



**Press release**

**Issued XX November 2011**

## **Women's development group uses 'iconic' car to nurture design talent**

Wales' women's economic development agency, Chwarae Teg, has teamed-up with a local car dealership to inspire Wales' next generation of designers and celebrate the charity's 20<sup>th</sup> anniversary.

Cardiff-based Wessex Garages has donated an iconic Fiat 500 to Chwarae Teg that has been covered with the organisation's logo.

The branded vehicle will be used by Chwarae Teg to encourage entries to its design contest, launched last month, that is inviting female students from across Wales to create a piece of artwork based on their interpretation of the Chwarae Teg 'ribbons' logo.

The competition aims to help encourage and build female design talent in Wales that will contribute to the economy and intellectual property rankings in the future.

Chris Wiseman, operations director at Wessex Garages, said: "We are extremely proud to be associated with the Chwarae Teg Design Contest and the Fiat 500 is an ideal 'mascot' to promote the unity between the businesses.

“The car’s original design in the 1950s was ingenious and held the promise of an exciting new life to those who never had their own transportation before. It enabled people to drive to places to get better jobs, offered new recreational possibilities and truly changed the lives of millions who previously didn't have access to such possibilities. This promise of a new future has a great synergy with the opportunities Chwarae Teg makes available through its projects, schemes and training courses and I wish all the design competition applicants every success with their entries.”

The Chwarae Teg Design Contest is open to female students based in Wales who studying creative disciplines from A-level or equivalent and upwards. Such disciplines could include: art, photography, graphic design, fashion and sculpting, at school, university or college.

Wessex Garages, a family-owned company with locations in xx and xx, has a track record in supporting female employees and creating a truly welcoming environment for women customers.

Katy Chamberlain, chief executive of Chwarae Teg, said: “We are extremely grateful to Wessex Garages for the support they have shown our design contest.

“There’s a great synergy between our aims for the competition and the Fiat 500. Through the competition we are aiming to inspire students to use their design flair and ambition to help nurture a new generation of world-class female talent. In turn, this boosts Wales’ internally owned intellectual property which helps improve our economic ranking.”

Chwarae Teg’s 20<sup>th</sup> anniversary celebrations will culminate with the launch of a three month exhibition at the National Waterfront Museum in Swansea on International Women’s Day-March 8<sup>th</sup> 2012. The finalists in the design contest

will have their work displayed as part of the exhibition in the museum celebrating women in Wales.

Katy Chamberlain continues: "The design contest is a great opportunity for us to recognise the creative talent we already have in Wales and the contribution this industry makes to the economy, while at the same time giving a helping hand to the careers of successful entrants."

**Closing date for submissions is Sunday 18<sup>th</sup> December 2011 details of how to enter can be found at <http://www.chwaraeteg.com/design-contest/>**

**ENDS**

**For more all media enquires please Rachel Mortell or Caroline Holmes at Working Word on 02920 646840 or email [rachel.mortell@workingword.co.uk/caroline.holmes@workingword.co.uk](mailto:rachel.mortell@workingword.co.uk/caroline.holmes@workingword.co.uk)**

**Notes**

- Chwarae Teg is the leading agency for the economic development of women in Wales.
- The Agile Nation project has benefited from a total ESF Convergence Fund of £12.5m. Of this £4.2m was funded through a Targeted Match Fund of £4.2m from the Welsh Government.
- ILM is Europe's leading authority on leadership and management.