

## DESIGNS OF THE YEAR 2015: CATEGORY WINNERS ANNOUNCED BY LONDON'S DESIGN MUSEUM

**Campaign promoting ugly vegetables, striking eco-friendly university building, microchips that mimic human organs, a car that drives itself, crowd-funded plan to rid the oceans of plastic, a masterful display of colour and cut – the Designs of the Year 2015 category winners are announced today**

The Design Museum reveals the six category winners for its annual Designs of the Year Awards. Designs of the Year celebrates design that promotes or delivers change, enables access, extends design practice or captures the spirit of the year. The six category winners, chosen by a specially selected jury, are:

### **ARCHITECTURE: UC INNOVATION CENTER – ANACLETO ANGELINI Designed by ELEMENTAL**

This open and eco-friendly university building in Santiago features a thermal mass on the perimeter and open air squares throughout. It creates the right environment for knowledge-creation and reduces energy costs by two-thirds.

### **DIGITAL: THE OCEAN CLEANUP**

**Designed by Boyan Slat, Jan de Sonnevile PhD and Erwin Zwart**

Calling itself 'the largest clean up in history', this project aims to use crowd funding to develop environmentally friendly, large-scale, and efficient removal of plastic pollution from aquatic ecosystems.

### **FASHION: THOMAS TAIT AW13/14**

**Designed by Thomas Tait**

Central St Martins graduate Tait presented a technically and aesthetically skilled collection which combined colour, cut and materials with vision and confidence.

### **GRAPHICS: INGLORIOUS FRUITS & VEGETABLES**

**Designed by Marcel for Intermarché**

An advertising campaign conceived to rehabilitate imperfect fruits and vegetables by celebrating the beauty of the ridiculous potato, the hideous orange or the failed lemon. Though they might be ugly looking, they are as good as any others, but 30% cheaper.

### **PRODUCT: HUMAN ORGANS-ON-CHIPS**

**Designed by Donald Ingber and Dan Dongeun Huh**

Scientists from the Wyss Institute at Harvard University have designed and fabricated microdevices lined with living human cells that mimic the complex tissue structures, functions and mechanical motions of whole organs. The chips promise to advance personalized medicine, accelerate drug discovery and decrease development costs.

### **TRANSPORT: GOOGLE SELF-DRIVING-CAR**

**Designed by YooJung Ahn, Jared Gross and Philipp Haban**

A vehicle which drives itself at the push of a button. The car is intended to be simple, friendly, and practical, with some surprises, including a lack of steering wheel or pedals.

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**Gemma Curtin, Curator of Designs of the Year, comments:** 'This year's judges were united in their responsibility to award projects that emphasise design's impact on our lives now and in the future. Solving diverse problems with innovation, intelligence and wit, each of these six designs is a worthy winner.'

The six winning designs will now compete for the overall Design of the Year 2015 award. The overall winner will be announced in June. The six category winners, along with all of the other 70 nominated designs for 2015, are currently on display in an exhibition at the Design Museum, London. The Design Museum also announces today the exhibition dates have been extended until 31 March 2016.

## The 2015 Designs of the Year jury are:

**Anish Kapoor**, Artist (Chair)

**Hilary Alexander**, Writer and stylist

**Alexis Georgacopoulos**, Director of Ecole cantonale d'art de Lausanne

**Farshid Moussavi**, Architect and Professor at Harvard University Graduate School of Design

**Richard Woolley**, Studio Director, Land Rover Design Research & Special Vehicle Operations

Members of the public can have their say on Designs of the Year in the Visitor Vote, which allows visitors to the Design Museum to pick their favourite design from the exhibition.

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## Ends

**DESIGN MUSEUM, SHAD THAMES, LONDON, SE1 2YD**

**OPENING: 10.00 -17.45 daily. Last admission: 17.15**

**PUBLIC INFORMATION T: 020 7940 8790 W: [designmuseum.org](http://designmuseum.org)**

## **PRESS ENQUIRIES, IMAGES AND INTERVIEW REQUESTS:**

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**Designs of the Year 2015 Media Partner: Dezeen**

**Architecture Award sponsored by Arper**

**Digital Award sponsored by Microsoft**

**Fashion Award sponsored by Skagen**

**Graphics Award sponsored by Dulux**

## **Previous Design of the Year Winners:**

- 2014 Heydar Aliyev Center by Zaha Hadid Architects
- 2013 GOV.UK – UK Government website by GDS
- 2012 London 2012 Olympic Torch by Edward Barber and Jay Osgerby
- 2011 Plumen 001 by Samuel Wilkinson and Hulger
- 2010 Folding Plug by Min-Kyu Choi
- 2009 Barack Obama Poster by Shepard Fairey
- 2008 One Laptop Per Child by Yves Béhar



The **Design Museum** is building the world's leading museum devoted to architecture and design, its work encompasses all elements of design, including fashion, product and graphic design. Since it opened its doors in 1989 the museum has displayed everything from an AK-47 to the Duchess of Cambridge's wedding dress. It has staged over 100 exhibitions, welcomed over five million visitors and showcased the work of some of the world's most celebrated designers including Thomas Heatherwick, Paul Smith, Zaha Hadid, Jonathan Ive, Miuccia Prada, Frank Gehry, Eileen Gray and Dieter Rams.

The Design Museum is relocating from its current home at Shad Thames to the former Commonwealth Institute building in Kensington, West London. The project is expected to be completed by 2016. Leading designer John Pawson will convert the interior of the Commonwealth Institute building to create a new home for the Design Museum giving it three times more space in which to show a wider range of exhibitions, showcase its world class collection and significantly extend its learning programme.

**For more information, please visit:**

[designmuseum.org](http://designmuseum.org) | [newdesignmuseum.tumblr.com](http://newdesignmuseum.tumblr.com)

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