



## Creative Design

The UK has a long tradition of leadership in arts and design and is continuously inspired by new ways of thinking. A unique spirit of innovation and creative energy gives the UK a real edge and there is a constant appetite to challenge, invent, question and create. UK designers are renowned throughout the world for their ability to deliver effective design solutions. They also have the unique ability of designing for the international marketplace.

## Did you know?

- The UK is home to many world famous practices, including those of Richard Rogers and Norman Foster, whose recently completed Swiss Re building is already a landmark feature of the London skyline.
- The UK games industry is the third-largest interactive entertainment market in the world, with the highest number of games development companies and publishers in Europe. The UK's best-selling games series - FIFA Soccer and Grand Theft Auto - now sell close to one million copies each in a year.
- London is recognised as one of the major centres of the international fashion trade, fostering many of the world's most famous names in designer fashion such as Stella McCartney and Alexander McQueen.

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