

press release



**Middlesex
University**

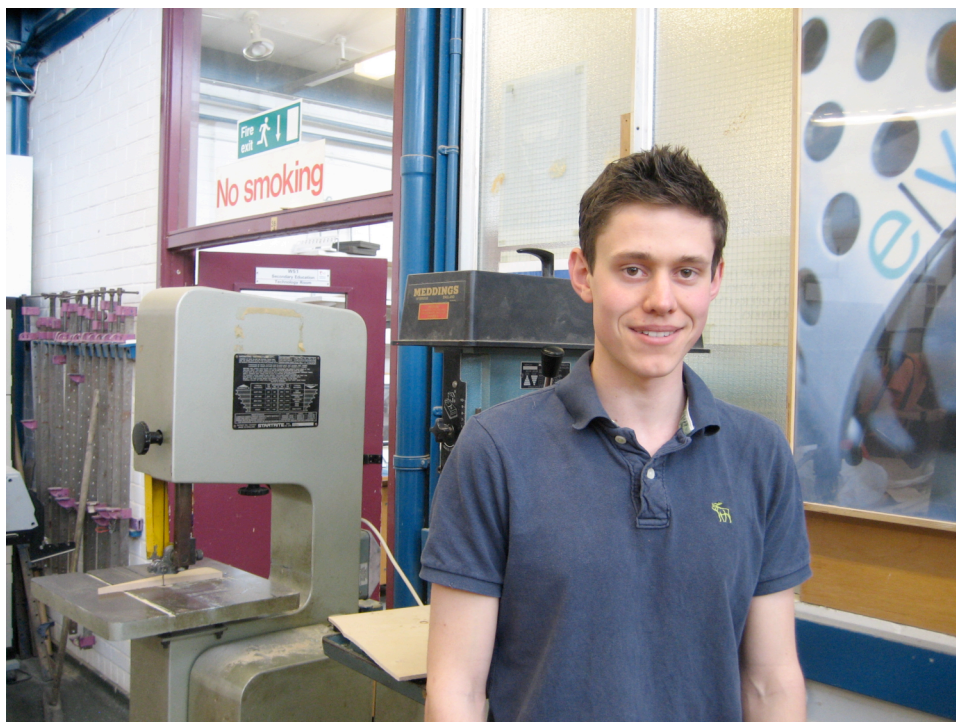
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Chichester design student to exhibit at the Truman Brewery in London

Middlesex University Product Design student Ben Arent, from Chichester, is busy preparing to exhibit the results of his degree course work at a special exhibition.

Each year the University stages its Art and Design Graduate show at the trendy Old Truman Brewery in east London's Brick Lane. This annual event attracts representatives from the design and art worlds on the look out for talented young designers. This year Ben will be one of the BA Product Design and Engineering students who will be exhibiting the products he has designed and manufactured during his final year at Middlesex. The show will be open to the public from 6 to 9 June 2008.



Ben is designing a new communication aid for the elderly. Recognising that IT products aren't easily accessible for many elderly people, Ben has designed 'Betty' for those without ready access to computers and the



Internet. 'Betty' is an online aggregator which will allow elderly users to be a part of a small social network, ultimately keeping them in touch with friends and families. 'Betty' is meant to be a passive device that will work with minimal technical ability but the more comfortable users become with it, the more they will get out of it. Ben has also specifically designed an elderly friendly router to hook 'Betty' up to the Internet.

A key component of the BA Product Design is the third year work placement. Ben was lucky enough to get to spend a year in Seattle, USA working for the architectural lighting firm, Resolute. In this role, Ben was able to work on projects like designing the lighting for Starbucks coffee shops.

Ben chose the Middlesex Product Design BA because of the "facilities, the open syllabus, and the tutors". He characterises himself as a "jack of all trades" and after graduation hopes to increase the amount of freelance work he does to get even more experience. For now, Ben is working hard to complete 'Betty' for the Art and Design Graduate show in early June.

Ben's work can be seen at www.benarent.co.uk

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Editors Notes:

- For further information, please contact Middlesex University Press Officer, Katie Martin on 020 8411 6761 or at k.martin@mdx.ac.uk
- For more information about the Product Design BA at Middlesex University please visit www.mdx.ac.uk
- The photo is of Ben Arent in the Product Design labs at the Trent Park campus of Middlesex University.
- This year, the Middlesex University Art and Design Graduate Show will take place at the Truman Brewery from 6 to 9 June. If you would like to attend please contact Katie Martin as above.

Based in north London, Middlesex University is one of the UK's largest universities. Its academic heritage can be traced back to the late nineteenth century origins of its founding colleges. Today Middlesex is regarded as an excellent international provider of higher education, championing a socially inclusive approach to participation in post secondary education.

