



## John Ragland BA, MSc

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Design graduate with 19 years' experience in the industry as furniture designer/manufacturer. In this function he trained numerous employees of his own company to improve their craft skills. This experience, combined with his knowledge of sustainability gained through completing a Master's degree in 'Innovation and Design for Sustainability' at Cranfield University, has supported his teaching competence in Arts and Crafts. His object is to create an atmosphere whereby visions can, through art and craft, be 'made real'.

Several years of teaching activity as senior lecturer for hand skills and wood technology at the University of Applied Arts in Vienna, department of Design, Architecture and Environment for Art Education, head of the wood technology department.

### EMPLOYMENT

#### 2022 – date **Teacher for visual and craft education**

Teacher for an 'Academic Secondary School' (AHS) BG/BRG Judenburg, Member of the Associated Schools Network (Unesco), is a bilingual school offering discerning pupils and students a vast variety of study subjects, taught in several different languages. Their progressive approach to education encourages academic exploration as well as bringing opportunity to achieve advanced manual intelligence – leading to advanced awareness of, one's material surroundings, the natural world and form, particularly in terms of product proportional 'scaling' and architecture.

#### 2021 – 2022 **House renovation** 125m<sup>2</sup> house and garden, Judenburg, Austria

#### 2019 – 2021 **Researching for 'How Making Makes the Maker – A Living Archive'**

A study proposing reasons how craft education maybe relevant to achieving an ecologically sound environment.

#### 2010 – 2019 **Lecturer in hand skills and wood technology**

This position entailed work as Head of wood technology at the department of Design, Architecture and Environment for Art Education at the University of Applied Arts, Vienna. This work facilitated exposure to many fascinating aspects of art and design. 2010 - 2016 project manager and curator for the Department's annual public exhibition „HOMEPAKE“.

Daily lectures included:

- Design and technology for wood
- Design as a process: 'Making thoughts real'

Other activities undertaken:

- Presenting and running workshops for the Department's design foundation course
- Writing conference papers, essays and giving public lectures

- 2008 – 2018 **English trainer**  
Biku Language Institute GmbH (St. Pölten, 2008 - 2010)  
Teaching English as a foreign language, in secondary schools across Austria  
Running English language and craft courses for professors and teachers of the University; 'English for craft' and 'spoken English in the context of art and design' (2013 - 2018)
- 2005 – 2007 **Project Manager and Designer**  
Umdasch Shop Concept GmbH (Amstetten, Lower Austria)  
European wide construction and fitting of shop furniture  
~ €193m turnover, 1800 employees (2006)  
  
'Gerry Browne Jewellery', family business  
Innovatively redesigned the majority of the shop interior
- 2004 – 2005 **House renovation** 100m<sup>2</sup> detached house and garden, St. Pölten, Austria
- 1993 – 1997 **Director and Project Manager**  
Cardigan Road Limited (Richmond, Surrey, UK)  
Voluntary work to set up a cooperative company to purchase and renovate a block of flats by the residents.
- 1989 – 2001 **Director, Project Manager and Designer / Manufacturer**  
Cedarwood Joinery Limited (Twickenham, Middlesex, UK)  
Interior design and manufacturer of high quality, custom-made furniture  
~ €100,000 turnover, three employees (2000)  
Established company, successfully negotiated contracts  
Achieved a very high level of customer retention  
Developed an apprentice to a level of complete craft independence
- 1982 – 1989 **Freelance Carpenter / Furniture Maker**  
Sidmouth Shopping Centre: completed all carpentry for 22 shops  
A prestigious Manor House: constructed offices and bedrooms

## **EDUCATION**

- 2007 – 2008 **MSc**  
**Innovation and Design for Sustainability**  
**Cranfield University**  
Included:
  - Designing for Sustainability – which explains the principles of life cycle analysis, closing the loop, lean production
  - Innovation – looking at the process of innovation
  - Whole System Design – thinking systemically and the questioning of assumptions in design

Thesis: Investigating drivers and barriers of sustainability in furniture design.  
Objectives of this study:

  - Determine the degree to which sustainability (environmental requirements for business) has influence over design within the furniture industry
  - Identify reasons behind the evidence obtained
  - Consider how furniture manufacturers can turn the increasingly stringent environmental regulations into competitive advantage
- 2001 – 2004 **BA (Hons)**  
**Product and Furniture Design**  
**Kingston University**  
The final two years were completed at New Design Centre, St. Pölten, Austria  
A broad course which included:
  - Design Manufacturing Technology
  - Digital and Business Studies in Design

Projects included Prefa (Lilienfeld, Lower Austria)  
Large manufacturer of aluminium roofing components  
Supported their research into diversification and developed an innovative style of furniture (see: [www.redoakleaves.com/alugami](http://www.redoakleaves.com/alugami))

1983 – 1984 **ISM Diploma**  
**Institute of Supervisory Management**  
**Exeter College**  
A course to develop supervision skills within the workplace

1979 – 1982 **City and Guilds**  
**Guildford College of Technology**

- Advanced Carpentry
- Carpentry and Joinery
- Communication Skills

An apprenticeship studying wood technology and uses of metal and plastic

### **Additional Skills**

**Language:** English (Native language) German – good general competence and fluent in speaking (German level B1)

**Sport:** Gained a high-level of competence in karate and badminton.  
Karate instructor for children.

**IT:** Experienced in: AutoCad, Word, PowerPoint and Adobe InDesign

**Presentation skills:** Competent in public speaking

### **Other Details**

Driving licence: Full clean  
Nationality: Austrian

**References:** Details available on request

### **Written articles and lectures**

Co-authorship with Professor James Skone of 'Developing the entrepreneurial spirit as a tool for teachers of art and design to gain confidence, leading to an increased ability to motivate'. (This was accepted for the **PATT conference** 2011, held at the Goldsmiths University of London)

- *How Making Makes the Maker. A living Archive. Visions for Educating the Future Stewards of an Ecologically Sound Environment*
- *The value of natural capital – education through craft*
- *Words 4 You – an English/German, German/English translation of craft in production terminology*
- *The value of natural capital – education through the combining of digital media and work with natural materials*
- *Reflecting on the experience of craft in the context of art and design*
- *Investigating how working with natural materials can influence enthusiasm for the natural world*
- *Craft and Design*
- *Communicating Hand Skills*
- *Emerging trends in sustainable design for office furniture*
- *Wood in practice*, used as part of the design and technology for wood course
- *The Hidden Room, A Short History of the Privy*

These and other articles can be seen using the following link:  
<http://www.redoakleaves.com/writing.html>