

Brit Insurance Design Award 2009

Announced

Obama Poster,
Shepard Fairey



Iconic poster receives official recognition through prestige of international design award

Shepard Fairey's Obama poster has triumphed in a shortlist of 90 other designs to become Brit Insurance Design of the Year 2009. Chosen as the most innovative and forward thinking design from the past 12 months, Alan Yentob announced the winning design at a gala awards dinner hosted by Naomi Cleaver at the Design Museum.

The design was chosen from the seven category winners by a panel of judges including **Alan Yentob, Paola Antonelli, Karen Blincoe, Peter Cook, Sarah Mower** and **Yves Béhar**. The panel commented, "If ever there were to be a 'The Poster of the Year', the Obama Poster would be it. The US election was a watershed in contemporary history and this poster demonstrates the power of communicating ideas and aspirations from grass-root level. Just as the presidential candidate's campaign speeches recaptured the lost art of oratory, so this poster breathed new life into a form that had lost its purpose. Fairey's poster came not from a marketing campaign, but as a self initiated fund raising campaign. The poster did its job by becoming a collector's item. More than that it's encapsulated the mood of its time."

The Obama poster was nominated by design expert Patrick Burgoyne for the Graphics category. As a reputable US street artist famed for his propaganda style artwork and fly postering, Fairey created limited edition works to sell and raise awareness for Obama's 2008 Presidential Campaign.

The poster has become a lasting testament of the success of the Obama campaign, as well as an iconic symbol of history. Patrick Burgoyne said, "It seems sure to be one of the defining images of the US Presidential campaign [as well as] an example of how designers can get involved in political campaigns in a meaningful way – sales of his poster have raised over \$400,000."

Shepard Fairey said on receiving his award, "I'd like to thank the jury and the Brit Insurance Design Awards for presenting me with this award. The Obama Hope poster was created as a grass roots tool for the Obama campaign and I'm very honored to be recognised for its creativity and contribution to graphic design, especially amongst all the other incredible nominations across the various disciplines that made thought provoking, conscious design."

Deyan Sudjic, Director of the Design Museum said: "The Obama poster is a reminder of how extensively the design world impacts our everyday life. The poster has become an international emblem of recent history; I am delighted that it has won this year's Brit Insurance Design Award and received rightful recognition."

The Blog Vote, which was introduced this year to encourage public participation, generated a different conclusion as to who should win this year. With 7,312 people voting, the dominant winner was the Magno Wooden Radio in the Product category.

The Obama poster, along with the rest of the shortlist, is currently on show at the Design Museum until 14 June.

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Address: Design Museum, Shad Thames, London,
SE1 2YD

Tickets: Adults £8.50; Concessions £6.50; Students
£5.00; Under 12s free. Includes entrance to
all exhibitions

Opening Hours: 10.00 – 17.45 (last admission 17.15)
Late opening April 2009 – gallery open until 22:00

Public Information: T: 020 7940 6933; W: designmuseum.org

Advance Booking: T: 020 7940 8783; W: ticketweb.co.uk

Category Winners

Architecture

New Oslo Opera House, Norway
Snohetta
Client: Ministry of Church and Cultural Affairs

Fashion

Italian Vogue: A Black Issue, July 2008
Vogue Italia, published by Condé Nast

Furniture

MYTO Chair, Italy
Designed by Konstantin Grcic
Commissioned by BASF, Manufactured by Plank

Graphics

Barack Obama Poster, USA
Designed by Shepard Fairey

Interactive

Make Magazine, USA
Published by O'Reilly

Product

Magno Wooden Radio, Indonesia
Concept and design by Singgih S Kartono
Manufactured by locals in Java

Transport

Line-J Medellin Metro Cable, Colombia
Designed and Manufactured by Poma, France
Client: Metro de Medellin Ltda.

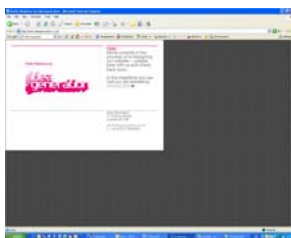
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Websites



www.ideageneration.co.uk

For:

- Online Press Office
- Client list
- Company contact detail



www.designmuseum.org

For:

- Background information



www.britisurance.com

For:

- Background Information



www.designsoftheyear.com

For:

- Online blog
- Information on each of the designs

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.

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

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It has regional offices across the UK and representative offices in Europe, USA and Australia, representing the Group's FSA-regulated subsidiary, Brit Insurance Limited, and Brit's syndicate at the 300 year old Lloyd's insurance market.

The Group is listed on the London Stock Exchange and is a member of the FTSE 250. It insures and reinsures businesses and individuals worldwide against more than 70 sub-classes of risks, including Property, Liability and Motor.

www.britinsurance.com

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