

# DESIGN MUSEUM

DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD

TICKETS: Adults £6; Concessions £4; Family Ticket £16

OPENING TIMES: 10.00-17.45. Last Admission 17.15

LATE OPENING ON FRIDAY\*: 10.00-21.00. Last Admission 20.30

\* From 1 April 2005

PUBLIC INFORMATION: 0870 833 9955; [www.designmuseum.org](http://www.designmuseum.org)

## YOU ARE HERE - The Design of Information 12 February to 15 May 2005

How can we communicate without words? At a time when we need to absorb more and more visual information to navigate our increasingly complex lives, the Design Museum is exploring the rich and compelling history of information design in **You Are Here** from 12 February to 15 May 2005.

From the Florence Nightingale's pioneering use of diagrams to relay critical information to the military authorities during the Crimean War, to weather maps, medical models, planetaria, pictograms and the explosion of digital imagery on our computer, television and phone screens today, **You Are Here – The Design of Information** will celebrate the innovative and inspiring examples of visual information systems that help us to understand our world.

Beginning with the earliest examples of information design, **You Are Here** will show how 18<sup>th</sup> and 19<sup>th</sup> century pioneers developed visual techniques for explaining complex factual information, such as William Playfair's invention of the pie chart, 18<sup>th</sup> century strip maps and the innovative colour-coding system devised by Charles Booth for his Poverty Map of London.

With a provocative installation designed by Michael Marriott, the exhibition will celebrate the innovations of modern movement heroes, such as Herbert Bayer, Ladislav Sutnar and Richard Buckminster Fuller and those who developed the information design systems that guide our lives today.

**You Are Here** will also explore the development of navigational systems, as well as presenting ingenious examples of the design of medical models, weather forecasting systems, orreries and of the advanced interactive digital information systems with which we will navigate our lives in future.

**Supported by Microsoft**

Learn more about the designers and architects featured at the Design Museum in **Design at the Design Museum**, our online archive, at [www.designmuseum.org](http://www.designmuseum.org)

For media enquiries contact [media@designmuseum.org](mailto:media@designmuseum.org), for education enquiries [education@designmuseum.org](mailto:education@designmuseum.org) and general enquiries [info@designmuseum.org](mailto:info@designmuseum.org)