



Ayme Fitzgerald (centre)

Born in 1979, Fitzgerald was a singer and dancer before enrolling on the textile design course at Cleveland College of Art. She graduated in 2007, and now designs patterns for wallpaper, interior and fashion fabrics from her home-cum-studio in Middlesbrough.

Key products Las Vegas Blue wallpaper with Swarovski crystals and peacock feathers. Wild Side wallpaper (pictured) with metallic foiling.

Manifesto "Good design should create a feelgood factor. I create surface patterns using digitally manipulated photography combined with screen printing and hand embellishments, such as flock and foil. The Las Vegas Blue wallpaper forms part of a collection of bold wall art and surface pattern designs based on Las Vegas. Wild Side is part of a new collection based on safari, exotic florals and wild colour combinations."

One to watch because... These are vibrant, pulse-quickening designs. We love her confident use of colour and sophisticated mixing of computer graphics and collage. Full-on tropical chic is set to be one of next year's hottest looks.

How to buy Fitzgerald sells patterns rather than specific products, but a 10m roll of digitally printed wallpaper made to order costs around £200.

Contact 07974 086404 (aymefitzgerald.co.uk).

Guadalupe Velazquez (left)

Born in Mexico in 1976, Velazquez began making furniture as a child. Determined to become a designer, he moved to the UK to study product design at Kent Institute of Art & Design. He graduated in 2005, and now designs lighting and wallpaper from his studio in Reading.

Key products Moss light (pictured) in polypropylene and laminated fabric. Echoes light in polypropylene.

Manifesto "I aim to design attractive, eye-catching products using aerodynamic shapes, decorative structures and bold colours. Most of my designs are related to either nature or industry. The Moss light shade was inspired by aeroplane turbines, while the Echoes light, which is made from leaves of polypropylene fixed together with

metal rivets, is a contemporary take on the geometric forms of sculptures made by the Aztec god Quetzalcoatl."

One to watch because... Velazquez has a real eye for colour and sculptural form. His work is innovative without being overly complicated and his lighting is a clever – and very contemporary – blend of decorative charm and industrial cool.

How to buy Made to order. Moss light (W: 70cm x H: 50cm), £480; Echoes light (W: 56cm x H: 49cm), £220.

Contact 07748 968717 (occenca.com).

James Churchill (far left)

Born in 1984, Churchill became interested in design through a teenage fascination with architecture. He graduated from Northumbria University in 2007 and is currently one of the university's designers in residence, operating under the label Jim Made This.

Key products Poncho chair (pictured) with beech, plywood and European oak frame; Camper chair with upholstered seat and American black walnut frame; Flat Cap stool with solid oak frame and bent plywood seat covered in dog-tooth check.

Manifesto "The key components of a well-designed chair are comfort and proportion. I use traditional woodworking techniques combined with the latest in computer-aided manufacture to create modern updates of classic pieces. The Poncho chair, for example, is a contemporary take on the archetypal armchair. There's a large dose of tongue-in-cheek humour about my work, too – furniture should be playful."

One to watch because... Well-crafted, quiet and simple with a witty, retro edge, these are precisely the kind of chairs we want in our homes.

How to buy Chairs are available on commission. Poncho chair (W: 85cm x H: 75cm), £1,095; Camper chair (W: 45cm x H: 75cm), £495; Flat Cap stool (H: 71cm), £295. **Contact** 07843 684788 (jimmadethis.co.uk).

One Year On, an exhibition showcasing new designers, runs from July 10-13 as part of New Designers at The Business Design Centre, London N1 (0844 848 0140, newdesigners.com). Tickets £9 (plus £1.50 booking fee), or £13 on the door.