaaa%7C1%7C0%7C637648117949390197%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=XATYYMd%2FwG1ihJHedVxr7GY%2BZ%2FUj8eef5%2FA1d9X9FdA%3D&reserved=0) in the UK for students graduating to start and manage a business.

If you are a student or alumni interested in selling your work through **not just a shop** please check our [website](http://www.arts.ac.uk/about-ual/not-just-a-shop/) for details and current submission dates, or you can sign up to our [newsletter](http://arts.us7.list-manage.com/subscribe?u=f43550faa16adb8d7a5037ed4&id=fe936f2799) and you will be the first to know when applications are open

**T**: 0207 514 2277

**W**: [notjustashop.arts.ac.uk](https://emea01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fnotjustashop.arts.ac.uk%2F&data=04%7C01%7C%7Ca402aac83c92463b527308d96195b8c8%7C84df9e7fe9f640afb435aaaaaaaaaaaa%7C1%7C0%7C637648117949410187%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=PNla1OGZNPLy4dvjn2oM%2FG686mvYmHVTOGZmZs4%2FwtQ%3D&reserved=0)

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**Shop opening hours:** Tuesday – Thursday 11am – 3pm

Please note my working days are Tuesday – Friday

**Further information:**

**Industry partners**

We are delighted to announce that our partners for this project are [2LG Studio](https://www.2lgstudio.com/). Based in South East London, 2LG Studio is founded by creative duo, Jordan Cluroe and Russell Whitehead. Working in residential and commercial Interiors, design consultancy and styling they have a wealth of experience in both interiors and product design and a unique design language.

Collaborating with leading designers and showcasing rising talents is key to their approach, and we can’t wait for them to share their insight and experience with you. We loved their ‘[you can sit with us’](https://www.2lgstudio.com/projects/you-can-sit-with-us-london-design-fair-2023/) project at this year's London Design Festival.

Jordan and Russell will join us each week and guide you through the process as well as give you a behind the curtain look at what running a design studio, working with clients and manufacturing looks like for them.

**Programme**

Please see below for an outline of the session programme\*:

|  |  |  |
| --- | --- | --- |
| **Date** | **Session info** | **Location** |
| Wed 17 Jan, 5 – 7pm | Welcome session, introduction to the project | In person, High Holborn |
| Wed 24 Jan, 5 – 7pm | Market research & product feasibility | Online |
| Wed 31 Jan, 5 – 7pm | Commercialising your practice - from pricing to marketing | Online |
| Wed 7 Feb, 5 – 7pm | Initial ideas session | In person |
| Wed 14 Feb, 5 – 7pm | Relationships - working with clients and retailers | Online |
| Wed 21 Feb, 5 – 7pm | Digital space session - finalise designs & feedback | In person |

\* There may be some small changes to the schedule content, we will confirm exact details of locations and links to sessions in the new year.

**A reminder of what to expect during and throughout the live brief:**

* A bursary of £100 for attending 2 or more sessions.
* The opportunity to design either a tea towel, a napkin or an apron.
* A safe and inclusive space for experimentation and development with minimal financial risks.
* Industry feedback on your designs.
* Practical support throughout the process up to delivery of final products.
* Production costs of your finished product paid for by not just a shop (including packaging).
* You will receive a number of finished products for you to keep and sell or give to friends and family.
* Professional photography of your final product.
* Products sold in store and online at not just a shop.
* Window display to celebrate the launch of the products.