

THIS IS DESIGN

24 August 2011 – 22 January 2012



MOULTON BIKE, CIRCA 1960



ANGELPOISE LAMP TYPE 1227
DESIGNED IN 1934



MARGARETCALVERT & JOCK KINNEIR ROAD
SIGNAGE, 1965



CANDLESTICK TELEPHONE, CIRCA 1920

Introduction

This is Design is a celebration of the Design Museum's Collection, which examines the impact of design on the modern world and explores how design shapes our lives. The exhibition is organised using the themes **Archetypes, Identity, Manufacture, the Digitisation** and **Lifecycle**. The exhibition also looks at the changing role of collecting design and future developments of the Design Museum Collection as it prepares to move to a new home at the former Commonwealth Institute.

The Collection contains pieces ranging from early items of mass manufacture through to cutting edge contemporary design and includes furniture, fashion, transport, products, ceramics and graphics. Highlights from the Collection include the Anglepoise lamp, UK road signs, UK traffic lights and the Moulton bicycle, these are displayed alongside an original Mini, large scale architectural models to include Norman Foster's HSBC Bank headquarters in Hong Kong, couture garments and street furniture.

Exhibition themes:

Design Archetypes

Designs that have become synonymous with that particular type of object or product are design archetypes—the pattern or model from which all things of a similar kind are copied or are based on. The Design Archetypes section of the exhibition answers questions such as how do archetypes emerge, and do archetypes evolve or are they merely replaced?

Identity

There are many different types of identity, and many different ways that design can contribute towards the development of one. This part of the exhibition looks at issues surrounding corporate identity along with national, social and cultural identities.

Digitisation

Occasionally, the world experiences periods of intense transformation. The digital revolution is one of these periods, and it has brought about one of the most profound periods of change, and opportunity, that designers have witnessed.

Lifecycle

All products have a lifecycle. But why? What happens when a product is no longer needed? Can the lifecycle of a product be increased, and is this a desirable thing? This exhibition theme looks at issues such as consumption, obsolescence and sustainability in design.

Manufacture

Innovation and new manufacturing methods are two of the key components of ground breaking design. This is demonstrated by presenting the influence that manufacturing advances and innovations have had on the evolution of the chair.