

## Designing the Queen's Baton: from concept to production - the process of design

### William Mitchell



### Biography

*William Mitchell was born and educated in Glasgow, gaining a degree in Product Design from Glasgow School of Art in 1996. His first job after graduating exposed him to the world of Italian household goods and furniture and also gave him an opportunity to develop a piece of furniture he originally designed in Art School. In 1999 he started working with his father Alec Mitchell in a small engineering consultancy, which not only helped develop his understanding of engineering principals, but also introduced skills in client and financial management. Since 2004, William has been a director at 4c Design Ltd, a Glasgow based product design engineering consultancy.*

### Abstract

In his talk, William will introduce the audience to the design consultancy which he runs with his partner (and founder) Robin Smith and how the company has adapted and changed to suit the Scottish market, including some of the projects they have worked on. The talk will also cover the design thinking behind the creation of the Commonwealth Games Queen's Baton, commissioned for the Glasgow games in 2014. The subject should appeal to anyone with an interest in design, the future of innovation in Scotland and of course the design of the Queen's Baton.