

# THE SUNDAY TIMES magazine

FEBRUARY 15, 2004



**SPECIAL REPORT**

## BYE BYE BABIES

Birth rates are falling rapidly. The big family has disappeared.  
A demographic time bomb is ticking. Get ready for the explosive consequences

fastforward

**NEXT BIG THING**  
**LEADING LIGHT:** Paul Cockedge, 25, is already dazzling the world of lighting design after graduating from the Royal College of Art in 2002. In December the Londoner won the Bombay Sapphire glass award, and he has just been short-listed for the Design Museum's £25,000 Designer of the Year prize; the winner will be announced in May. 'I never know where I'm going to end up when I start designing,' says Cockedge. 'The design thing happens after the experimentation.' His lights – imagine illuminated vending-machine cups and glass vessels filled with neon gas – are on show at London's Design Museum and Victoria and Albert Museum. Photograph: Clive Arrowsmith

er

"The Next Big Thing," The Sunday Times Magazine, February 15, 2004.

**FRIEDMAN BENDA** 515 W 26TH STREET NEW YORK NY 10001

**FRIEDMANBENDA.COM** TELEPHONE 212 239 8700 FAX 212 239 8760