



PriestmanGoode shortlisted for Tomorrow's Train Design Today competition

Design and brand experience agency PriestmanGoode can announce that it has been shortlisted to move forward in the FutureRailway Competition 'Tomorrow's Train Design Today'.

With two strands to the competition, PriestmanGoode has been shortlisted for the Next Gen Train Interiors Challenge, which focuses on medium term designs for rolling stock interiors with a focus on flexibility and adaptability. The other strand to the competition – the 4CS Train Challenge – focuses on long term designs for rolling stock.

Paul Priestman, director at PriestmanGoode and Global Creative Director of CSR Sifang comments: 'We're delighted to have been shortlisted in this much needed competition. 1.6 billion passengers travelled on the UK's railways last year, more than double that in 1995. With increasing numbers of people being priced out of cities and moving to the suburbs, the pressure on our trains, and commuter trains in particular, is forecast to continue. Passengers are already facing cramped conditions. It's imperative that we find a long term solution to tackle the big issue of rail overcrowding, to alleviate pressure on the system, improve passenger experience, quality of life and value for money.'

PriestmanGoode.

About PriestmanGoode

PriestmanGoode is a design consultancy that specialises in delivering exceptional brand experiences for a roster of leading international companies.

Using design as a strategic tool to transform businesses, we use our unique global viewpoint to deliver solutions that are tailored to place brands and cultures on the world stage, helping our clients achieve holistic brand experiences and customer loyalty.

From aircraft interiors, airports, public transport and high speed trains to hotels and consumer products, our diverse portfolio enables us to draw from our experience across different sectors to deliver new innovations. This unique way of thinking has led us to become brand and innovation partners with a number of leading companies around the world.

Our designs are about people: from end users to maintenance staff, they are used by millions every year. We're interested in how things work and how to improve them. We believe great design should be simple, elegant, intuitive, easy to maintain and efficient to manufacture.

Our company is steeped in the tradition of great British design, but our experience over the years, our interest in the new and our ambition to redefine expectations of great design has led us to become leaders in our field. We define future trends and are at the forefront of global design today.

www.PriestmanGoode.com

For further information, high resolution images or to request an interview, please contact:

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