

DESIGN MUSEUM

EXTRA ORDINARY

When I was taking a taxi to the Design Museum the other week, the cabby turned round to me and said 'so, what kind of thing gets in the Design Museum anyway?'

The answer is - of course - pretty much everything.

Most of the world around us has been designed. So why aren't design and designers more famous? In a world where \$142.7 million dollars was paid for a bunch of squiggles (No. 5 by Jackson Pollock) the original London Underground map by Harry Beck should be worth twice the amount. It's just as beautiful and can get you from Piccadilly Circus to Cockfosters.

We are surrounded by everyday masterpieces of design, from the ballpoint pen to the angle poise lamp, but they are taken for granted. The Design Museum is mounting a six week campaign to raise public awareness of design. Your brief is to create this campaign. It will appear in central London, for a London audience. It can be a series of posters, postcards, or any print media. Your campaign must incorporate the Design Museum logo, contact details, and ultimately get people intrigued by the Design Museum.

Tips:

Think about where people encounter design in their everyday lives.

Think of unexpected pieces of design - what do you take for granted?

Look for a simple, entertaining campaign idea and then bring it to life in the most dramatic way you can.

Think about placing your campaign in unusual places and incorporate non-print media if you wish.

Written by Rob Ball, The Partners 2008