

The Worcestershire Pear Tree

Press Event: HND Graphic Design

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Guests

- Colin Foxall - MD, [Nexus Creative Warehouse](#)
- Mike Ashton - Chairman, Chamber of Commerce
- Susan Crowe - Economic Development, County Hall
- [Antony Poels](#) - Sculptor, Worcestershire Pear Tree

Worcestershire Pear Tree Charity Logo Design Selection - would you like to join us?

Students on the HND Graphic Design course have been working on a 'live' project to design a logo identity for the planned Worcestershire Pear Tree sculpture Charity. The sculpture is to stand adjacent to the motorway network, identifying the county of Worcestershire and becoming a place of local interest and enjoyment.

Sculptor Antony Poels visited the college to discuss with the students some of the plans and ideas for the creation of what will become a county landmark. Students were able to study a model of the Worcestershire Pear Tree and offered many ideas for further development of the sculpture into a tourist attraction. Since the meeting, each student has creatively designed graphics to support the project.

After selection by supporters of the Charity the chosen design will be announced at a lunch meeting on Wednesday 10th November 2010 at The School of Art & Design, Worcester College of Technology. A number of guests will be attending the event to discuss with the students the ideas and production process of their designs. The winning student will receive national recognition for their design and a tremendous boost to their design career.

Press Event

Time : 13:30

When: WEDNESDAY 10TH NOVEMBER 2010

Where: ROOM F6A SCHOOL OF ART & DESIGN

WORCESTER COLLEGE OF TECHNOLOGY

BARBOURNE

WORCESTER

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