

flyingstart blok™



Names: Joe Heard, Chris Pellegrini & Andy Summers
Ages: 25, 28 and 26 years
Business name: Blok
Service: Multi disciplinary design
Website: www.blok-design.com
University: University of Hertfordshire

'Our vision is to develop Blok into an internationally recognised creative brand that is desired for its distinctive quality and characteristic design style.'

Brief description of business: Blok is a multi-disciplinary design studio built on a passion for creativity that spans the world of furniture, product, interiors and graphics. As well as being a design agency collaborating with external clients, Blok also produces its own pieces. These range from bespoke one-offs to more batch-produced items, which are retailed directly from their website and private stockists.

From developing a new luxury brand identity to designing a range of interior furniture, Blok's diversity allows the selection of projects from across a host of different industries, from food to Cosmetics.

Business achievements:

- Exhibited at a number of events as part of the annual London Design Festival.
- Products exhibited exclusively at Selfridges, London.
- Looking at expansion into the Chinese market shortly in interiors and graphics.

Blok on how FlyingStart has helped: 'As well as providing a good grounding into what needs to be considered when setting up a business, the most helpful aspect about the Programme was that it provided us with a forum to meet other people in the same situation. This has given us the chance to learn from others and gain great advice.'

At a glance...

Graduated: 2006
Degree: BA Product Design
Starting Trading: 2006



↑ Seating for the NHS by Blok

About the FlyingStart Programme

This 12-month business start-up programme for new entrepreneurs is delivered by the NCGE and supported by the UK Government's Department for Business, Innovation and Skills (BIS). An intensive three-day residential training course is followed by 12 months of specialist mentoring and support. The aim is to have 60% of all graduates trading within one year. FlyingStart ensures all new graduate businesses have a ready-made national and regional network, a dedicated mentor, appreciate the 'know-hows and know-whos' of practical business, and understand how to make money.