

# design WEEK

22 September 2005

RTÉ's children's channel, The Den, launched on Ireland's RTÉ Two last week, with screen design by Dunning Eley Jones. The project includes the design and production of a range of idents as well as the creation of new logos for use on- and off-air. 'This is the first redesign of the channel in over eight years, so there has been much excitement and anticipation for the new look,' says Jim Booth, head of promotions at RTÉ Television. The Den will air a mix of home-produced and acquired programming, tailored to young people – from pre-school to young adults. DEJ was appointed following a pitch that included 21 consultancies (DW 28 July).

