

Press Release May 2016

## DOMINIC WINS NATIONAL COMPETITION TO DESIGN POSTER FOR 110-STORES

Northwich teenager Dominic Longhorn is St. Ambrose College's new poster boy having won a national competition to design an original poster to promote careers in the furniture industry.

Pupils from over 1500 secondary schools nationwide were invited to design a poster to hang in all 1100 DFS stores nationwide.

The competition run by the Furniture Makers' Company, a charitable guild promoting the furniture industry, saw the winning entry go on an all expenses paid trip to the DFS advertising agency in Leeds to develop his idea and assist their senior design team to develop the concept into an key piece of marketing.

Dominic 14, from Northwich, who is studying Design Technology as one of his 10 GCSEs and hopes to continue the subject at A Level, said: "I wanted to show that a career in the furniture industry wasn't just about working with your hands but that there are so many different opportunities in design, manufacture, marketing and retail."

He added: "That said I enjoy working with my hands, love producing a finished product and get great satisfaction from completing a design project from start to finish."

St. Ambrose College Design Technology Teacher Dale Krause said: "Dominic worked on this extra curricular project totally by himself and produced a design which perfectly met quite a complex brief."

Mr Krause added: "It was a great prize to get some first hand experience of a design team working in industry to produce his concept and I am sure he will be popping into the local DFS to see his work adorn the walls in the months to come."

