

## 50 YEARS OF BRITISH ROAD SIGNS AT THE DESIGN MUSEUM

19 September – 25 October 2015



The Design Museum celebrates the 50th anniversary of the Calvert and Kinneir British road signage system with a free installation of new and original signs, and archive material curated by MADE NORTH

Display includes newly commissioned signs designed by Peter Blake, Julian Opie, Kenneth Grange and Jock Kinneir's son Ross; as well as a special one-off sign created by Margaret Calvert

In 1965 one of the most ambitious and effective information design projects was launched in Britain. The new British Road Sign appeared for the very first time 50 years ago, when Margaret Calvert and Jock Kinneir standardised the road network, creating a graphic system we can still see today and producing two new typefaces: Transport and Motorway. Today, their instantly recognisable road signage system is as respected by designers as it is familiar to road users.

To celebrate this anniversary, MADE NORTH has brought together leading designers and artists to create their own reinterpretations of the circle, triangle and square signs. More than forty of these new signs are on display in the Design Museum's Tank and Riverside Hall, including work by Sir Peter Blake, Sir Terence Conran, Sir Kenneth Grange, Betty Jackson and Julian Opie.

The Design Museum Tank also shows a number of Calvert and Kinneir's original signs, including a one-off version of the Road Works sign, specially created by Margaret Calvert.

The project is part of the London Design Festival, more of the newly designed anniversary signs can be seen at venues across the city, and at [britishroadsignproject.co.uk](http://britishroadsignproject.co.uk).

An exclusive set of limited edition prints of the 1965 original designs chosen by Margaret Calvert are available in the Design Museum Shop, along with a commemorative set of button badges.

A publication featuring the origins and development of the British Road Sign and the 50 signs created by contemporary designers and artists is available from November.

On Monday 21 September, Margaret Calvert will visit the Design Museum to sign a large scale version of the Children Crossing sign on the museum wall.

The project is curated by Patrick Murphy, Director of MADE NORTH.

The designers and artists creating new signs for the Design Museum display are (in alphabetical order):

A Practice for Everyday Life  
Andy Altmann - Why Not Associates  
Ian Anderson - The Designers Republic  
Jonathan Barnbrook

Rogers Stirk Harbour and  
Partners

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Nick Bell  
Sir Peter Blake  
Neville Brody  
Tony Brook - Spin  
Anthony Burrill  
Ben Casey - The Chase  
Sir Terence Conran  
Ilse Crawford  
Sara De Bondt  
Mike Dempsey  
Gert Dumbar  
Alan Dye - NB Studio  
Daniel Eatock  
FUEL  
Malcolm Garrett  
Mark Bonner - GBH  
Kate Gibb  
Sir Kenneth Grange  
Graphic Thought Facility  
Betty Jackson  
Ben Kelly  
Frith Kerr  
Ross Kinneir  
Henrik Kubel  
Jeremy Leslie  
Dominic Lippa  
Lundgren Lindqvist  
Lewis Moberly  
Morag Myerscough  
Quentin Newark  
Amelia Noble  
Humphrey Ocean  
Vaughan Oliver  
Julian Opie  
Pearson/Lloyd  
Aubery Powell - Hipgnosis

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# DESIGN MUSEUM

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Rob Ryan

## Ends

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

Open: 10.00 -17.45 daily. Last admission: 17.15

Admission prices, inclusive of donations:

Adult £13.00

Student/Unemployed £9.75

Child, 6-15 yrs £6.60

Child, under 6 yrs free

Public information T: 020 7940 8790 W: [designmuseum.org](http://designmuseum.org)

### Notes to editors:

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 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 and significantly extend its learning programme.

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

**MADE NORTH** provides a creative platform that actively encourages and promotes understanding of contemporary northern design. It represents a network of designer/makers who it collaborates with to showcase the finest quality contemporary designs, materials, skills and products the north of England has to offer. MADE NORTH carefully curate their selection and seek out designer/makers and objects that illustrate a sense of place, personality and provenance from our region and its accepted values of industry, honesty, integrity and innovation.

MADE NORTH brings together the industry in an annual design conference that brings together designers, design thinkers and manufacturers for a day of thought and debate provoking talks and networking. They also curate and programme Sheffield Design Week, and curate work for display in a range of venues including the MADE NORTH design gallery in the heart of Sheffield.

[madenorth.co.uk](http://madenorth.co.uk) | [madenorthgallery.co.uk](http://madenorthgallery.co.uk) | [britishroadsignproject.co.uk](http://britishroadsignproject.co.uk)

A full list of designers and artists taking part in the project: A Practise for Everyday Life, David Adjaye, Andy Altmann - Why Not Associates, Ian Anderson - The Designers Republic, Ron Arad, Jonathan Barnbrook, Noma Bar, Nick Bell, Sir Peter Blake, Tony Brook – Spin, Anthony Burrill, Ian Cartlidge - Cartlidge Levene, Ben Casey, Phil Carter - Carter Wong, Sir Terence Conran, Ilse Crawford, Sara De Bondt, Mike Dempsey, Ben Drury, Alan Dye - NB Studio, Daniel Eatock, FUEL, Mark Bonner – GBH, Graphic Thought Facility, Malcolm Garrett, Kate Gibb, Sir Kenneth Grange, Fernando Gutierrez, George Hardy, Tom Hingston, Julian House – Intro, Betty Jackson, Michael Johnson - Johnson Banks, Ben Kelly, Dylan Kendel – Tomato, Frith Kerr, Erik Kessels - Kessels Kramer, Ross Kinneir, Alan Kitching, Dominic Lippa – Pentagram, Studio Makgill, Lewis Moberley, Morag Myerscough Quentin Newark, Amelia Noble, Humphrey Ocean, Vaughan Oliver, Julian Opie, Luke Pearson - Pearson/Lloyd, Sean Perkins, Hector Pottie, Damien Poulain, Aubery Powell – Hipgnosis, Richard Rogers - Rogers Stirk Harbour + Partners, Lucienne Roberts, Rob Ryan, Studio EMMI, Richard Seymour, Adrian Shaughnessy, James Somerville - Coca Cola, Ben Stott - Creative Director Apple, Peter Till, Marina Willer, Wink Creative, Milton Glaser, Erik Spierkman , Vince Frost, Daniel Ayuso, Hey Studio, Lundgren Lindqvist, Neu Bau, Non Format Practise