

Inside:

9

page

research  
focus

More awards  
for Square  
Mile project

Stars visit  
for Cultural  
Exchanges

# DMU World

Summer 2014

Picture  
special

#DMUglobal  
students in  
Brazil

Beyoncé  
wears  
DMU graduate's design



De Niro, Hanks,  
DMU and the Baftas

We reveal the DMU connection as  
celebrity photos go in the Bafta spotlight

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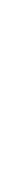
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## LMF

### Putting Leicester on the map for music

Leicester Music Festival, in partnership with Capital FM East Midlands, is the first-of-its-kind and largest two-day event in Leicestershire. Expected to draw a crowd of 44,000 from across the region, gates open from 11am at the Welford Road stadium, home of the Leicester Tigers, on Friday 25th and Saturday 26th July 2014.

Headlining Friday's show is 'Frisky' star Tinie Tempah who will be joined by 'Just be good to green' rapper Professor Green, 'Little Red' Katy B, singer-songwriter Billy Ocean, reggae group Aswad and double-Grammy award-winners Soul II Soul featuring Jazze B OBE. Saturday's show is headlined by global superstar Labrinth. Joining him will be UB40 featuring Ali Campbell, Astro and Mickey Virtue, boy band Union J, pop favourites The Saturdays, X Factor winner Sam Bailey, chart toppers The Real Thing, funk phenomenon Kool and the Gang and Asian pop band Stereo Nation.

Dance sensation Diversity will also be performing on both days of the festival. Tickets for LMF are on sale now priced from £45 per person per day and can be purchased from [www.theticketfactory.com](http://www.theticketfactory.com), [www.skiddle.com](http://www.skiddle.com) and in person at Visit Leicester (on Gallowtree Gate) and the Leicester Tigers' ticket office. Visit [www.leicestermusicfestival.co.uk](http://www.leicestermusicfestival.co.uk) for more information.



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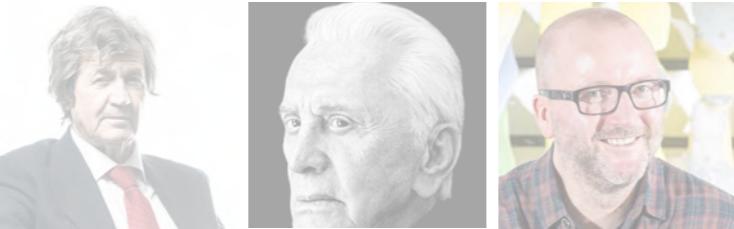
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# 9-page research special

See pages  
19-27



## NATIONAL AWARDS FOR DMU'S FOCUS ON PUBLIC GOOD

DMU's commitment to bringing about positive change for the public good has led to the university scooping two more highly prized awards.



## STUDENTS BENEFIT FROM MAJOR SPORTS CLUB PARTNERSHIPS

DMU is committed to giving our students the best-possible experience – and our fabulous partnerships with the city's three major sports teams play a big part in making that happen.



## DMU'S POSTCARD FROM BRAZIL

One of the first trips as part of the ground-breaking #DMUglobal programme was a two-week field trip to Brazil – where students visited Rio De Janeiro, São Paulo and bumped into a Brazilian football legend.

## GRADUATE'S COLLECTION GOES ON SALE AT RIVER ISLAND

DMU fashion graduate Katie Eary has continued her success story after launching a collection with the high-street giant.

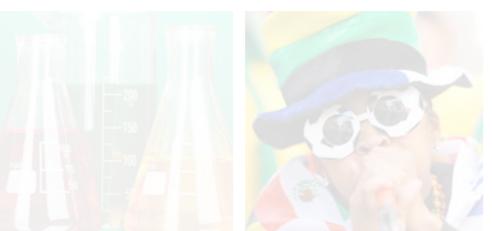


## GRADUATE'S CELEBRITY PHOTOS ARE SHOWCASED BY BAFTA

Stunning photographs of famous actors taken by DMU graduate Andy Gotts have been on show at a Bafta exhibition.

## HOLI CELEBRATIONS AND DMU NEWS ROUND-UP

Design students on Sweden internship, US ambassador's plea to DMU, Green Party leader's visit plus other university news in brief.



## MR SPEAKER CHAIRS STUDENT DEBATE ON CAMPUS

As Speaker of the House of Commons, John Bercow is famed for keeping order – and he showed just how it is done during an event at DMU.



32



Cover photograph © Getty Images

## DMU World Team

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# Contents...

Square Mile manager Mark Charlton with his team Amy White and David Hollis as well as Vice-Chancellor Professor Dominic Shellard, back centre.



## National awards for DMU's focus on public good

DMU's commitment to bringing about positive change for the public good has led to the university scooping two more highly prized awards.

**A**n unwavering commitment to using its knowledge and resources to benefit the public good has earned the DMU Square Mile project a Guardian University Award for outstanding positive contribution to the local community.

Hot on the heels of that prize came the news that DMU had won University of the Year at the Asian Voice Political and Public Life Awards 2014, again in recognition of the innovative DMU Square Mile project. At a glittering award ceremony in London, the Guardian University judges presented the

### The Guardian University Awards Winner 2014

"Community Contribution" award to DMU Square Mile for its record-breaking work with The Rik Basra Leukaemia Campaign to encourage people to sign up to the UK stem cell register.

The stem cell project, which was

backed by stars from the world of pop music and sport, has twice broken the record for the single largest recruitment drive held by a university in the UK and in total this academic year has brought in more than 2,500 potential donors – 2,500 chances to save lives.

Square Mile manager Mark Charlton said: "The Stem Cell project is a fantastic collaboration with the Rik Basra Leukaemia Campaign. I can't put into words how delighted we are to receive this award, so instead we intend to show our pride through action and continue to make an impact wherever we are able."

DMU Square Mile is the brainchild of the university's Vice-Chancellor, Professor Dominic Shellard, who said:

"Students and staff at DMU come to DMU to make a difference. DMU Square Mile exemplifies this. I couldn't be more proud of our selfless volunteers who have worked so hard with Rik Basra to recruit so many more stem cell donors."

"This award is testament to DMU's dedication to ensuring higher education is fundamental to



Rik Basra chats with student volunteer.

bringing about positive change for the public good."

DMU Square Mile utilises a network of student volunteers and academic experts to run projects that have a positive effect on the lives of people in Leicester.

Asian Voice – one of the largest circulated Asian publications outside of India – presented its award to DMU at a prestigious dinner at the House of Commons in London.

The host, Keith Vaz MP, said: "Each year the Asian community pays tribute to those who have made a special contribution to our public and political life. We are delighted to honour those who work so hard to celebrate the diversity of our multicultural country."

DMU celebrates a rich diversity on campus and more than 20 per cent of all DMU students are Asian.

Professor Shellard received the award on behalf of DMU and said: "DMU is securing a global future for our students in an increasingly competitive world

and seeking to equip them with the skills and experience required by employers. DMU Square Mile initiatives are fundamental to this aim."

Last year, the Gandhi Global Family presented DMU with two awards in recognition of its Square Mile work. Professor Shellard followed in the footsteps of former US president Bill Clinton and the Dalai Lama in receiving the Mahatma Gandhi Seva Medal, while DMU itself was presented with the Mahatma Gandhi International Award in Delhi.



More on DMU and the public good: See Confucius Institute on p34 and Policy Commission on p40



One of the stem cell recruitment drives.



Tarun Chawla helps Chloe Suns.



New College pupil Kacie-lily Yeoman, 11, with third-year DMU Design Craft student Sarah Churchill.

## Good marks for Homework Club

It was a double success for DMU at the Guardian University Awards as the Square Mile's Homework Club was named as runner-up in the Community Contribution category.

**M**ore than 1,400 Leicester pupils are receiving a boost to their academic and social skills thanks to DMU's Homework Club.

The club, part of the Square Mile community engagement initiative, provides one-to-one mentoring for pupils, learning support and extra-curricular activities.

The project allows students to use their skills to support children and academics to find ways of making their subjects engaging to a younger audience, meeting needs set out by teachers.

Jane Gadsby, head teacher at Stokes Wood Primary, said: "The partnership with DMU is invaluable. Our pupils come from one of the most deprived council estates in Leicester. DMU projects and the students themselves provide role models and activities which our children can aspire to."

Danny Bullock, head teacher at Inglehurst Junior School, said: "This is one of the most exciting and rewarding programmes we have been involved with and long may it continue."

To find out more about Square Mile, visit [www.dmu.ac.uk/squaremile](http://www.dmu.ac.uk/squaremile)





## DMU Graduate Champions land perfect jobs

**Jasmin secures first-class post thanks to DMU's Frontrunners scheme**

A third-year Business Studies student from DMU secured a job before completing her course – and said it was all down to gaining vital work experience on the university's innovative Frontrunners scheme.

Jasmin Mann, 21, of Leicester, called on fellow students to sign up for the scheme, which offers paid work placements, mostly on campus, to help students apply their knowledge in the workplace and boost their CV.

Jasmin signed up to two DMU Frontrunners schemes during her studies, firstly working for DMU's Faculty of Technology and secondly working with the Leicester city centre police force, looking after their social media accounts and planning events.

When she applied for a job with the Royal Mail, Jasmin was able to talk about the skills she had acquired as a result.

Jasmin will start her job as a line manager for the Royal Mail's East Region in the autumn. She will be in charge of up to 40 staff at a Royal Mail distribution centre.

Jasmin said: "I would urge all students to join the Frontrunners scheme. The experience you gain and the work ethic you adopt as a result is so important."

"The employment market is getting tougher and tougher and yet many students are graduating with little or no work experience. It is very hard to say 'this is why you should employ me' when you have no experiences to talk about."

DMU's new scheme to help graduates into work is already reaping rewards.

**T**hree DMU graduates have been singing the praises of the university's innovative Graduate Champions scheme after it played a vital role in helping them land jobs.

Shireen Hussain has been offered a job by the company she had originally joined for an internship as part of the programme while Priyanka Balcrisna's

placement at Leicester City was crucial in landing her new post. Idir Lakrimi has also found a job as a management accountant for the NHS in Oxford.

Compass Group UK & Ireland, the UK's largest contract catering and support services business, was

so impressed by Shireen's hard work at the company's Birmingham offices that it has now taken her on full time in its learning and development department.

The 24-year-old, who graduated with a BSc (Hons) in Business Information Systems, said: "I am so delighted to have been offered a job. DMU Graduate Champions is a fantastic scheme. It is a real unique selling point for the university."

DMU Graduate Champions offers recent graduates from the university the chance to take up paid, intensive work placements with leading UK businesses in order to enhance their CV and help them stand out from the crowd in a furiously competitive jobs market.

"As soon as I put the Graduate Champions details on my LinkedIn page I started getting calls from companies. It gave the perfect impression."

Idir took up placements with Leicestershire County Cricket Club and Leicester charity FreeVa.

for the NHS in Oxford.

**DMU GRADUATE CHAMPIONS**



employers alike that up to 95 more internships are starting in June for DMU undergraduates who graduate in the summer.

Computer Science graduate Priyanka, inset, took up a placement working on IT projects for Leicester City Football Club.

As soon as she told potential employers about the placement, opportunities came knocking, and she is now looking forward to starting work as a junior developer in the IT section of Nottingham-based property support service Styles and Wood Group. Priyanka will provide IT support and help develop the company web pages.

Priyanka said: "Obviously Leicester City is a great company with a great reputation, but the employers were just as impressed with DMU for running an internship scheme for their graduates."

DMU Graduate Champions offers recent graduates from the university the chance to take up paid, intensive work placements with leading UK businesses in order to enhance their CV and help them stand out from the crowd in a furiously competitive jobs market.

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for the NHS in Oxford.

**DMU GRADUATE CHAMPIONS**

Shireen Hussain says DMU Graduate Champions is a unique selling point for the university.

© Getty Images



# Beyoncé wears DMU graduate's design to open Grammys

DMU graduates have already created clothes worn by A-list stars such as Lady Gaga and Kate Moss – now we can add pop superstar Beyoncé to the list.

**T**his year's Grammys awards ceremony opened in spectacular fashion when Beyoncé took to the stage wearing a bodysuit designed by DMU Contour Fashion graduate Nichole de Carle.

Wearing the onyx tuxedo in black from Nichole's latest collection, the pop queen put on an amazing performance with her hit single *Drunk in Love*.

The singer has become the biggest star yet to join the list of Nichole de Carle London's celebrity followers, including Paloma Faith, Nicole Scherzinger and Jessie J.

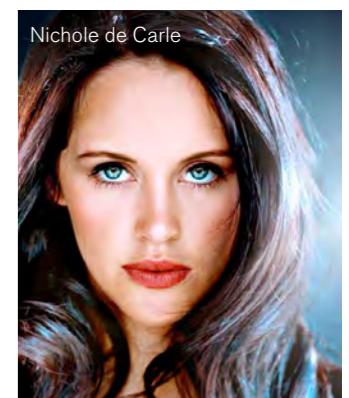
Nichole launched her career in the luxury lingerie market after graduating with a First from the world-renowned Contour Fashion course at DMU in 2005. She specialised in body contour and fit, within lingerie, swimwear, corsetry and bridal wear – skills that later secured her positions at Alexander McQueen, Donna Karan and Pleasure State.

Spurred on by McQueen's creativity and enthusiasm for high-end design, it was her time spent at his design house that ultimately motivated her to launch her own label in 2008. Since then her designs have won her international acclaim and a host of celebrity fans.

During her visit to DMU, she offered advice for students hoping to follow her into the "tough... but very rewarding" fashion and media industries.

"You need to be on social media. It has a huge impact," she said.

"Have your own unique voice. You need to be so determined, keep self-belief."



beautiful and very 'high-end' fashion, and therefore it comes as no surprise that an icon like Beyoncé would choose to wear one of her designs for something as important as the Grammys.

"When Nichole was studying here she was always extremely driven – also working as a student rep and part-time model – and her final year work was just exquisite."

DMU's long list of celebrity links includes graduates Leanne Brooke and Katie Eary both designing clothes for Lady Gaga.

Leanne founded luxury lingerie and bodywear brand Obey My Demand after graduating from DMU with a First in Contour and Fashion Design. Lady Gaga wore an Obey My Demand bra in the video for her hit single *Born This Way*, which reached No.3 in UK singles chart and was a huge No.1 in the USA.

Lady Gaga has also worn a towering bearskin-style hat designed by Katie.

Elsewhere, British *Vogue* used Katie's clothes for a photoshoot, modelled by Kate Moss and shot by Mario Testino.

## Style counsel

**F**ashion and celebrity stylist Kalee Hewlett had some top tips for DMU students when she opened the university's Inspiring Creativity and Enterprise (ICE) event.

With exhibitors from creative and self-employment sectors and six exclusive workshops from organisations such as The Mighty Creatives, BBC and lingerie designer Susi Henson, ICE was definitely not an event to miss.

Kalee's talents have led her into styling for a range of international fashion titles and personal styling for a number of prominent TV and radio personalities, such as Fearne Cotton, Holly Willoughby and Tess Daly.

During her visit to DMU, she offered advice for students hoping to follow her into the "tough... but very rewarding" fashion and media industries.

"You need to be on social media. It has a huge impact," she said.

"Have your own unique voice. You need to be so determined, keep self-belief."

# POST CARD DMU's postcard from Brazil

One of the first trips as part of the ground-breaking #DMUglobal programme was a two-week field trip to Brazil – where students visited Rio De Janeiro, São Paulo and bumped into a Brazilian football legend.



Above, the DMU party meets Brazilian football legend Clodoaldo (centre); out and about in Brazil; at Ibirapuera Park, São Paulo.  
© LaiQuocArt, Mark Carrel / shutterstock



The DMU travellers get to know police officers in São Paulo.

**S**tudents and staff travelled to Brazil for one of the most exotic adventures which #DMUglobal has to offer.

One DMU group spent two weeks in South America experiencing university life in Santa Maria at the Universidade Federal de Santa Maria (UFSM), studying, learning basic Portuguese and soaking up the culture of a different country.

Students from UFSM visited DMU last year and the relationship between the two institutions has flourished ever since.

During a visit to São Paulo Santos FC stadium, they met Brazilian football legend Clodoaldo, who played a key role in one of the most famous goals in history.

Playing in the nation's 1970 World Cup-winning side, alongside Pele, he memorably contributed to the goal by Carlos Alberto Torres, against Italy in the final, by dribbling past four opponents in his own half.

Meanwhile, two other students –

Advertising and Marketing student Amy Silver and law student Ryan Dawson – joined the World Cup organising committee to see first-hand the preparations for the 2014 global spectacular.

Many students were using the trip to gain valuable insights into their degree studies.

Andrew Lager, 34, taking Education Studies, said: "I'm looking to work in further education so it was interesting to see the differences in the curriculum between Santa Maria university and further education in the UK.



Taking in the view at Ibirapuera Park.

"Brazil is amazing, it's huge and such a different way of life. I could not have chosen a better group of students/chaperones to be on this field trip with. Cheers #DMUglobal!"

Zak Chevin, studying History with French, said: "In history one of our modules is making the modern world so it was good to see the theory in practice with Brazil, which is still a developing country."

The Brazil trip was just one of the experiences offered to DMU students and staff in the pilot phase of the programme.

It also includes study trips



DMU on the Road to Rio,  
see pages 24-25



## Equipping students for the global jobs market

#DMUglobal is a ground-breaking initiative aimed at securing a global future for DMU students in a fiercely competitive marketplace.

It offers the majority of students a meaningful international

experience during their studies, enriching their lives and ensuring that they are better equipped to meet the needs of global employers when they graduate.

From 2014/15, #DMUglobal

will embody all international experiences that DMU staff and students can engage with, both on campus and overseas.

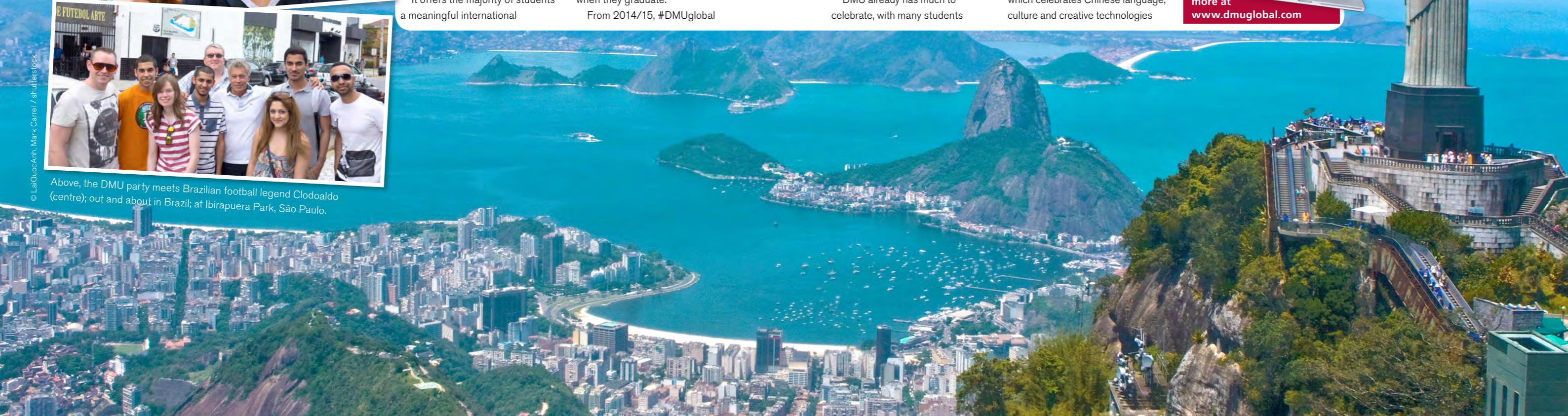
DMU already has much to celebrate, with many students

already engaging in international experiences during their studies.

Centres such as the International Centre for Sport History and Culture, with its Brazil World Cup exhibition, and the DMU Confucius Institute – which celebrates Chinese language, culture and creative technologies

– offer engagement with different international perspectives on campus.

Find out more at  
[www.dmuglobal.com](http://www.dmuglobal.com)



**It was interesting to see the differences in the curriculum between Santa Maria university and further education in the UK.**

Andrew Lager



# Students' creations at LONDON FASHION WEEK

Childhood-inspired creations by two DMU students hit the catwalk during London Fashion Week after they were shortlisted for a prestigious national award.

**D**MU Fashion Design students Amy Crofts and Lucia Graham were among 16 students from across the UK chosen

as finalists in the prestigious Fashion Awareness Direct (FAD) competition. The contest has been described by Vogue.com as "an undeniable

springboard" for budding designers.

Following a brief by FAD to create designs that engaged the senses, 21-year-olds Amy and Lucia used childhood learning as the inspiration behind their work.

Amy's ideas for her womenswear came from children's toys which help learning development. Her outfits contained a variety of bright tones, textiles, prints and embellishments which engage sight and touch. She also included fun and bold accessories to finish off the look, including a teething knuckle duster, a clacker necklace and a backpack.

Amy, from Lutterworth, in Leicestershire, said: "I was extremely excited to be chosen as a finalist for the FAD Competition, it was such an amazing opportunity and great to see my designs on a London Fashion Week catwalk!"

Lucia, who is from Ipswich, took inspiration from her time at primary school when creating her menswear designs.

"Looking at work I'd completed at primary school took me back to the most important part of my education, which was learning to read and write," she said.

"Having these skills to communicate with the world around us is a necessity. My designs contain lots of hidden pockets, layers and bright colours, highlighting the fun and colourful journey of education."

"Mistakes that you hide in a schoolbook were projected onto the garment with the idea of embracing the errors rather than being embarrassed."

"I was really happy to be shortlisted; it was a great learning experience and I hope it's a springboard for my career."



Lucia Graham, left, and Amy Crofts with their stunning designs.



## Graduate's collection goes on sale at RIVER ISLAND

DMU fashion graduate Katie Eary has continued her success story after launching a collection with the high-street giant.

**R**ising design talent Katie Eary has notched up a string of achievements since she graduated from DMU with a degree in Fashion Design in 2006.

She worked at Levi's before setting up her own label and now her designs are stocked in countries such as the United States, Italy, Hong Kong, Japan and Denmark, as well as in the UK, in the prestigious Harvey Nichols store.

She also worked with rapper Kanye West on his menswear line before launching her latest collaboration with River Island's Design Forum, the retailer's platform for championing up-and-coming design talent in the fashion industry.

Her 18-piece collection, inspired by Hunter S Thompson's book *Fear and Loathing in Las Vegas*, includes animal-print shoes, maxi skirts and dresses, bleached shorts, swimwear and a black fringed bag.



Katie Eary, left, and some of her River Island collection.



# Big names gather for DMU culture festival

Writer and broadcaster Lord Melvyn Bragg headed a stellar line-up of guests at DMU's 13th annual Cultural Exchanges festival.

**A**rts polymath **Lord Melvyn Bragg** heaped praise on DMU for staging the student-run Cultural Exchanges festival during a visit to talk at the university event.

Lord Bragg was just one of the big names who headed to Leicester for DMU's annual celebration of culture, run by the university's own third year Arts and Festival Management BA (Hons) students.

Other visitors to the university, for a week brimming with exciting talks, discussions, performances and exhibitions, included award-winning writer Benjamin Zephaniah and Turner Prize nominee David Shrigley.

Lord Bragg, who presented *The South Bank Show* for more than 30 years, revealed that in his time at Oxford University, student engagement was not as evident

as it is at DMU. He said: "We were privileged to have some of the speakers who were there but I don't think those events were as well-organised or as student-oriented as this."

During the free public event at DMU, Lord Bragg

delighted a capacity audience with recollections of cultural contrasts in his life as a working-class Cumbrian boy who won a scholarship to Oxford and found himself at the forefront of British arts broadcasting.

World-famous artist **David Shrigley** revealed the inspiration for his winning Fourth Plinth design during his visit.

Mr Shrigley, who studied a foundation art course at DMU when it was still Leicester Polytechnic, was awarded the commission to

build a 10-metre high thumbs-up to sit on the Fourth Plinth at Trafalgar Square, London, throughout 2016. It will be his first piece of civic art.

The artist, whose work is renowned for its wry observational humour, said the thumbs-up was partly inspired by a piece outside the Italian Stock Exchange which is of a giant hand with the middle finger pointing outwards.

"I don't know if you've ever seen it but it's basically the bankers flipping people the finger," he laughed. "Having a giant thumbs-up can be ironic but I think that you can see the positivity in it."

As a former student, Mr Shrigley was able to inspire current DMU art students and, during the packed talk, he spoke about his childhood growing up in Oadby and his time at Leicester Polytechnic.

Award-winning writer **Benjamin Zephaniah** spoke about his

diverse career as a poet, novelist, musician, playwright, presenter and actor during his visit to DMU.

He discussed his life and work – such as writing novels *Face* and *Refugee Child* and working on the BBC series *Peaky Blinders* – and his love for poetry, which is strongly influenced by Jamaican culture.

Former fashion editor of *i-D* magazine and presenter of BBC's *The Clothes Show*, **Caryn Franklin**, talked about her work in promoting

diversity and inclusivity in the fashion industry.

Speaking about Cultural



World-renowned artist David Shrigley highlights his county connection.



Exchanges, Caryn said: "The festival is a great idea. It allows the students to gain practical experience and I'm really impressed with how well it has been organised."

**John Yorke**, a man whose story-telling skills helped pull in some of the biggest audiences in British television history, delivered an engrossing lecture on script-writing.

The former Controller of BBC Drama Production and Head of Channel 4 Drama, brought his years of experience to the university lecture theatre with a lesson on creating great drama.

Perfectly illustrating DMU's commitment to quality teaching, John is a guest mentor with DMU's MA in TV Scriptwriting.

He is currently managing director of Company Pictures, which has produced *Shameless*, *Skins*, *The White Queen* and *Wolf Hall*. During his time as Controller of BBC Drama Production, he worked on *Hustle*, *Spooks*, *Casualty* and *Holby City*.

His career started with him single-handedly storylining *EastEnders*, beginning a 14-year association that produced some of the biggest audiences in British television history.

Author **Dominic Sandbrook**

brought the Seventies – shopping centres, strikes and Slade – vividly to life at his packed guest lecture. Mr Sandbrook is a historian who presented the BBC Two series *The 70s* and who has published widely on post-war Britain.

Acclaimed choreographer **Henri Oguike** put DMU dance students through their paces at a masterclass during his visit.

Other guests at the festival, hosted by DMU's Faculty of Art, Design and Humanities, included:



to prominence as a DJ on the European techno scene.

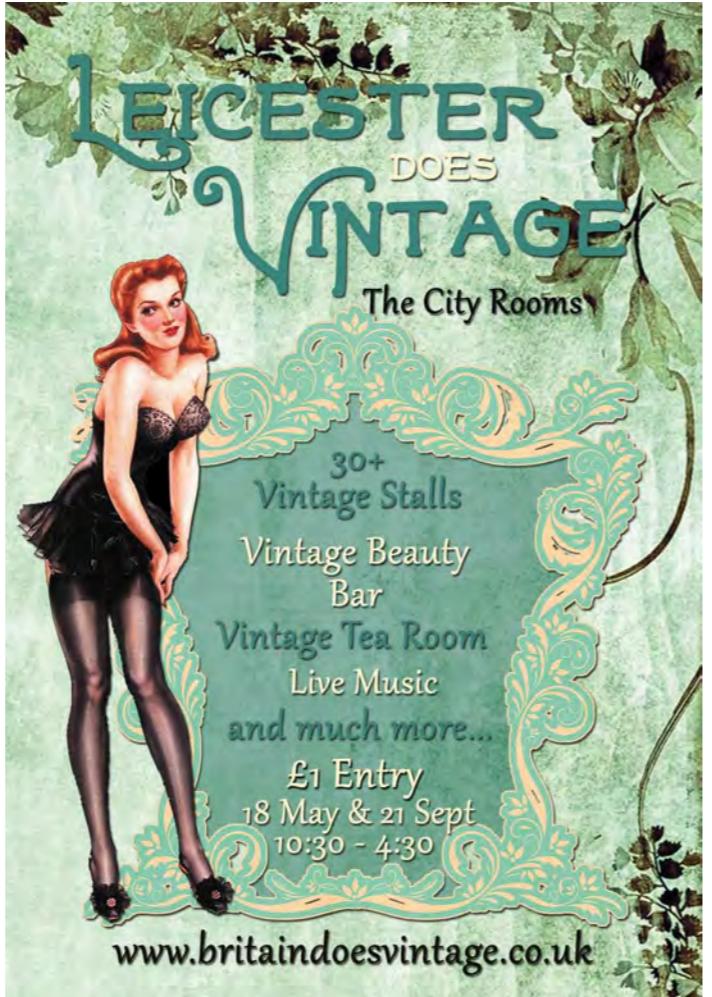
- **Andy O'Dwyer**, technologist and project manager at the BBC, who talked about the work behind The BBC Genome Project, an online broadcast history of the corporation.

- **Tayla Blue** and **Floss Smith**, from the successful fashion label Hot!Mess, whose designs are popular with young celebrities including Cara Delevingne, Cher Lloyd, Little Mix and Rizzle Kicks.

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## Inside

- p20 Nigella, Miss Great Britain and the history of swimwear
- p22 Digital glimpse into Leicester's Roman history
- p23 Artificial pancreas set for human trials – and wins British Inventor of the Year prize
- p24 DMU's FIFA World Cup™ mission
- p26 Revealed: The errors in Shakespeare
- p27 The dangers of arsenic in rice

# 9-page research special

DMU is internationally renowned for creativity and innovation and our impressive research is central to our vision. Brilliant academics thrive in DMU's dynamic and ambitious environment and studying in a research-rich university has been shown to produce more employable graduates.

But, in addition, carrying out life-changing research is fun, exciting and shows that universities have a real contribution to make to society and people's lives.

In this nine-page special, we showcase some of the fascinating research being carried out at DMU – from an artificial pancreas which could save the NHS billions, to a study on arsenic in rice which could affect half the world's population.

We also reveal the mistakes in Shakespeare, celebrate World Cup history and take a digital glimpse into Leicester's Roman past.



# Nigella, Miss Great Britain and the history of swimwear

DMU is world-renowned for its fashion courses and produces graduates who make must-have designs – just ask Beyoncé (see page 11) – but it is also home to cutting-edge fashion research.

**D**esign historian Dr Christine Boydell, inset, has

shed new light on the relationship with swimwear and body image through her latest exhibition *Taking the Plunge*.

The exhibition is on at Snibston's £800,000 fashion gallery – one of the largest outside London.

It was curated by Dr Boydell with Sarah Nicol, of Snibston, who together delved into the extensive archives at DMU and elsewhere, fashion magazines and trade journals for material.

From Edwardian bathing dresses

which aimed to preserve the wearer's modesty on the beach, to knitted costumes and, eventually, barely-there lycra, it's all here – including the burkini, which drew national attention when Nigella Lawson wore one to cover up on holiday.

There's the glamorous swimming costumes worn by beauty queens at the seaside resorts of Britain – and there's even one off-the-peg Symington's design which was worn by the winner of Miss Great Britain. (In a sign of the times, she was presented with her prize by comedians Morecambe and Wise).

Dr Boydell, whose scholarly research into the Horrockses fashion chain led to a national resurgence of interest in the brand, said studying the changing fashions reflected society.

Days at the beach began as a health cure. In Victorian times, sea air was prescribed by doctors

– but staying out in the sun was discouraged.

Sunbathing did not start to become popular until the 1920s and, in consequence, swimming costumes before this time were designed and marketed for bathers.

"It's not until the mid to late-1930s that we see swimwear for men being in two pieces and woman's swimwear had a modest skirt in the 1940s," explains Dr Boydell.

"The important thing about Leicester and the county is that we were a centre for elastic webbing and elastic fabrics, which is obviously really important for helping swimwear to fit properly.

"In the 1940s, swimwear became more like corsetry and a lot of companies, particularly Symingtons, used the idea of 'corset-cut' as a selling point."

The exhibition is based on five themes, the first being Cling,

Bag and Stretch, which looks at the different fabrics which have been used over the years. Early swimwear was knitted; men wore one-piece garments designed to cover their chests, while women's bathing dresses were, in the earlier days, made of a jersey fabric.

Reveal and Conceal traces the evolution of swimwear from cover-ups to today's barely-there bikinis; Bathing Beauties and Hunks in Trunks looks back with affection at Britain's beauty queens tradition; Mould and Control charts how designs moved to more sculpted models, based on corsetry designs, while In the Fast Lane looks at designs for sport including the controversial LZR Racer Suit from Speedo, banned from competitive swimming after the Beijing Olympics in 2008.

The exhibition will head to the prestigious Fashion and Textiles Museum, in London, in summer 2015 for a much-expanded show.

Dr Boydell is working on extra features for that show, including resort wear and bathing accessories.

## Flooding photos 'lead to denial'

**L**ooking at images of flooding may make people feel powerless to act over climate change, say researchers.

Psychologists examined photographs used to accompany media articles about climate change and extreme weather to explore potential emotional responses to the images.

Dr Rusi Jaspal, of DMU, and Professor Brigitte Nerlich, of the University of Nottingham, published their findings in the journal *Science as Culture* earlier this year – just as many parts of Britain were reeling from severe flooding.



the developing world and ones of flooding in the UK.

Their analysis found that:

- Images of people in Pakistan and the developing world show people smiling and "getting on with it" – they are not portrayed as victims
- Images of flooding in Western countries may symbolise a sense of fear
- Westerners are represented as 'less able' to cope with extreme weather than those in developing countries
- Photographs of drought, hurricanes and heat were less likely to feature people but built up "imagery of danger, disaster and powerlessness".

The authors say the emotional responses to these photographs may unwittingly undermine efforts by scientists to talk about climate change.

They studied 118 pictures used in a 2011 special report by the UN's Intergovernmental Panel on Climate Change on extreme weather events and climate change.

Using techniques designed to assess how the photographs may symbolise different emotions, they found a clear difference between flooding pictures used in

while Loughborough MP Nicky Morgan took part in a discussion on sustainable transport.



## Cutting the jams

**P**rof – if it were needed – of DMU's reputation in the field of emerging transport solutions was found at the successful Issue Conference.

The three-day event, organised by Issue – DMU's inter-disciplinary group in intelligent transport systems – saw hundreds of delegates from across Europe and the UK come to Holywell Park in Loughborough.

They were able to see a range of stunning, innovative technologies being developed, do deals and form new networks to take forward

projects. Professor Eric Goodyer, scientific adviser to the Issue project, said: "It was a superb showcase for local businesses and expertise.

"By bringing together policy makers, industry and university researchers we have started the process of developing highly relevant supply chains. At a time of Europe-wide austerity, this

joined-up approach to research and development will provide properly focused and cost-effective solutions to urban and regional transport problems."

Among the projects showcased was iTRAQ – Integrated Traffic Management and Air Quality Control. Dr Ben Passow, of DMU, (pictured right) and Dr Roland Leigh, of the University of Leicester, were

on hand to talk about their research. It uses computational intelligence to help cut congestion and traffic jams using knowledge developed from a range of sources, including air quality sensors and even tweets from frustrated motorists.

The conference was opened by Sir Peter Soulsby, Mayor of Leicester, and Dr Warren Manning, of DMU's Faculty of Technology,



## DMU's expert on huge underground art movement

**A** DMU academic is set to explore the influence of an art form which has millions of fans all over the world.

Dr Tracy Harwood will assess the impact of machinima, a digital arts and film-making technique which uses 3D video game technology to create original movies.

"Machinima is very much an underground art form, with its own communities and fans," explained Dr Harwood.

"It first emerged in the mid-1990s as people began recording their video game play and sharing it, and from there people began to make their own original films and series."

Today, machinima is the single largest non-music channel on YouTube, with 10 million subscribers, and has more than 1.3 million users on Google+. As an artistic and performance-based medium, machinimas have been recognised for their contribution to digital arts and film across the world.



For more information visit [machinima.dmu.ac.uk](http://machinima.dmu.ac.uk)

# Digital glimpse into Leicester's Roman history

Leicester's ruined Roman past is springing back to life in front of people's eyes thanks to a remarkable iPad app and 3D digital technology developed by DMU.

**S**tanding at several of the city's most important Roman sites, an iPad app created at DMU acts as a 'window' to see breathtaking imagery of what the surrounding Roman buildings would have looked like.

With the help of augmented reality technology, the type used in electronic gaming, people can 'walk into' and tour several Roman buildings, superimposing the 3D

virtual reconstructions onto the real-life scene in front of them, which change as they walk around or face different directions.

It is just the latest example of the real-world application of research at DMU, which is one of the leading institutions for digital heritage in the UK.

Project leader Nick Higgett, principal lecturer at DMU's School of Design, said: "What this demonstrates is DMU's expertise

in app development and using it for digital heritage purposes, something which we are leaders of in the UK.

"One of the key things is the collaboration between the different fields of expertise at the university."

Harnessing the expertise of the DMU digital technology experts, the project has been a collaboration spanning several years with archaeological researchers at the University of Leicester and the city's Jewry Wall Museum.

"Buried under the John Lewis car park, for example, there is a large villa," explained DMU technology lecturer Eric Tatham, one of the app builders.

"This app really brings it to life. The scale of it all is a real eye-opener, seeing it all around you through the iPad."

To view the 3D virtual reconstructions visit [www.romanleicester.dmu.ac.uk](http://www.romanleicester.dmu.ac.uk)



PhD student Gerardo Saucedo, from Mexico, who did a lot of work on the app, left, with Nick Higgett

# Artificial pancreas set for human trials

The potential of an invention by DMU Professor Joan Taylor, which could save the NHS billions of pounds, has again been making the headlines.

**D**e Montfort University hit the front pages of the national press when news broke that an artificial pancreas invented by Professor Joan Taylor is set for human trials.

Prof Taylor's creation, which exemplifies the exciting, real-world research celebrated and championed at DMU, could mean patients will no longer have to endure injections of insulin every day.

Instead, a device would be surgically implanted into the body which is able to release a precise amount of insulin into the bloodstream. Supplies would be topped up every two weeks.

Human trials are due to begin in 2016 with the first implants taking place on the NHS within a decade – news which hit the front page of the Daily Express, inset, and also went on the Daily Mail online, the world's most-read news website.

Prof Taylor's project also won the inaugural Channel 5 Gadget Show Live British Inventor of the Year award.

The project was chosen by experts from the Gadget Show, in collaboration with Wired magazine, during its live showcase at NEC Birmingham. The award was handed out by Gadget Show presenter Jason Bradbury.

Prof Taylor, Professor of Pharmacy at DMU, said: "The device will not only remove the need to manually inject insulin, but will also ensure that perfect doses

are administered each and every time. By controlling blood glucose so effectively, we should be able to help reduce related health problems.

"We are extremely close to embarking on clinical trials. Diabetes is costing society more than £1 million an hour in treatment and much of that is spent on treating complications."

The implant contains a reservoir of insulin kept in place by a special gel barrier. When glucose levels in the body rise, the gel liquefies and releases the insulin into the body, mimicking the normal pancreas.

As the insulin lowers the glucose

levels, the gel reacts by hardening again and preserving the reservoir. It would eliminate the need for diabetics to inject insulin up to four times a day.

The artificial pancreas will help all Type 1 insulin-dependent diabetics and some suffering Type 2 who need daily injections.

Prof Taylor has spent 20 years developing the device, which requires no electronics. This means the risk of rejection by the body is minimised.

Until now, the project has had funding of £1 million from the NHS, the Lachesis Fund – which invests in research in the university – the

## Diabetes costs NHS £1m per hour

**T**he artificial pancreas has the potential to revolutionise the lives of people with diabetes.

Unlike Type 1 diabetes, an autoimmune disease, Type 2 is largely driven by lifestyle and linked to obesity. It is thought there are almost a million people who have this condition but do not realise it.

The financial burden on the NHS for treating the illness is already £1 million an hour – or almost £9 billion a year. But that figure does not take into account the millions of working days lost. The artificial pancreas maintains healthy blood sugar levels round the clock, minimising the risk of hypoglycaemia.

It is not powered by batteries or electronics and has no moving parts, so the risk of rejection is very low.

Professor Taylor said: "This device is cheap and simple to use.

"I believe it should be globally available, not just here but in some of the poorest countries.

"After 20 years of research we are hopeful we have found a solution which has the potential to bring an end to the misery of daily injections for diabetics across the world within the next 10 years."

charity Edith Murphy Foundation and private backers including the Renfrew Group. Prof Taylor is now seeking a similar amount to refine the product.



**DIABETES 'CURE' TO END MISERY OF JABS**  
New device will help millions of sufferers





Wayne Rooney will hope to spearhead the England attack at Brazil 2014.

# DMU's FIFA World Cup™ mission

As the nation is gripped by football fever, a DMU project wants to highlight hidden FIFA World Cup™ stories.

**M**ention the FIFA World Cup™ and the chances are football fans will reel off the facts and figures of who scored what goal and when.

However, a new project at De Montfort University's International Centre for Sports History and Culture (ICSHC) aims to capture the emotions and memories

rather than the statistics of the beautiful game's most prestigious tournament.

Led by Dr Jean Williams, below,



the research project – called Road to Rio – involves a series of lectures at

Manchester's National Football Museum (NFM) and tracking down memorabilia from World Cups gone by.

Road to Rio is part of a wider project on FIFA World Cup™ history led by the ICSHC, the NFM and Arts Council England.

The lecture series was launched in March by DMU alumnus and

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**“**  
We want people to share their stories behind their own World Cup objects which we can then put into the exhibition.  
Dr Jean Williams  
**”**

adviser to the Brazilian World Cup organising committee, Andre Megale, left.

It was followed by lectures on the 1966 FIFA World Cup™, women fans, and the history of Brazil as a football nation as it prepared to host the 2014 tournament.

Road to Rio ends with an exhibition at the NFM called Personal Museums: My World Cup Memory and Memorabilia which will include materials donated by the public telling their stories of World Cup memories. The exhibition is being curated by Dr Williams and John O'Shea, of the National Football Museum.

They have also put together a brochure, A History of the FIFA World Cup™ in 24 Objects, for the event in which they choose what they consider to be the most significant milestones in the cup's history.

"The standard work on World Cups are the facts and figures of who played where, who scored what goal, and in what minute of the game," explained Dr Williams.

"The impetus for me, behind this project, was to be able to find out from people what their FIFA World Cup™ memories were and their stories.

"If you look at 1966 it is a particularly interesting time in British sporting history. You see the end of the gentlemen amateurs and we can start to see the game of football becoming more of a business than a sport.

"It saw the start of the mascots such as World Cup Willie and the amount of merchandise produced was incredible – Panini stickers, pins, posters. It was everywhere and we have stories of women creating their own supporters' outfits to cheer on England.

"In the 1980s you saw artists getting involved in creating some visually striking posters and some key people have been involved such as Joan Miró and, more recently, photographer Annie Leibovitz. We want people to share their stories behind their own World Cup objects which we can then put into the exhibition."



Paul Gascoigne blubs his way out of Italia 90.



Zinedine Zidane lifts the trophy at France 98 after scoring two goals in the final for the host nation.



Vuvuzelas provided the soundtrack to the 2010 World Cup in South Africa.

## A History of the FIFA World Cup™ in 24 Objects

- 1872: England shirt • 1912: Stockholm Olympics poster • 1930: World Cup Final match balls • 1934: World Cup wallchart • 1938: World Cup poster, France • 1950: World Cup poster, Brazil • 1954: 'Miracle of Berne' World Cup programme • 1958: Jules Rimet Trophy • 1962: Boots from Chilean World Cup star Eyzaguirre • 1966: World Cup Celebration Banquet menu; World Cup poster • 1970: Shirt from Brazilian World Cup star Rivelino; Telstar ball • 1978: 'Sport Billy' Fair Play Trophy • 1982: Spain World Cup poster by Joan Miró • 1986: Maradona's shirt • 1990: The FA's bid document to host the 1990 World Cup – England, semi-finalists at Italia 90, fared better in the football tournament than the bid. Italia 90 poster – the soundtrack of Nessun Dorma by Luciano Pavarotti was used as the theme song of BBC television's coverage and it subsequently reached No.2 in the UK singles chart • 1994: USA World Cup poster by Peter Max. The 1994 mascot was Striker, The World Cup Pup. • 1998: World Cup poster, France • 2002: South Korea/Japan World Cup poster • 2010: Vuvuzela • 2011: Women's World Cup (Germany) Panini stickers • Alternative World Cups: The Justin Fashanu Cup (competition for teams who want to celebrate the LGBT community's place in football and challenge homophobia)

## DMU guide helps Nigeria

Education bosses in Nigeria are being urged to do more to help young people with sickle-cell anaemia.

DMU Professor Simon Dyson has produced a guide to help children with the condition. It is aimed at Nigeria's ministry of education, policy makers and school governors.

The research, funded by the Economic and Social Research Council, examined the experiences of young people and offers guidance on how to improve their quality of life while at school.

## Insight into 9th-century port

An exhibition showcasing the ground-breaking work carried out to decipher two ancient tablets has gone on tour in America.

The Copper Plates from Kollam highlights new research to produce the world's first holistic study of the copper plates, legal documents drawn up in AD 849.

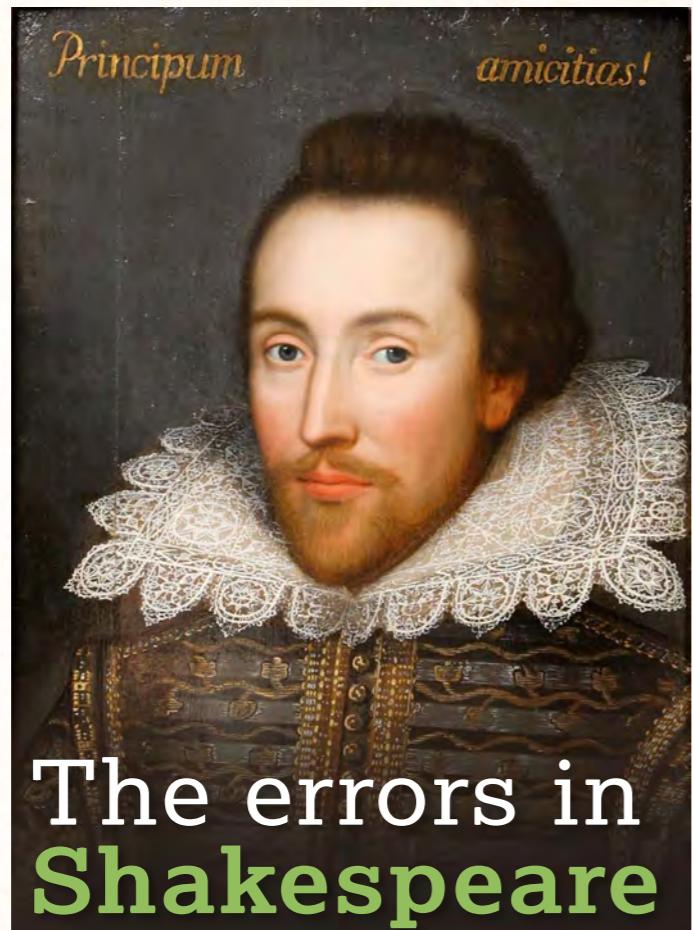
The international research network was led by Dr Elizabeth Lambourn, Reader in South Asian and Indian Ocean Studies at DMU, with Roberta Tomber of the British Museum.

## Music festivals can be greener

UK music festivals can reduce greenhouse gas (GHG) emissions from electricity by half.

New research from DMU suggests that a 50 per cent reduction in emissions and significant fuel savings are possible at UK music festivals without compromising production values or the bottom line.

The four-year study of 18 music festivals – including Reading and Leeds – was carried out by experts at DMU's Institute of Energy and Sustainable Development.



## The errors in Shakespeare

Research by a DMU Shakespeare scholar has uncovered many mistakes in the greatest literary canon of all time.

**S**herlock star Benedict Cumberbatch, below, has been confirmed to play *Hamlet* at the Barbican theatre in London next year – but will he be reading the words as the Bard wrote them?



According to DMU Shakespearean scholar Professor Gabriel Egan, there are plenty of examples of errors in the Bard's works – and it's often down to the printers.

The early printing process left plenty of room for error as printers raced against the clock to set type correctly and to the right length for pages in the 1600s.

Professor Egan has travelled the world examining early copies of Shakespeare to see the printing differences in the text. Where there are multiple early editions,

they often disagree, so that the first good printing of *Hamlet* (1604-5) has Polonius give his son Laertes the advice to be "Neither a borrower, nor a lender, boy" while in the first collected works edition of Shakespeare (1623) he says the more familiar "Neither a borrower nor a lender be". No-one knows for sure which is right.

Prof Egan has discovered that there was an accident during the printing of the final scene in the 1604-5 *Hamlet*, due to the two typesetters who were working on different parts of the book failing to agree on how wide the pages should be.

"The two men were only 0.7mm out, but it was enough for the type to work loose during the printing, which required the press to be stopped and changes made to the type before the print run could be completed."

These changes mean that, depending on which of the seven

surviving copies of this first edition you read, *Hamlet* reflects either that "our deep plots do pall" or "our deep plots do fall", both of which make sense.

Prof Egan says we should not be too hard on the printers, as mistakes were easily made when setting and correcting type.

"The letter shapes are made back to front and are placed in the press upside down so letters are easily confused," Prof Egan explained.

Students on DMU's English Literature and Creative Writing courses have been learning how to use a late 19th-century Albion press on campus as part of their studies into early printing.

Devon Tucker, 22, from Devon, said: "It's fascinating stuff but it is very, very tricky to get right. I keep telling myself that we have had seven weeks to learn this whereas apprentices would have spent seven years learning it."

### Did you know?

Verona in *Romeo and Juliet* became Nerona when, during typesetting, a letter N fell into the V box directly below it and a printer did not notice.

The girl's name Imogen did not exist before a printer setting Shakespeare's play *Cymbeline* mistakenly read Innogen as an "m" instead of two 'n's. Thousands of women have since then been named after this misprint.



Professor Gabriel Egan has found many errors in the work of Shakespeare.

## Arsenic in rice: Three billion people could be at risk

DMU academic Dr Parvez Haris is at the forefront of research which could have implications for half the world's population.

**A** study of more than 18,000 people in Bangladesh has established a link between rice consumption and arsenic exposure and toxicity.

Although there have been studies before which have suggested a connection, this research, carried out by scientists from America, Asia and De Montfort University is the biggest-ever study of its kind.

Tests carried out on those who ate large amounts of rice showed they had higher levels of arsenic in their system than those who did not. Furthermore, those who ate more rice had more symptoms such as skin lesions, a sign of arsenic toxicity in the body.

Co-author Dr Parvez Haris, head of DMU's Biomedical Environmental Health Group, said: "The current study supports our

Scientists believe the results

previous findings but with a much larger population of Bangladeshis residing in Bangladesh, where the problem of arsenic in water and the food chain is a serious problem. Furthermore, the study also shows that exposure to arsenic from rice can have harmful effects on human health as it correlated with increased prevalence and incidence of skin lesions."

The problem in Bangladesh is more pronounced because the groundwater in the country is contaminated with arsenic, a naturally-occurring element. Dr Haris is calling on health authorities in Bangladesh to advocate growing varieties of rice which naturally take up less arsenic. He said it also had implications for others.

Dr Haris said: "Rice is the staple food for over three billion people, approximately half the world's population.

"In the UK and other western countries, people from certain ethnic communities, infants and people with celiac disease can have high intake of rice and they need to consider consuming low arsenic-containing rice or supplement their diet with other foods."



## Tackling domestic violence

**A**cademics in the Leicester De Montfort Law School and Health and Life Sciences joined forces to stage a successful conference on domestic violence.

Vanessa Bettinson, a law lecturer who researches how domestic violence is dealt with by Britain's legal system and in Europe; and Sarah Hilder, a criminologist who teaches trainee police how to deal with domestic abuse victims as part of her work, organised the event.

It examined what could be done to spot victims earlier, how the issue affects different communities and how new ways of working together could be explored.

Among the topics discussed were how the Hindu community deals with domestic violence and what effect it has on children.

Dr Parvez Haris says people need to consider switching to a low arsenic-containing rice.





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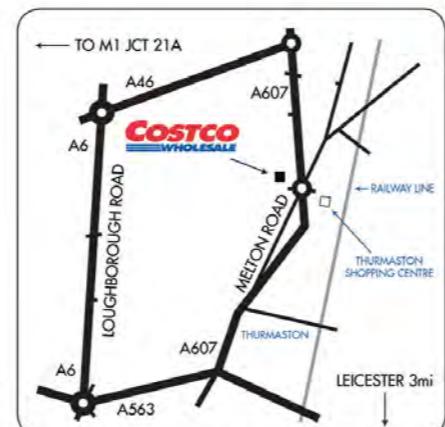
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Steve Crawford, Centre Director says 'I am truly delighted that we have been able to bring College Court back to life. In its new role as a professional and dedicated conference centre it will be a great asset to the University of Leicester, and indeed the City in bringing business to Leicester.'

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# Mr Speaker chairs DMU student debate

As Speaker of the House of Commons, John Bercow is famed for keeping order – and he showed just how it is done during an event at DMU.

**J**ohn Bercow presided over a passionate and spirited debate in DMU's Trinity Chapel as he visited Leicester to accept an honorary degree from the university.

The House of Commons speaker took the chair as students debated the importance of young people casting their ballot in the 2015 election.

The assembly was asked to discuss the proposition "This House believes that there is no point voting in the 2015 General Election."

After opening speeches, Mr Speaker called upon members of the assembly to weigh in to the argument, deftly allowing rebuttals

and interventions while calling for "Order" when the debate became too heated.

The final vote was 63 to 26 against the motion – proving that young people at DMU do care about democracy.

After the event, Mr Bercow said: "This has been a terrifically spirited and articulate debate. From the moment I arrived I have been struck by your passion for this university. It is obvious and clear that you are proud of it and why you are proud of it."

Earlier the MP for Buckingham had received the title of Honorary Doctor of Laws at a DMU graduation ceremony.

He said: "I loved the ceremony from start to finish. I was the first person in my family to go to university, so I have a great respect for higher education.

"I was especially pleased to be given an honorary degree by De Montfort University, not only because of its great reputation but its connections to the parliamentary tradition as it is named after Simon de Montfort, who called the first elected parliament."

A spokesman for DMU said:

"Perhaps Mr Bercow's most admirable virtue is his passionate belief in equality as the bedrock of society, a principle evidenced by his coat of arms which bears his motto 'All are equal'. This is an ethos shared by us here at De Montfort University where we champion equality and diversity and hope to instil this attitude in our graduates."

Political campaigner Peter Tatchell was among the other public figures awarded an honorary degree during DMU's latest graduation ceremonies.



John Bercow chairs the debate in Trinity Chapel.

Mr Tatchell's lifetime of campaigning for human rights was recognised when he became an Honorary Doctor of Laws.

Following the event, Mr Tatchell answered questions from students and also gave them this advice: "Don't accept the world as it is. Dream of what the world could be – and make it happen."

DMU's other honorands were:

**Aiyawatt Srivaddhanaprabha**, the Vice-Chairman of Leicester City Football Club (Honorary Doctor of Business Administration)

**Professor Sir Alec Jeffreys**, the discoverer of DNA fingerprinting (Honorary Doctor of Science)

**Professor David Stevens**, DMU Pro-Chancellor, engineer and businessman (Honorary Doctor of Technology)

**David Rayvern Allen**, writer, producer and presenter (Honorary Doctor of Letters)

**Eugene Critchlow**, former DMU Academic Registrar (Honorary Fellowship)



Political campaigner Peter Tatchell with DMU Vice-Chancellor Professor Dominic Shellard.

## Graduation ceremonies

The hard work and achievements of around 1,000 students were recognised at DMU's most recent graduation ceremonies. Students, families and friends gathered at Leicester's iconic Curve theatre to celebrate the success of the graduates.



The next graduation ceremonies take place from Saturday 12 to Saturday 19 July at Curve. To see the full schedule, search 'graduation 2014' at [dmu.ac.uk](http://dmu.ac.uk)



## DMU graduate's celebrity photos are showcased by Bafta

Stunning photographs of famous actors taken by DMU graduate Andy Gotts have been on show at a Bafta exhibition.

**D**MU staff and students had a sneak preview of celebrity photographer Andy Gotts' new exhibition – before his work was

thrown into the spotlight during the Baftas weekend.

Andy, who graduated from DMU's Photography Master's course in 2007, escorted the DMU group around his *Behind the Mask* exhibition at Somerset House, in London.

The series of images has been more than two years in the making, with Andy travelling across the globe to photograph A-list stars such as Lauren Bacall, Jeff Bridges, Robert De Niro, Daniel Day-Lewis, Tom Hanks, Al Pacino and Tilda Swinton.

Bafta projected every image from Andy's series onto the outside of its headquarters in London during the weekend of the EE

British Academy Film Awards.

The privileged DMU group treated to the private viewing with Andy included Photography and Video student Claire Beard, who said: "The exhibition was wonderful.

"We are so used to seeing film stars looking flawless and heavily retouched in magazines but Andy

has a way of capturing these idols in a way that brings them back down to our level – they look real and we catch a glimpse of their personality that we can relate to.

"Seeing a DMU graduate have such great success has inspired me to approach my own aspirations with determination and confidence. I am very grateful for the priceless opportunity of meeting him."

Andy's portraits were of more than 100 international actors and actresses who have won or been nominated for a Bafta since 1954. They were part of a collaboration with the Bafta Future Archive.

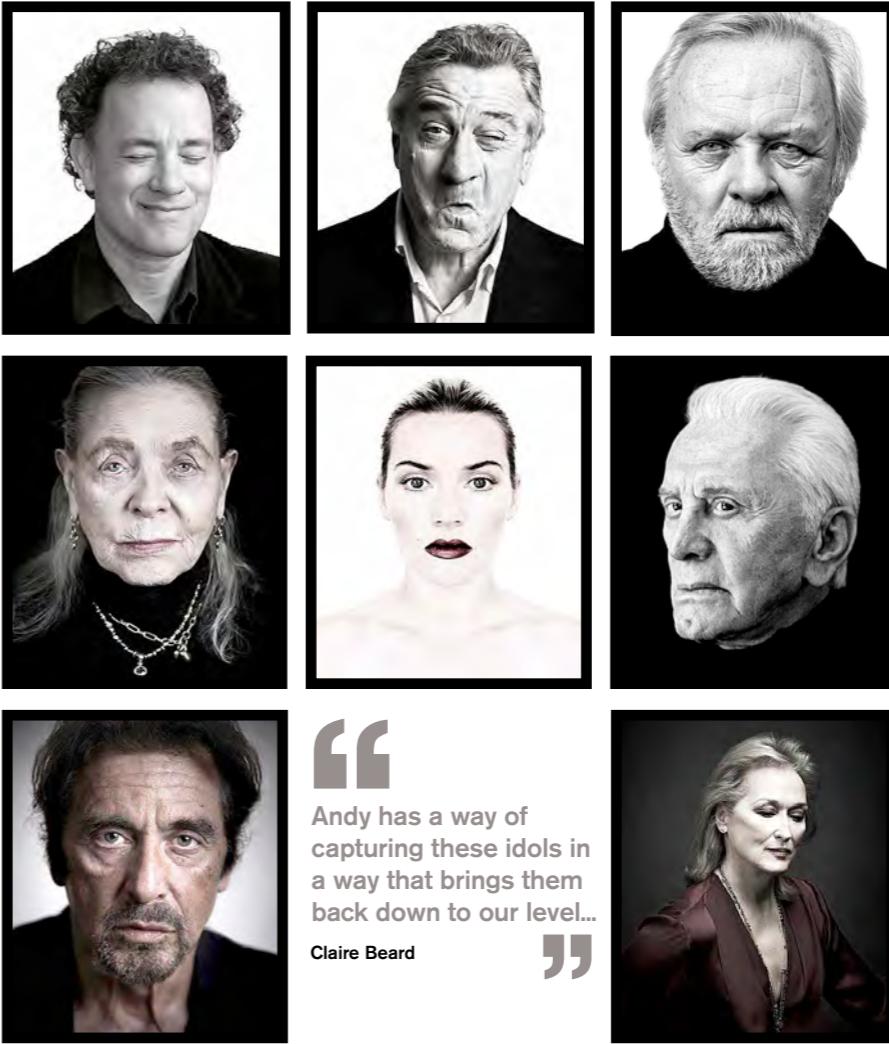
Photography courses are part of a wide range of creative art and design courses at DMU, which was named one of the top 10 universities for creativity in the Which University? guide for the second year running.

The views of more than 16,000 students, taken in Which? University surveys in 2012 and 2013, revealed the top-rated universities for a variety of areas, including creative, sport and nightlife.

Students were asked to rate their institution on the role that music, theatre, art and dance played in university life, as well as the amount of art-related societies, events and facilities open to them.



Andy's celebrity photos, clockwise from top left: Tom Hanks, Robert De Niro, Anthony Hopkins, Kirk Douglas, Meryl Streep, Al Pacino, Lauren Bacall, Kate Winslet.



Andy has a way of capturing these idols in a way that brings them back down to our level...

Claire Beard



## DMU-HP partnership nominated for award

DMU's work with the world's largest technology company Hewlett Packard (HP), to help make students more employable, was nominated for a national award.

The university and HP were shortlisted in the category Excellence in Careers and Employability Service Engagement for the Target Jobs National Graduate Recruitment Awards 2014.

DMU and HP entered into a partnership agreement in 2011 and since then the partnership has flourished with several programmes introduced to make a difference to DMU students, including:

- A sector-leading joint degree in Business Information Systems
- Work experience, paid internships and graduate opportunities at HP
- One-to-one mentoring and advice for students by HP employment experts

## Friend of murdered Stephen Lawrence shares story

A roomful of DMU criminology students listened intently as Duwayne Brooks, friend of Stephen Lawrence, who was with him when he was killed, talked about his life, police corruption and his 20-year battle for justice.

Duwayne took questions from the students about Stephen's murder, which happened in April 1993; the fight with the Metropolitan Police to clear his name; the findings of the Macpherson report, which labelled the force "institutionally racist"; and the recent publishing of the Ellison report.





## DMU helps youngsters embrace Chinese culture



The DMU Confucius Institute extended its celebration of Chinese language and culture into the community during a week-long visit to a Leicestershire school.

**T**eachers from the DMU Confucius Institute (CI) spent a week sharing their knowledge and skills with youngsters during a visit to Kibworth Primary School, in Leicestershire.

Pupils got the chance to make dragon puppets, opera masks and Chinese lanterns. They also learnt the basics of Mandarin, the Chinese national language.

They were able to greet each

other, recite numbers and the colours – similar to the level of French they have been learning at the school.

Lucinda, seven, said: "I've really enjoyed learning all the colours of the rainbow in Chinese."

Fun activities were also arranged, including traditional lion dancing, fan dancing, t'ai chi and kung fu classes.

Aaron, 11, said: "The teachers were really nice for organising all

these events." And Kyra, eight, added: "I want to go to China now."

The CI plans to visit more schools in Leicestershire. Its engagement programme is part of DMU's commitment to the public good.

Extending opportunities for Chinese language and cultural learning to the public, students and staff, the CI is at the heart of creating an international DMU campus.

Chinese martial arts classes are already being offered every Wednesday at the CI, situated on The Gateway.

Professor Yi Peng, the Chinese Director of the CI, said: "The CI is playing an important role in encouraging cultural exchange and learning on campus and providing a natural platform for understanding China and its traditions."

DMU students and staff, and the public, will benefit from accessible international experiences at the CI.

These will include on-campus opportunities as part of #DMUglobal – the pioneering programme which offers the majority of DMU students an international experience during their studies.

### Plans for an exciting future

**D**MU's Confucius Institute (CI) is creating inspiring opportunities for students, staff and the general public – that will go beyond its existing Chinese language and cultural provision.

This CI is following a unique model, celebrating the creativity in which the university already excels and connecting the expertise at DMU and the University of Science and Technology (USTB) in Beijing – the CI's educational partner.

The formal opening of CI saw DMU welcoming visitors from USTB and the UK-based Chinese Embassy and the partnership was strengthened – signalling support for future CI activity and international research, teaching and learning exchange.

Vice-Chancellor Professor Dominic Shellard said: "Our Confucius Institute is playing an important role in helping to secure a global future for all DMU students and staff, providing an interactive platform for linguistic and cultural experiences on campus."

DMU has also partnered with Hanban, affiliated with China's Ministry of Education, and global conglomerate Sunwah Group to establish the CI.

The institute will form part of the university's wider campus transformation and eventually sit within a Sunwah creative and cultural centre, one of only five in the world – alongside centres in Vietnam, Cambodia, Japan and China.

Youngsters from Kibworth Primary loved the visit from DMU's Confucius Institute.

## Graduate's designs hit catwalk made famous by Duchess of Cambridge

Lingerie created by DMU graduate Sian Whitefoot followed in some notable footsteps at a top British fashion show.

**I**t was at this show that Prince William reportedly fell for his future wife after she modelled a see-through dress, but

this year all eyes were on a lingerie collection designed by DMU graduate Sian Whitefoot, left.

The famous St Andrews Charity Fashion Show showcased cutting-edge designs from fashion houses as well as from a privileged selection of fashion graduates and up-and-coming designers.

It included Sian's collection, which was created during her final year on DMU's world-renowned Contour Fashion course.

Sian graduated last year and is now working as a designer for lingerie company Ace Style

Intimate Apparel. She was approached by a student from the University of St Andrews, who had seen images of Sian's work on the catwalk at Graduate Fashion Week.

St Andrews is the largest student-run fashion show in the UK and has raised more than £350,000 for charity. It is covered by some of the biggest fashion publications, including *Vogue*.

Hannah Portner, one of the students who organised the show, said: "As soon as I came across Sian's collection I knew that we had to use it in our show.

"I couldn't believe that a student had designed and made such a beautiful, intricate and mature collection."

As a DMU student Sian, 22, from Sale, was named Lingerie Designer of the Year at the Triumph Inspiration Awards.

Her winning design is in development with the lingerie company and is due to go on sale next year.

### Louise's success

**F**ellow Contour Fashion graduate Louise Watson was also one of five UK graduates in the final for St Andrews 'Young Designer Award', which aims to discover the best design talent.

Louise also graduated last year and is now in the process of setting up her own corset-making business.

A Louise Watson design.



## Fashion student makes the final cut

**A** DMU Fashion Design student made the shortlist for a national award for her designs inspired by hit-US TV show *Boardwalk Empire*.

Rebecca Chipping, below, was one of 20 finalists at the National Tailoring and Design Awards, sponsored by Savile Row Training Academy (SRTA).

The 20-year-old's designs were inspired by the costumes worn on the hit HBO show, which is set in Atlantic City during the 1920s, as well as elements of British design.

Rebecca, who is from East Finchley, in London, said: "I have always found the art of tailoring incredible and the expertise and reputation of Savile Row inspirational. To enter the competition was very exciting, let alone to have been chosen as a finalist – I feel so lucky and thankful."

David Morrish, from SRTA, said: "Being able to see the new generation's ideas for tailoring is something which is very exciting and being given the chance to see these first-hand has been an honour. I hope to see their ideas coming through into the fashion world in the coming years, giving tailoring a fresh look."



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There is plenty to celebrate in DMU's partnership with Leicester City.



## Students benefit from major sports club partnerships

DMU is committed to giving our students the best-possible experience – and our fabulous partnerships with the city's three major sports teams play a big part in making that happen.

**D**MU's link-up with Leicester City is the type of innovative and creative partnership that our students have come to expect.

Since the partnership agreement was signed last year, the university and club have worked together to enhance the student experience through match ticket offers, work-

experience opportunities at City and working in partnership with DMU's world-renowned International Centre for Sports History and Culture.

The deal involves:

- Student work placements across all departments within the club
- Professional coaching for DMU's men's and women's football teams

- A headline friendly between DMU and Leicester City Legends (ex-players)
- The opportunity to build on our links with Thailand through Leicester City's owners King Power, enhancing DMU's reputation for being a global university.

DMU also offered students and staff hundreds of discounted tickets for City's crunch games in the run-in to the Championship season.

Students were delighted with the offer and relished the opportunity to soak up the atmosphere at the King Power Stadium on match days and cheer the Foxes into the Premier League.



Top, Vandana Unadkat, Bilaal Adam, Perminder Dhillon, Pankaj Pattni and, above, Fatma Thakur and Selina Chand with their Foxes tickets.



Farad Mumuni, a third year engineering student, said: "This offer is really good for us. Hopefully I will be back here to do my master's next year and watch Leicester."

Vandana Unadkat, a second year studying a BA in Business and Marketing, said: "This is an excellent initiative. Getting more students to go to the football brings Leicester as a community together with DMU. It makes you so proud to be in Leicester and a part of the university."

Professor Dominic Shellard said: "This partnership is another key strand of our strategy to make sport an important part of the student experience at DMU."

Ms Whelan said: "By working with DMU, we aim to highlight both the role the city has played in the development of the football club, and the club's contribution to the wider community."

## Chance to be 12<sup>th</sup> man at India clash

**D**MU students are benefiting all summer long from an exciting new partnership with Leicestershire County Cricket Club (LCCC), which will involve everything from having the chance to be the 12th man against the mighty India to specialist coaching sessions and free match day tickets.

Professional players from the cricket club will also benefit by using the university's QELL Leisure Centre for fitness and strengthening work, endorsing the quality of the facilities on the DMU campus.

The range of activities agreed between DMU and the cricket club include:

- Opportunity for a student to be 12th man during the tourist game against India
- Opportunity for a student to walk out in front of a packed Grace Road to meet the captains and witness the toss at the first tourist game against India
- 100 free tickets per day for the three-day tourist game against India
- 70 free tickets at each twenty 20 home game

- £25 season ticket offer open to all students, which is the equivalent to 50p per game
- Weekly use of LCCC's Indoor Cricket School for DSU cricket teams
- Strength and conditioning workshops for DSU cricket teams

Student Joe Wilcox, chairman of the DMU cricket club, said: "We come down here [to LCCC] to train a couple of times a week and play the Varsity match here. You could not ask for anything better. Being here where the professionals play is absolutely brilliant."

DMU rounds off its hat-trick of great partnerships via its link-up with Leicester Tigers, one of the best-known rugby clubs in the world.

Tigers give tickets to DMU students and staff so they can attend all A-league and Academy home matches free of charge, as well as ticket offers for first-team matches.

DMU is proud to be a truly global institution and DMU and Tigers both have strong links with Hong Kong. This partnership provides opportunities for further promotion of both organisations in East Asia.

LCCC chief executive Mike Siddall with DMU Vice-Chancellor Professor Dominic Shellard.



## The art of success

**S**tudents and staff from DMU had the opportunity to quiz two of Britain's foremost contemporary artists at a showcase of their work.

Brad Faine and Brendan Neiland, who have both been given the title of Honorary Doctor of Arts by DMU, donated a number of pieces which were placed on display in the university's Trinity Gallery.

At a reception event the two artists answered questions from

staff and students regarding what it takes to make a mark in the art world and how to find inspiration.

Best known for his paintings of reflections in modern city



Brendan Neiland with DMU Vice-Chancellor Professor Dominic Shellard.

buildings, Brendan Neiland said: "Work from observation and find what inspires you most. Don't think about if there is a market for your art before you create it, just make sure you enjoy it and dedicate yourself to it."

Brad Faine, who is renowned for pushing the boundaries of conceptual art into the digital age, added: "The most important thing is to have total commitment. Perhaps an artist will never find commercial success with their own work, but in that case there are some fantastic teachers whose contribution is to instil inspiration and knowledge in others."

Undergraduate and postgraduate study within DMU's School of Arts develops creativity and encourages experimentation through informed teaching and access to first-rate facilities.

## Students' ideas go all the way to the House of Lords

DMU students are working to produce 100 policy ideas that will be given to politicians ahead of the 2015 General Election.

**A**s a university dedicated to the public good, DMU has launched its Policy Commission to give students a say in the future of the country which will be inherited by their generation.

With the support of DMU Chancellor Lord Waheed Alli, the commission will take its ideas to the House of Lords this summer to try to influence the main political parties' manifestos.

At the official launch, dozens of students and members of staff from DMU's Department of Politics and Public Policy met to discuss five key areas:

- Young people and employment
- Welfare reform and local communities
- Future of our urban spaces and cities
- Migration and communities
- Citizenship and political participation

Professor Alasdair Blair, head of the Department of Politics and Public Policy, said: "The Policy Commission brings together the expertise of our staff and harnesses the energy of our students to shape

the political agenda for the broader public good.

"This is an exciting opportunity for students to share their views of how they would like the country to be and counter the established viewpoint they do not always identify with.

"The discussions that have taken place prove that young people are not apathetic toward politics, they

just have not been engaged in the right way until now."

Final year Politics and Government student Jamie Osowski, 20, said: "The Policy Commission combats the idea that young people aren't interested in politics. We have new ideas and just need a platform and a culture that encourages us to get involved."



Students who want to get involved can email [policy@dmu.ac.uk](mailto:policy@dmu.ac.uk).



David Murphy and, inset, Shaun Turner – both members of DMU's Comedy Society.



# De Montfunny University!

## Comedy festival celebrates 21<sup>st</sup> birthday

It was laughs all the way as Europe's longest-running comedy festival, which was started by a DMU student, reached its milestone birthday.

**D**ave's Leicester Comedy Festival (DLCF) celebrated its 21<sup>st</sup> birthday this year – and as the place where it all began, DMU had an exciting event line-up.

Geoff Rowe, director of DLCF, began planning the first festival as a DMU student in 1993. Today it is the longest-running dedicated comedy festival in Europe with more than 600 events over two weeks.

Geoff said: "It all began at DMU so it's great that the university has continued to support the festival and

me as a graduate for all these years.

"The university is well-known for being a creative institution and I'm proud that it continues to be a sponsor of the event."

Students studying the Arts and Festivals Management degree at DMU were involved in this year's festival, running and promoting more than 40 acts in three venues – The Criterion, The Exchange Bar and Duffy's Bar.

As a course dedicated to teaching students the skills and knowledge needed to organise and promote events, DLCF provides them with a great opportunity to work on real high-profile shows.

To kick-off DLCF, De Montfort Students' Union's award-winning Demon Media group hosted an event with special guests Joey Page, Ahir Shah, Racheal Parris and DMU's Comedy Society.

A special issue of The Demon newspaper was also available on the evening, guest-edited by comedian James Mullinger.

This festival's official launch, a day later, was a Business Breakfast

at DMU before the packed programme got under way.

Events included English stand-up comedian Alexei Sayle giving a talk at the university about British comedy and how it has changed over the past 21 years.

DMU also hosted another key event in the festival's schedule – a day of talks and workshops looking at how comedy has been, and can be, used to engage and support communities.

Lecturers Dr Lionel Dean, Thom Corah, Richard Fletcher, Sally Doughty and PhD student

Shaun Turner took to the stage for ArtReach's 'Bright Club' event; in which they presented their research work in a topical and comical way.

And local residents also took part in a night of improvised comedy organised by DMU's award-winning Square Mile community engagement project.



## From fashion giants to DMU teaching post

**A** former senior designer for fashion giants Kurt Geiger, Nicole Farhi and French Connection has taken up a new post teaching on DMU's industry-renowned Footwear Design course.

Designer footwear creator Michael King, pictured below, himself graduated from the DMU course, with a First, in 1998. Since then he has gathered extensive experience in the industry.

He has also worked as a freelance designer for shoe brands Base London and Ikon Footwear, as well as Ben Sherman and the Pentland Group, which own brands such as Kickers and Ellesse.

Michael specialises in men's footwear – helping to develop ranges suitable for UK and international markets.

He also has extensive contacts with suppliers and clients in the industry.



# Sport legends help DMU teams prepare for Varsity

Stars from the worlds of rugby, football and cricket helped to ensure DMU's sports teams got the best-possible preparation ahead of the 2014 Varsity season.

**D**MU's sports teams got top-notch backing before going head-to-head with rivals from the University of Leicester in the annual Varsity clashes.



The DMU rugby teams at Welford Road.

Thanks to DMU's partnerships with all of Leicester's major sports teams, our students were treated to pre-match motivational talks and VIP tours of professional facilities. The build-up to Varsity included:

- A masterclass in motivation delivered by former England cricketer Jeremy Snape to a packed lecture hall on campus. Varsity featured ten days and 40 fixtures of fierce competition as the two universities battled across a range of sports – including basketball, swimming and fencing.

- DMU's men's and women's rugby teams meeting Leicester Tigers greats on the hallowed turf of Welford Road
- The women's and men's football teams having a day out at Leicester City – including a matchday behind-the-scenes tour of the King Power Stadium and tickets for the game

Beforehand, the teams, along



Action from the Varsity football.



DMU Football 1st XI men's captain Geraint Price and DMU 1st X1 women's captain Becky Glass with their teams at the King Power Stadium.

with the men's second XV, were shown around the Tigers' dressing rooms, had a run out on the pitch and then got to meet four of Tigers' elite players – England and British Lions internationals Dan Cole and Tom Croft and Argentine internationals Gonzalo Camacho and Pablo Matera.

Men's 1st XV captain and second row Jake Goulson, who is a third year English student, said: "To have a British and Irish Lions player hand you your shirt on the eve of the match – well you can't get much better than that."

Both the women's and men's football teams felt the day out at Leicester City was the perfect boost before their matches at Oadby Town FC.

The tour included opportunities to meet City legends such as Alan Birchenall, Alan Young and Ian Marshall, who offered their own bits of advice.



At a ceremony to hand out shirts to the rugby teams are Dan Cole, Men's 2nd XV captain, DMU second row Matt McCreadie, Tom Croft, women's 1st XV captain and scrum half Laura Baker, Gonzalo Camacho, men's 1st XV captain and second row Jake Goulson, Pablo Matera.

Women's 1st XV captain and scrum half Laura Baker, who is a third year Fine Art student, said: "Getting the chance to talk to the Tigers players and walk out on the pitch is a brilliant experience."

Men's captain Geraint Price said: "Our partnership with Leicester City is so strong and it is just brilliant for students to be able to do something like this. There is no doubt these strong links enhance the student experience."

Women's captain Becky Glass said: "This has been so good for team-building and morale. It is a great motivator to get together and watch City."

At a special reception for the sports teams, hosted by DMU Vice-Chancellor Professor Dominic Shellard, Jeremy Snape – who was performance coach to the South African cricket team in addition to playing at the highest level – provided insight into how the most successful sportsmen and women turn pressure to their advantage when it matters most.

## Student's design graces cover of top magazine

Every designer dreams of seeing their creations on the front cover of a magazine – and for DMU student Karolina Laskowska that dream has become a reality.

**C**ontour Fashion student Karolina Laskowska was amazed to see a bra she had created being worn on the front cover of the *Sun on Sunday's Fabulous* magazine by BBC Radio 1Xtra DJ Sarah-Jane Crawford.

DMU's Contour Fashion course, which specialises in lingerie, underwear, bodywear, swimwear, loungewear, nightwear, sportswear and corsetry, has existed for 66 years and is widely regarded as one of the best in the world by industry experts.

Karolina, 21, from Ealing, said: "As well as studying at DMU I also run my own lingerie brand and use a PR agency which holds samples of my designs.

"The bra must have caught the

eye of the stylist for the magazine shoot. It's such a wonderful feeling to see my design on the cover of such a widely-circulating magazine like *Fabulous* – to think that so many people have seen my work is difficult to believe."

Students studying the Contour Fashion degree gain extensive skills and knowledge of the industry with graduates going on to work for companies such as Abercrombie & Fitch, H&M and Agent Provocateur.

The programme leader for the course, Gillian Proctor, was also recently honoured with a Lifetime Achievement Award at the UK Lingerie Awards for her impressive career in the industry and dedication to inspiring the next generation of lingerie designers.



Karolina Laskowska

# LEICESTER STORM

## Rugby League



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Two students will be jetting off to Sweden this summer after securing an internship with top designers Söderlund and Davidson.

Natalie Shepherd and Lucy Roberts, below, who are studying Design Crafts at DMU, were offered the chance to spend three weeks in Gothenburg with Bodil Söderlund and Charlie Davidson after Charlie came across some pictures of the students' work on Natalie's Instagram page.

Hayley Sutcliffe, above, who is studying Design Crafts, won the £1,000 Goldsmiths' Company 'Precious Metal Bursary' for her bowl design made from silver, with a white enamel and black finish. Hayley, 21, from Horbury, Wakefield was delighted.

The national leader of The Green Party has called her visit to DMU "inspiring and exciting".

Natalie Bennett and Green Party election candidates met with students and academics in DMU's Queens Building, which was the first ever winner of a Government Energy Design Award after it was opened by Her Majesty The Queen in 1993.

At the end of the visit, Ms Bennett said: "It has been very inspiring and exciting due to the enthusiasm of the students and the academics."

The US Ambassador to Great Britain and Northern Ireland, Matthew Barzun, has called on students at DMU to contact him directly with innovative ideas which will help his embassy form closer bonds with the university and the city of Leicester.

Ambassador Barzun, below, also gave his backing to the pioneering #DMUglobal initiative saying he was keen for the university to work with the embassy, creating more opportunities for our students to have amazing international experiences in the USA.

Natalie, 22, from Kirkham, in Preston, and 21-year-old Lucy, from Hucknall, in Nottinghamshire, are excited to have the CV-boosting opportunity.

Ambassador Barzun visited the DMU campus to take part in a Q&A with students.



DMU students took to the stage to perform a play by one of the country's most successful and controversial writers.

Mark Ravenhill's *Mother Clap's Molly House* was a co-production between DMU and Leicester's Curve theatre and was the sixth collaborative play between the two organisations since 2011.

The play was performed by DMU Drama Studies and Performing Arts students, above, and was directed by Curve associate director Suba Das.



Some of England's greatest rugby players are being interviewed by a DMU PhD student to record their memories for posterity for the World Rugby Museum at Twickenham.

Joe Hall, above, is working with DMU's renowned International Centre for Sports History and Culture and is interviewing 75 former internationals who played between 1945 and 1995 as part of his PhD project.



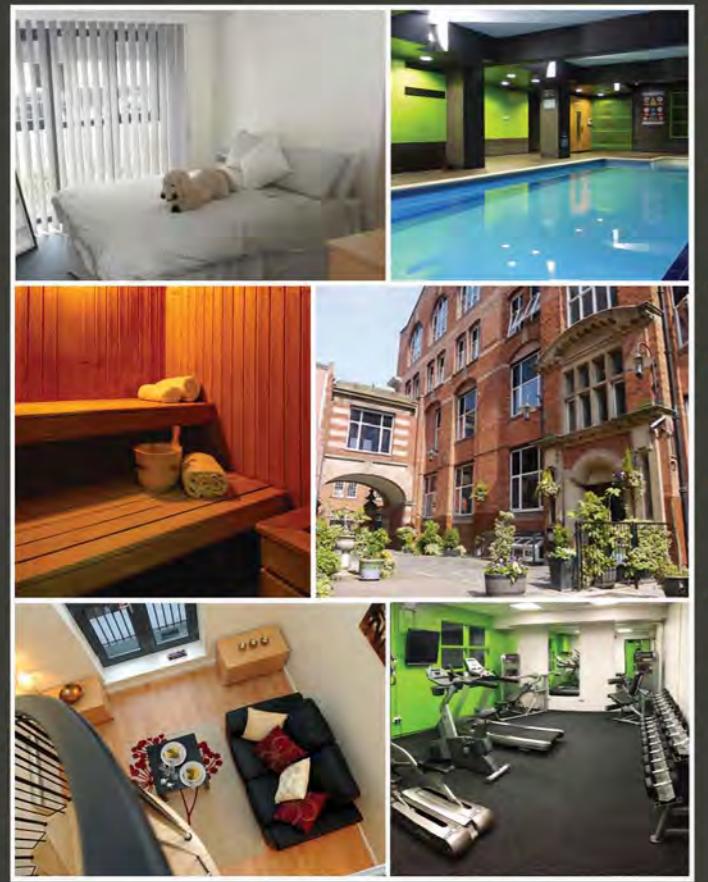
The Holi celebrations in Bede Park, right next to the DMU campus.

## Hundreds of DMU students and staff celebrate Holi

The DMU Indian Society held a vibrant event for Holi, the Hindu festival of colour and love – with an unprecedented turnout.

More than 250 DMU staff and students, and members of the local community, joined in the celebrations at Bede Park, in Leicester.

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