

EIP



EIP to sponsor University of the Arts London's new "UAL Showroom" and a series of exhibitions

EIP is delighted to announce that it has agreed with [University of the Arts London](#) that it will become the exclusive sponsor of the newly launched [UAL Showroom](#).

The first exhibition to be held in the Showroom under EIP's sponsorship will be Growing Ideas – an exhibition that celebrates the first year of the SEED Fund, a funding and business support programme for UAL students and graduates to develop innovative and sustainable business ideas. The Growing Ideas exhibition at UAL Showroom in High Holborn, London, runs until 5 April 2013.

Gary Moss, solicitor and partner at EIP and Head of EIP Legal, said: "Through our previous work with UAL's Own-It IP clinic program and mentoring of UAL Masters students we have seen first-hand the need for greater collaboration between the institutions educating creative professionals and the legal professionals whose task it is to help them protect their IP rights. This is central to assisting the artists and designers of the future to protect their creative efforts and to avoid many of the issues we see arising out of pre-existing misconceptions of the intellectual property system.

"UAL is Europe's largest specialist arts and design university and one of the world's premier institutions for the arts. EIP is both proud and excited to be developing closer ties with an institution whose colleges have long been a training ground for prominent UK inventors and creators of intellectual property including Sir James Dyson, Sir Terence Conran, Mandy Haberman, Paul Smith, Jeff Banks, Antony Gormley and Jimmy Choo."

Stephen Beddoe, Director of Student Enterprise & Employability (SEE) at the University of

the Arts London, said: "University of the Arts London and SEE are extremely pleased to receive financial sponsorship for the Showroom from EIP, a leading London firm of Intellectual Property attorneys and solicitors. This generous support will extend for a year and will cover four upcoming showcasing exhibitions at the Showroom.

"EIP provides legal expertise that deals with a range of issues around 'creative content' as part of their daily work with clients. By supporting the exhibitions at the Showroom, they have demonstrated that they are interested in supporting UAL's talent at the outset of their careers, recognising that experimentation and the research and development of creative ideas, products and projects is at the core of what we do at UAL, and a reason why London and the UK is a world leader in the creative and cultural industries. It is even more encouraging that EIP is a neighbour of UAL in High Holborn, as we hope to build rewarding and long term relationships with companies, organisations and retailers in this area of London."

The UAL Showroom collects, selects, shows and sells the best art, design and ideas from all creative disciplines across the university in order to profile and promote its talented students and graduates for work opportunities, commission and sales. The Showroom is a creative space that hosts a range of exhibitions, displays, pop-up shops, talks and events, all highlighting UAL's enterprising successes. After Growing Ideas a further three exciting exhibitions are scheduled over the next year.