

IAN CALLUM TOPS THE DRUM'S PRESTIGIOUS DESIGNERATI LIST

Monday 27 April, 2015

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Ian Callum, Jaguar's Director of Design, has won the Designer of the Year Award after taking the number one position in The Drum's second annual Designerati – a list celebrating the top 100 most influential individuals in UK design.

The expert panel of judges decided Ian is this year's most influential UK designer finishing top ahead of Maggie Hodgetts, Head of Graphic Design at Waitrose and Christopher Bailey, Chief Creative Officer at Burberry in second and third place respectively.

Stephen Lepitak, editor of The Drum, said: *"Ian Callum is a visionary of British design. From his roots at Ford in the 1970s, to his craftsmanship on Aston Martin, his influence on car design is legendary.*

"His beautifully simple designs, including the 2013 Jaguar F-TYPE and the new XF, unveiled last month, have ushered in a new era for Jaguar, breathing life into the classic brand.

"Ian's dedication to innovation, his eye for detail and his strong vision for what Jaguar cars should look like truly represent the best of design in the UK."

Ian Callum, Jaguar's Director of Design, said: *"It is an honour to reach the number one position in the Designerati list. For an automotive designer to claim this award is very special indeed – especially considering the depth and array of talented UK designers across the disciplines of architecture, fashion and graphic design.*

"Being ranked number one and winning The Drum's Designer of the Year Award is testament to the fantastic team at Jaguar I'm privileged to work with every day."

Individuals on the Designerati list are judged on their overall career successes to date and highlights over the preceding 12 months as well as general involvement in the industry as a whole.

Ian's career includes time at Ford, where he worked on the Escort Cosworth, and Aston Martin where he was key to the design of the DB7, DB9 and Vanquish. The first examples of Jaguar's design direction under Callum were the luxury XK grand tourer, the XF saloon and XF Sportbrake, XJ saloon car and the two-seater F-TYPE sports car. September 2014 saw the launch of an all-new Jaguar model line in the form of the XE, followed closely in March 2015 by the introduction of the second-generation XF.

Since joining Jaguar in 1999, Ian and his team have created striking concept cars such as the R-Coupe, RD-6, C-X17 and the C-X75, recently announced as featuring in the 24th Bond movie, Spectre due out later this year.

This is Ian's second major honour within six months after he was awarded the Minerva Medal by the Chartered Society of Designers for his outstanding contribution to automotive design.

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Notes to editors:

Ian Callum, RDI, Jaguar Director of Design, was born in Dumfries, Scotland. Ian attended a course in Industrial Design at Glasgow School of Art which was followed by a 2-year course in Automobile Design at the Royal College of Art.

Ian spent the first 12 years of his career working in Ford Design studios, where he contributed to the creation of the Escort RS Cosworth and the Ghia Via Concept. Later, as Chief Designer of TWR Design, he was responsible for the Aston Martin DB7 and Vanquish.

Ian joined Jaguar in 1999 but continued to manage Aston Martin Design, developing the DB9 as well as directing Jaguar Design where he and his team created, amongst others, the R-Coupe, RD-6, C-X75 and C-X17 concepts. Heralding an exciting new era for the brand, each of his cars takes the design theme further and continues to reinforce Jaguar as a creator of 'fast, beautiful cars.' The first of the new models was the current XK, followed by the XF and XJ. Representing the latest in Jaguar design is the exciting

all-new 2-seater sports car, the Jaguar F-TYPE. September 2014 saw the launch of the Jaguar XE, a new car to the Jaguar family which Ian designed for a very competitive segment. A bold statement for the company using Ian's established design philosophy.

Ian continues to lead a team of highly talented designers at the Jaguar Design Studios in Coventry and has been acknowledged as one of the world's foremost design talents. Ian has received 5 honorary doctorates from universities around the world.

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