



Dr Panch Suntharalingam and Adelle Webster

Dr Panch Suntharalingam is currently the Course Director for MA Design and Visualisation and the lead academic for MA Luxury Brand Management, MA Luxury Product Management and MA Luxury Jewellery Management.

Adelle Webster has a master's degree in Visual Communication and specialises in the use of industry standard design software for training graduates and postgraduate students in creating compelling outcomes intended for communicating design intent. Adelle works in all areas of design such as Product, Textiles, Fashion and Graphic communication. Her skill set includes content managed web systems.

Dr Suntharalingam also teaches Product Design, Interior Design and Interior Products Design in the UK and abroad and his areas of expertise and interests include: design and visualisation, engineering product design, industrial design, knowledge transfer partnership (KTP) programmes, software programming, enterprise development, medical product design, interior products, research methods, rapid prototyping and design using computer technology.

His work as design engineer and computer scientist has led to many published opening title sequences featured on BBC and ITV networks including 'Top Gear'. His wealth of experience with the manufacturing industry includes 'knowledge transfer partnerships', gaining three first class Department of Trade and Industry (DTI) awards for achievement in innovation. He is also an external examiner at various national and international universities at undergraduate and postgraduate level.

A device to detect awareness in patients with severe brain injuries was developed by Dr Suntharalingam for use at the Royal Leamington Spa rehabilitation centre. This device named ESP (extra sensory perception) was trialled on patients with severe brain injuries and the results showed that some patients who were tested using ESP had recovery potential. The accurate diagnosis of recovering brain trauma patients has major care implications.

Dr Suntharalingam and Adelle Webster have used significant computer technology in Knowledge Transfer Partnerships (KTP) programmes which feature highly in engaging graduates with industries such as AGA Rangemaster, GlassDomain, STI-Europe, Seymour Harris Architects. These partnership programmes have given these Midlands based

companies' outstanding achievements in their range of products and most of all, a design methodology to retain a competitive edge from design and contract procurement to the products they manufacture. All 17 partnership programmes have recruited graduates from the programme that Dr Suntharalingam teaches.

The partnership with AGA Rangemaster, STI-Europe and GlassDomain has led to designs that are efficient in their use as well as reducing the manufacturing cost without any loss of quality or heritage values. The products designed and manufactured for STI-Europe feature in schools and Universities' in the UK.

Creating design standards for contract procurement and enterprise related activities at Birmingham City University has ensured that Dr Suntharalingam and Adelle Webster can deliver the latest software techniques that industry can use for the design to manufacture of products on a consultancy basis at Birmingham City University.

To contact either Dr Suntharalingam or Adelle Webster please use the email shown below:

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