

# DESIGN MUSEUM

DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD  
TICKETS: Adults £7; Students + Concessions £4; Free to Under 12s  
OPENING: 10.00-17.45 Daily. Last Admission: 17.15  
PUBLIC INFORMATION: 0870 833 9955. [www.designmuseum.org](http://www.designmuseum.org)

## MY WORLD – The New Subjectivity in Design 10 June to 10 September 2006

The emergence of a new subjectivity in contemporary design as designers use sophisticated new technologies to create objects with the individuality and narrative qualities traditionally associated with handcraftsmanship is to be explored in **My World – The New Subjectivity in Design**, an exhibition presented at the Design Museum from 10 June to 10 September 2006.

Organised by the British Council, My World features seven commissions of new work by the young British designers: Daniel Brown, Committee, Doshi Levien, Neutral, Peter Traag, Alison Willoughby and Wokmedia. Working in the diverse disciplines of furniture, fashion and multimedia, each has defined a distinctive visual language, intellectual position, or way of working with design. My World was launched last autumn at Experimenta 2005, the Lisbon Design Biennale. The critically acclaimed exhibition is now touring internationally, and the Design Museum presentation will be the first opportunity to see it in the UK.

After decades of globalisation, people long for a stronger sense of identity in the objects that fill their lives. Advances in technology are enabling today's designers to replicate the individual creativity and closeness to materials and making that has long defined craft, and to develop industrially produced objects which are as idiosyncratic and emotionally expressive as artisanal ones.

Each project in My World presents its designer's highly personalised vision of the world. Daniel Brown questions our perceptions of brand values in digitally animated bedlinen and tableware, while Committee challenges our notions of beauty by collaging images of discarded objects into wallpaper. Doshi Levien probes cultural identity in a prototype shop inspired by Indian markets, and Neutral has made a video animation of real and imagined landscapes. By adding random elements to the development of a new chair, Peter Traag tests our perceptions of mass production, and Alison Willoughby experiments with geometry and layering in a series of circular skirts. While Wokmedia tries to industrialise nature by creating shelves in the twisting forms of twigs and roots.

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

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