

Richard Stevens – founder, forpeople and creative director, British Airways

Richard Stevens is one of the UK's leading designers. His career includes working with iconic brands around the world as founder of design company forpeople and defining the future of one of the world's leading airlines as creative director of British Airways.

He first came to attention as chief designer at ingeni, Ford Motor Company's global design centre, where he led advanced automotive design programs for premier automotive brands including Aston Martin, Jaguar, Land Rover and Volvo. After a short time as design director at global branding agency Fitch, Richard founded forpeople in 2004 – with just four people.

The firm has grown to over eighty people today, with Stevens responsible for a team whose talent, experience and consumer knowledge has led to forpeople developing strong relationships with premium global brands such as Alfred Dunhill, The Boeing Company, BMWi, The Coca-Cola Company, Cunard, Ford Motor Company, Fujitsu, Intercontinental Hotels Group, Panasonic, Tata and Yamaha.

forpeople's longest standing client is British Airways, for whom the firm has developed products, services and experiences that have helped redefine airline travel. As a result, the role of creative director was created in 2013.

Richard was asked to oversee all customer experience projects while helping to redefine the future role of design and innovation at British Airways. His creative direction has helped secure the airline the position of No.1 UK Superbrand, for the past three years running.

Richard is a visiting Professor of Design at Northumbria University, a Fellow of the Royal Society of Arts and creative advisor to The Royal Foundation of The Duke and Duchess of Cambridge and Prince Harry.