

# Government reveals Scotland's Baby Box designs



Jelena Sakura

The final six designs for [Scotland's Baby Box](#) were revealed by the Minister for Childcare and Early Years, Mark McDonald in Dundee yesterday.

The shortlist includes the Loch Ness Monster and buses, with each box intended to be interactive recording milestones and memories in the baby's life.

Mr McDonald said: "This competition has absolutely captured the imagination and creativity of young designers throughout the country and I am extremely impressed by the exceptionally high quality of all the entries we received.

"It was a difficult task but the judging panel managed to narrow the submissions down to the final six I have unveiled today. One of these designers will not only receive exclusive mentoring from leading Scottish designers Scott Jarvie and Holly Fulton as well as a prize of £1,000 but will see their idea rolled out on every box, for every baby in Scotland, once they launch nationwide this Summer.

"The Baby Box is a simple idea with a proven track record in tackling deprivation, improving health and supporting parents, and I'm extremely pleased we are now another step closer to introducing it throughout Scotland. It is a fantastic initiative that will play a major role in realising our wider government ambition of giving all children the best possible start in life and I look forward to working with my fellow panel members to ensure the box itself has the best possible design."



Jelena Sakura



Ruth Hamilton

**Concept**

My design focuses on the ideas of **imagination, play and family bonding**, which aid the mental and emotional development of a growing infant. The surface design features playful, modern illustrations that act as visual reminders of the various activities parents, carers, and family members can enjoy with their babies, which help stimulate the baby's mind and senses, as well as allow for more parent-child bonding.

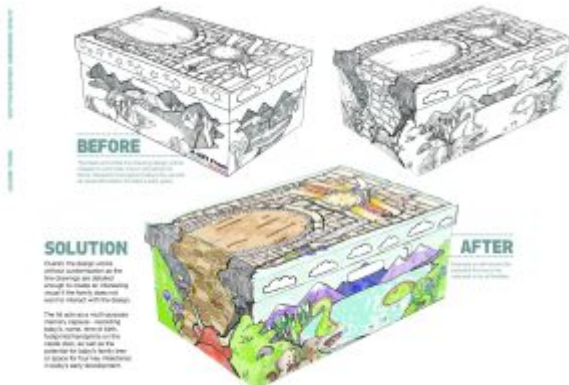
The surface print is designed with two main goals in mind, to offer parents, carers, and family members support and reassurance while playing with the baby, and to later become a tool that the child can play with more independently and imaginatively.



My surface design transforms the box into a customizable 'memory box' that captures the special moments of the baby's early years, allowing space for both photographs and text to be added.

Various shapes and characters transform the box into a tool for imaginative storytelling.

Marwa Ebrahim



**BEFORE**

The initial design was a simple, abstract pattern that was not very appealing to the target audience.

**SOLUTION**

During the design phase, the client requested an abstract design that was more appealing to the target audience.

The final design was a colorful, detailed illustration of a landscape with trees and a sky.

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**AFTER**

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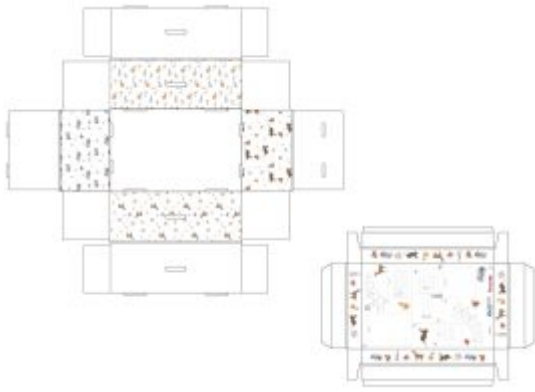
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Leanne Young



Grace Brown

Philip Long, Director of V&A Dundee, said: “Scotland’s Baby Box is a fantastic initiative, helping to give newly-born children across the country an equal start in life.

“Over the winter our shortlisted Baby Box designers have been working hard to develop their designs based on feedback from our expert judges. We have all been very impressed with the creativity and professionalism of the final submissions. Selecting a winner will not be easy!”

The shortlisted designers are:

- Grace Brown, North East Scotland College
- Marwa Ebrahim, Glasgow School of Art
- Ruth Hamilton, Edinburgh College of Art
- Lena Sakura, Edinburgh College
- Monika Stachowiak, North East Scotland College
- Leanne Young, Edinburgh Napier University

The winning design will be put into production and rolled out on every Baby Box from Summer 2017 until March 31 2019.