



**Dr Chris Thorpe, Director, IDeA Limited, UK**

Chris studied 3D design at Brighton University before taking an MA in and Furniture Design and Technology at Buckinghamshire Chilterns University. Chris then started his own design consultancy – exhibiting across Europe and leading design programmes at the hybrid post-graduate consultancy Designlabor in Bremerhaven Germany.

Chris then joined Cranfield University's Department for Materials and Medical Sciences, in 1995 studying for a doctorate in Smart Materials design and psychology.

Following the completion of his PhD; Chris joined QinetiQ in 2000 where he lead an interdisciplinary design group delivering technical innovation programmes for a wide range of leading commercial accounts in health, sports, FMCG amongst others.

Chris now leads Intelligent Design Associates Limited (IDeA) – an independent design group who focus on the core areas of health, education and sustainability – using a network of specialists, new technology and design to create high impact solutions