

SPACE

INTERNATIONAL HOTEL DESIGN

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RITA BANCROFT, MARKETING DIRECTOR, NEWH UK CHAPTER



Driven by her passion to support the next generation, Rita Bancroft brings her enthusiasm, industry knowledge and marketing skills to NEWH

How did you first become aware of the NEWH?

I have been aware of the amazing work NEWH do in supporting the next generation for the past 25 years. Although I supported the NEWH initiatives and events, with a young family, a demanding job, and an extended family to organise I knew I couldn't commit quality time to it.

The turning point was a breakfast meeting at BDNY, where I got to see the scale of sponsorships awarded to design and management students. It was a star-studded event: Venus Williams was there as a hospitality owner. But what struck my heart were the speeches the winners gave, explaining what a difference the scholarship would make to their life.

What was the initial 'draw' to join the NEWH?

To be part of a community that is making a difference for the next generation. Throughout my career, I have always supported graduate placements, often leading to a permanent position. It is a joy to see those graduates running their own creative agencies, heading up marketing departments, and being in positions where they are nurturing the next generation. I am often referred to as "mom", by the younger members of our team – I take that as a great compliment, because if I can make a positive contribution and see them thrive, I will have had a career well lived.

As marketing director what is the core message you wish to convey?

NEWH is a non-profit networking organisation for hospitality industry professionals, facilitating connections and sharing knowledge to enhance the growth and development of the sector. We work hard as a team to create engaging events, whether that's hotel tours, creative events, education, or sharing knowledge at Roundtable's hosted by industry leaders.

Central to all this activity is generating funds to support the next generation of talent entering our industry. So, that involves increasing membership, getting sponsors for events, and selling tickets. We rely on social media and media partners like yourself to get our message out, so thank you for your support.

As a nation, do you think we celebrate emerging talent enough?

No, we don't shout about our successes enough – the UK has world leading talent in design, engineering, software, film production etc, and it's like we're too shy to talk about it. Mainstream media seems to be obsessed with talking everything down. I strongly believe that success breeds success, and a more optimistic outlook might have a positive effect on our economy.

I am incredibly proud to be a mom of two young women working in STEM. They are both passionate about science – our oldest is a physics teacher at a secondary school and our youngest is in her second year studying a master's in Architecture and Structural Engineering. They were both taught by the same amazing female physics teacher at Wolverhampton Grammar and are now spreading the light she sparked in them.

We need to create opportunities for the next generation, as they are the lifeblood of our sector. Internationally, the NEWH has given \$8.7 million dollars to 2,959 students since it was founded, £60,750 of that has been awarded to 62 students in the UK.

What is your day job?

I run my own independent marketing consultancy business, working with companies across interiors sector. My day job can range from pulling together a business strategy for a brand, working with sales teams to better engage with their customer base, writing features and project case studies for the press, to producing research reports for trade bodies such as CIUK, creating brochures, and developing new websites and social media assets. I love the mix of clients and the mix of activities I'm involved with. I work with brands I feel passionate about, which keeps me energised and enthusiastic. I hope my marketing skills have helped us to spread the NEWH message stronger and louder.



NEWH, UK Chapter Events and fundraisers

Many people shy away from professional Networking, how would you encourage someone who finds it a daunting prospect, to join in?

There isn't anything to be daunted about. You will find yourself in a supportive environment where you can learn, share your skills, have a great time, and do good in the process. Where else can you do that?

What is the NEWH currently focused on?

Each year the NEWH UK chapter honours the creative talents of chapter members who are aligned with their mission of supporting scholarship and education with the much-coveted Top ID award. This year's Top ID awards went to Dawson Design Associates, La Villaine, and Goddard Littlefair. The night was hosted and sponsored by Boss Design and all proceeds from ticket sales go towards scholarship awards for interior design students.

We are also supporting the CIUK next generation awards in April. Alys Bryan, managing editor at CIUK's online magazine Design Insider was one of the judges for the NEWH UK 2023 scholarship awards, and I'm delighted to be reciprocating by representing NEWH UK. The winner will be announced at the CIUK annual dinner on Thursday 25th April in Manchester, and given a chance to work with industry leaders, to gain real-world insights, and establish career-defining connections. It's essential that we work collectively as trade organisations, as together we can make an even bigger difference.

And on a rare day off?

My perfect day would be long walk at a National Trust property with my family, and a lovely meal back at home or a local pub depending on how far we've travelled. Living in central England means that the North Wales coast, the Lake District and the Peaks are all only a couple of hours away, so we regularly plan weekends away in between our annual holidays.

For details on joining the UK chapter contact Mel Wetheridge at mel.newh@yahoo.com

NEWH, THE WORLD'S BIGGEST ORGANISATION FOR NETWORKING IN THE INTERNATIONAL HOSPITALITY DESIGN INDUSTRY, HAS CHAPTERS AROUND THE WORLD. TO FIND OUT MORE ABOUT US, AND TO JOIN YOUR LOCAL CHAPTER, LOOK US UP ON SOCIAL MEDIA OR VISIT OUR WEBSITE.



newh.org



EMMA BAILEY

BA Interior Design
MIDDLESEX UNIVERSITY

newh.org

What prompted Emma to choose interior design as a career direction was, "The fact that you can stimulate an emotion or a feeling just by visually being exposed to an interior or a surrounding – that a space can affect your mood, comfortability, productivity and mind was always fascinating to me," she tells SPACE. Now in her final year of studies at Middlesex University, Emma continues to be intrigued by the same connection between aesthetics and psychology in design.

Selected project (pictured):
 For one of Emma's university projects, she designed an eye-catching office on Oxford Street for the Metropolitan Police to foster a better connection with the public and marginalised communities.

NEWH is an international not-for-profit organisation with 29 chapters across the United States, Canada, and Europe. Bringing together professionals from all facets of the hospitality industry, NEWH provides opportunities for education, professional development, and networking. To date, it has awarded more than seven million USD in scholarships that provide promising interior design and architecture students opportunities to pursue careers in the hospitality industry.

room – travellers now look for a deeper connection, and a sense of place to where they are travelling to. This could be achieved by connecting the hotel's design to the location's culture and landscape. This leads to a satisfied guest experience through the interiors, allowing guests to learn about the location they are exploring through the design.

Tell us about your dream design project

My dream project is to have been able to work on The Jewish Museum in Berlin, designed by Polish American architect Daniel Libeskind. I love this project as the



How has the NEWH scholarship benefited you so far?
 The NEWH scholarship funding has helped me progress through my final year at university. But the money has also enabled me to take my learning and creativity beyond my studies, giving me the ability to attend various design shows and events, as well as opportunities for me to travel and visit some of my favourite designers' work.

In addition, the scholarship has given me access to events and conferences that will aid my learning and open discussions with professionals in the working world of design, connections of which are invaluable for my future career.

Discuss a design innovation that's emerging or a major change you are foreseeing in hotel design

A design trend in the hospitality industry that is emerging is placemaking in hotels which is due to a shift in the guests' needs post-COVID-19. Guests don't want a hotel that offers a standard cookie-cutter guest

building is so cleverly designed to be symbolic of the history and hardships Jewish people have experienced. Libeskind creates an incredibly powerful and emotionally overwhelming design to capture an emotional response from visitors of the museum.

A thing of the past that you have a nostalgic affection for

I hold nostalgic affection for mid-century modern furniture because it's rooted in the unique characteristics and design principles of its time. I love this era of furniture design due to its timelessness. The furniture is known for its clean lines and simple shapes, which are still evident and used in design today. The use of innovative materials for the time such as plywood and plastic brought a more modern and contemporary feel for furniture at the time. The furniture is very versatile and can be blended and integrated with other styles and still feel harmonious with each other.