

## **Nick Hall**

Nick Hall is a Research associate on the Design 2020 project based in the Lancaster Institute of Contemporary Arts. Research interests are primarily based in business practice for design, design management and design strategy. As well as Design 2020, He is currently exploring and developing practice around 'design for development'. Investigating how designers can apply their skills in new ventures and partnerships to address the needs of people living below the poverty line, in countries such as Africa.

Nick continues to lecture part-time in a number of institutions in design business using his background within the industry as a product designer and design manager to deliver innovative design education. He has also worked freelance, establishing and running his own small business.