

# DESIGN MUSEUM

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

## DESIGN MART - celebrating new design talent 14 January to 19 February 2006

From a burglar alarm framed by petals and a sofa created with advanced stress analysis software, to a digital interpretation of William Morris' 19<sup>th</sup> century textiles, **Design Mart** is the Design Museum's selection of the work of Britain's most innovative young product and furniture designers.

An important part of our mission of nurturing new design talent, Design Mart is a guerrilla exhibition of emerging designers' work presented at the Design Museum for four days during the London Design Festival every September. So many people have asked to see it here again that we are bringing back a selection of the work featured in the Design Mart exhibitions of the last two years to exhibit at the Design Museum from **14 January to 19 February 2006**.

As well as offering an exciting opportunity to see the work of gifted young designers, Design Mart acts as a whistle stop tour of emerging themes in design. At a time when advanced technologies are increasingly accessible, even young designers at the start of their careers are able to harness new materials and processes to create work which is rich in narrative and meaning.

Some of the designers in Design Mart, like Assa Ashuach, Peter Traag and Christopher Pearson, experiment with sophisticated technologies to create surreal forms which would be unattainable using conventional techniques. Others transform our perceptions of the familiar such as Julia Lohmann's lights made from tripe, Roger Arquer's variations of the birdhouse, Committee's collages of found objects and Matthias Megyeri's wittily customised security devices. All of them share the objective of forging an emotional rapport with the people who use their work, as handcrafted objects have traditionally done.

Design Mart has already made an important contribution to the designers' careers by helping them to secure commissions from collectors, industry and museums. The Esmée Fairbairn Foundation generously awarded £50,000 of bursaries to five of the designers in the 2004 exhibition and has also supported a national tour of both Design Mart exhibitions to other museums in the UK.

**Supported by Esmée Fairbairn Foundation.**

**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)**