

## David Louis Hendley - Profile

**David Louis Hendley** is recognised as an innovative and creative designer, harnessing his design ethos and blending technology and style into his final pieces David's range of products spans several clear brands and ranges.

Born in Arklow, Co Wicklow, Ireland David is now based in Birmingham's Jewellery Quarter in the UK. After graduating from his recent post graduate course in entrepreneurship alongside his horology and silversmithing and design skills David has created a unique brand around his commercial and bespoke product design.

David's passion is in product design mixed with entrepreneurship he loves to create products the public love and likes nothing better than seeing his products in hotels, restaurants, friends' homes and more recently on TV in Eastenders and in one or two Hollywood films including Ridley Scott's "Prometheus".

Over the years David has picked up many awards both for his designs and his business acumen – these include Entrepreneur of the year and the Birmingham Assay office design awards.

David offers his clients innovative and functional products alongside quality production by himself, his silversmithing and pewtersmithing associates and his team of polishers and other allied trades.

Alongside running his commercial design business at the moment David is working on ranges for prestigious Bond Street outlets and enjoying supporting new and emerging creative designers alongside lecturing on entrepreneurship in the creative industries.

### • Describe your most recent products.

The Godfather Spaghetti measuring device has holes to measure a child sized serving of spaghetti and three other holes, for a single diner, a couple and triplets. The aluminium egg cups have a sleek, retro 1950s space rocket quality, but the good looks come with a hidden storage trick the components are magnetic and are designed to be attached to the outside of the fridge

### • What gave you the idea for the products?

My product often have a humour twist, as well as a stylised elegance, so the spaghetti measuring device is shaped like a knuckle-duster and is called The Godfather.

### • What has influenced the products development?

I try instil my products with a sense of surprise. It works as a kind of story. You get the inquisitiveness on the form and shape of the item this leads up to the use and function being revealed. This creates a desire.

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- **How do your products respond to changes in the market place?**

I think the explosion of Internet usage and the ability to go from a concept to a prototype using Rapid Prototyping has given European based manufacturers and designers an edge over the global market. We can have an idea and turn it into a 3D concept in 5 days. This can become a commercial product in 2 weeks and can be available to the public and shops within the month.

- **What / who influences your product design?**

My attitude to design is heavily influenced by industrialists and trailblazers for the industrial revolution, such a James Watt and Matthew Boulton and polymath designers such a William Morris; explorers and thinkers such as Charles Darwin also inspire me.

- **What inspires you?**

I am further inspired by cutting edge technology being used to compete in the market place examples include Rapid Prototyping and Rapid Manufacturing. I also apply innovation to function. It is my personal goal to blend function with beauty to create an array of products that are beautifully simple, sculptural and desirable. I aspire to developing designs that will stand the test of time and become design icons of the future.

- **What motivates you?**

I enjoy change and variety I believe totally in style and function blending together as uniquely and beautifully as possible.