
Press Release
18/03/2008

Brit Insurance Design Award 2008 Announced

Yves Béhar – One Laptop Per Child



A design to aid children's education in developing countries has this evening been announced as winner of the first ever **Brit Insurance Design Award 2008**.

Yves Béhar's One Laptop Per Child has triumphed in a shortlist of 100 designs to become the most pioneering and progressive international design from the last twelve months. **James Dyson** presented the winning designer with the overall winner's award at tonight's prestigious **Brit Insurance Design Awards** at the Design Museum hosted by **Wayne Hemingway**.

The panel of expert judges comprising **Alison Moloney, Rolf Fehlbaum, Lars Müller, Antonio Citterio** and **Daniel Weil** chose Béhar's design as overall winner from the seven major category winners announced last week, and commented: "One Laptop per Child is a fantastic project that is a feat beyond the design itself: a laptop that addresses the educational and technical needs in developing countries, the aspirations for low-cost manufacture and with an ergonomic, robust and fun design that allows children to enhance their means of learning and communication."

Béhar designed the child-size laptop to bring children learning, information and communication where education is needed most. This was part of a non-profit programme created by Massachusetts Institute of Technology (MIT), USA.

The inexpensive and energy-efficient computer reduces energy use by 90 percent and can be charged by hand-cranked power, making it ideal for use in rural villages. It features wi-fi antenna 'rabbit ears' and energy-efficient LCD, a digital writing tablet and integrated video camera and networking capabilities allow children to connect to each other, their school, their teacher and the web. Every design aspect of the machine serves a dual purpose to achieve a sense of economy and efficiency.

Deyan Sudjic, Director of the Design Museum said: "This is a striking demonstration that proves design to a ruthless budget can achieve great results. The One Laptop per Child is a pioneering design and we congratulate Yves Béhar on winning the first Brit Insurance Design Award."

Dane Douetil, Chief Executive of Brit Insurance commented: "We have been thrilled by the overwhelming and positive response to the inaugural Brit Insurance Design Awards, which have shown how diverse and thought-provoking good design can be. One Lap Top per Child is a groundbreaking concept and a deserving winner. We extend our warmest congratulations to Yves Béhar, OLPC and Quanta Computer Inc and their teams."

The winning designs can be seen alongside the rest of the 100-strong shortlist at the first ever **Brit Insurance Designs of the Year** exhibition on display at the Design Museum until April 27.



Address:	Design Museum, Shad Thames, London, SE1 2YD	Tickets:	Adults £8.50; Concessions £6.50; Students £5.00; Under 12s free
Opening Hours:	10.00 – 17.45 (last admission 17.15)	Public Information:	T: 0870 833 9955; W: designmuseum.org

Full Details

Winner of Brit Insurance Design Award 2008

One Laptop Per Child - Design by Yves Béhar of Fuseproject, for OLPC & Quanta Computer Inc.

Category Winners

Architecture

National Stadium: the Main Stadium for the 2008 Olympic Games, Beijing, China Architect: Herzog & de Meuron, Client: National Stadium Co. Ltd Beijing, China

Fashion

Airborne Autumn/Winter 07, Design by Hussein Chalayan

Furniture

100 Chairs in 100 Days, Design and manufacture by Martino Gamper

Graphics

Penguin Classics Deluxe Edition, Creative director Paul Buckley and co art director Helen Yentus, Design by various artists for Penguin Group USA

Interactive

Burble London, Design by Haque Design + Research Ltd, with Seth Garlock and Rolf Pixley

Product

One Laptop Per Child - Design by Yves Béhar of Fuseproject, for OLPC & Quanta Computer Inc.

Transport

Mex-x, Wheelchair for children by Meyra- Ortopedia Vertriebsgesellschaft

Contacts

For further information / Use of pictures / Interviews

Idea Generation: +44(0)20 7749 6850

Zoë Franklin: zoe@ideageneration.co.uk; Alice Evans: alice@ideageneration.co.uk

Editor's Notes

Design Museum

The Design Museum is the world's leading museum devoted to contemporary design in every form from furniture to graphics, and architecture to industrial design. It is working to place design at the centre of contemporary culture. It demonstrates both the richness of the creativity to be found in all forms of design, and its importance. Design is a hugely fertile field of inventive new work, as well as a key component underpinning the modern economy. It provides a means for understanding the contemporary world, and, potentially, for making it a better place. The Design Museum's mission is to celebrate, entertain, and inform.

Twenty-five years ago, Terence Conran established the forerunner of the Design Museum, the Boilerhouse, in the basement of the Victoria and Albert Museum (V&A) in London. As planned, the Boilerhouse quickly outgrew the V&A and in 1989 it moved on to become the Design Museum, in an architecturally striking transformation of a Thameside warehouse near Tower Bridge. Since then it has emerged as an institution with international status and significance, playing a vital role in making design and architecture a part of the cultural agenda.

The Design Museum has created a substantial new audience for the subject, with a programme of popular exhibitions on design disciplines ranging from car design to fashion, and architecture to graphics, run in conjunction with displays of its permanent collection of examples of iconic design. It attracts more than 200,000 people a year through its doors, has a vibrant schools programme, a strong critical reputation and a commitment to academic excellence, demonstrated by its master's degree in curating design run in conjunction with Kingston University.

The museum remains an independent registered charity, run as a charity governed by a board of trustees. It is supported by a vigorous range of income generating activities from ticket sales, its café, its shop and its events programme and by development income. Since 2005 it has also received an annual grant from the Department of Culture, Media and Sport.

Deyan Sudjic, Director, July 2007

Address: Design Museum, Shad Thames, London, SE1 2YD
Opening Times: 10.00-17.45 daily (last admission 17.15)
Public Information: 0870 833 9955, www.designmuseum.org

Brit Insurance

Brit Insurance is a leading UK-domiciled general insurance and reinsurance group.

Headquartered in London, it has regional offices across the UK and representative offices in Europe and Australia representing the Group's FSA-regulated subsidiary Brit Insurance Limited and Brit's leading Syndicate at the 300 year-old Lloyd's insurance market.

The group is listed on the London Stock Exchange and is a constituent of the FTSE 250.

It insures businesses and individuals worldwide against more than 80 sub-classes of risks, including Property, Liability and Motor.

www.britinsurance.com

Websites



www.ideageneration.co.uk

For:

- Online Press Office
- Client list



www.designmuseum.org

For:

- Background information



www.britinsurance.com

For:

- Background Information