

Demelza Tindall



“I have always felt it to be a great privilege to be a recipient of an Arkwright Scholarship. In the years after receiving my award I have experienced the positive effects of an accolade looked upon highly by those in engineering and design, many of whom I have been fortunate enough to meet as a result of the opportunities opened to me by my connections with the Trust. I am confident that this association – a proud part of my CV – has been instrumental to many of the achievements so far, such as successful enrolment on the internationally acclaimed and highly competitive Automotive Design course at Coventry University. The whole Arkwright experience has helped to equip me with new skills and confidence and using the sponsorship money I have realised some of my best project work to date”.

Demelza’s outstanding GCSE project work secured The Sir Henry Royce Award, for outstanding craftsmanship, at the Arkwright Presentation of Awards in October 2003. On the same day she was also awarded the WISE Award (Women into Science and Engineering) for her outstanding achievements in her GCSE examinations.

‘A’ Level project “Nebuchadnezzar” aesthetic innovation –

A project title chosen because of its endless scope for interesting, imaginative, and innovative design. Foyer decorations are the building blocks from which the first impression of a company or organisation can be constructed. Illuminations are the most striking of these foundations; they are one of the first things that can be seen when entering a building. As a centrepiece, a sculptural illumination can evoke the very essence of its position and surroundings,

or the philosophies of the organisation it represents: quality, longevity, or innovation, for example.

Designs that offer both form and function in equal share work to enhance the pleasure and devotion of members of the immediate ‘community’ to their shared space. A wider understanding of the enjoyment of the functional ‘art form’ should be promoted, and discussion about the items encouraged.

Scholarship Awarded 2003-2005
Sponsor: Ford Motor Company Limited

Demelza’s achievements

Coventry University

Automotive Design (BA honours)

Kesteven and Grantham Girls School

‘A’ Levels

- ▼ Maths B
- ▼ Physics A
- ▼ D&T Product Design A
- ▼ Art A
- ▼ General Studies A

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Making the Future Brighter in Engineering,
Design and Technology

A successful design fulfils all the needs of the people and environment around it, and reveals a designer with an acute awareness of the world around them, in terms of what is required by that world, what they can do for the world, and what inspiration they can draw from it.

The Nebuchadnezzar aims to embody all these design philosophies, created specifically for its prestigious client: The Royal Air Force. Extensive research carried out prior to and during the construction ensured a product was produced that introduced something new and competitive to the market, while still guaranteeing that it fulfilled a definite need. Visits to lighting showrooms and talks with specialists were only a small part of it – when it comes to design, inspiration can come from literally anything seen, imagined, or experienced by a fresh, open mind. The project title offered a chance to allow a pure flow of creativity and boundless imagination to work freely and passionately, alongside a focus on precise engineering and meticulous construction, resulting in a unique design with well-defined functionality.

A series of different manufacturing processes morphed concept into creation, much of which was performed by hand, in accordance with the initial visualisation. Three-inch wide tubes of 16-gauge stainless steel were hand-sawn



to remove 25mm slots, leaving straight spines of interconnected circular rings to be gently curved into shape.

Along with a copper inner tube, these are mounted in holes bored into a core of hand-finished Manzanita tree roots from the USA. Standing on 5 solid stainless steel legs, the intertwining structure of organic and inanimate forms reflects the synergy between man and machine, as well as the contrast between the human and mechanical aspects of an organisation that is greater than the sum of its parts, and in which organic and inorganic work in harmony to achieve incisive functionality. Also evoking the energy, grace, and beauty of the airborne fleet, Nebuchadnezzar's arms seem to 'reach for the sky', yet envelop the

vulnerable core in a protective cocoon. The scope of this piece is limited only by the imagination, and yet its tantalisingly ordered form is sufficiently abstract to provoke engaged thinking and questioning.

In her free time Demelza likes to watch sci-fi, reading and listening to music (classical, pop, easy and soul) her flair for creating extends to making her own music.

Demelza's ambitions are to be successful in the field of Automotive Design and apply her creative skills and visions to the medium of film.

The Arkwright Scholarships Trust

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