

# DESIGN MUSEUM

DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD  
TICKETS: Adults £8.50; Concessions £6.50; Students £5.00; Under 12s free  
OPENING: 10.00 -17.45 daily. Last admission: 17.15  
PUBLIC INFORMATION T: 020 7940 8790W: designmuseum.org  
ADVANCE BOOKING T: 020 7940 8783 W: ticketweb.co.uk

Media Announcement

## DESIGN MUSEUM EXHIBITIONS 2009



### Hussein Chalayan 22 January 2009 – 17 May 2009 Media View 21 January 10am – 1pm



At the forefront of contemporary fashion design, the twice named “British Designer of the Year” and now Creative Director of PUMA, Hussein Chalayan is renowned for his innovative use of materials, meticulous pattern cutting and progressive attitudes to new technology. This exhibition will be the first comprehensive presentation of Hussein Chalayan’s work in the UK. Spanning fifteen years of experimental projects, the exhibition explores Chalayan's creative approach, his inspirations and themes of cultural identity, displacement and migration which influence his work. Presenting fashion as a site of exploration and as expressions of concepts, Chalayan challenges preconceived notions of what clothing can mean, rather than as garments with only functionality in mind. Motivated by ideas and disciplines not readily associated with fashion, Hussein Chalayan’s pioneering work crosses between architecture, design, philosophy, anthropology, science and technology. Hussein Chalayan’s design approach demonstrates his unique ability to combine beautiful and wearable clothes for today with an intriguing vision of the future.

### Brit Insurance Designs of the Year 2009 12 February 2009 – 14 June 2009

- 8 December: Shortlist Announced
- 11 February 2009: Media View 10am – 12pm
- 23 February 2009: Category Winners announced
- 18 March 2009: Overall Winner announced

BRIT  
INSURANCE  
DESIGNS  
OF THE  
YEAR

Brit Insurance Designs of the Year is the Design Museum’s annual exploration of the most innovative, interesting and forward looking designs produced over the last twelve months from around the world and celebrated in seven categories: Architecture, Transport, Graphics, Interactive, Product, Furniture and Fashion. A number of internationally respected design experts have been invited to nominate up to five projects, each of which in their view, represents the best or the most interesting designs produced or launched in the last year. A high profile judging panel will decide the best entries in the seven categories. Individual Category award-winners will be announced on 23 February 2009 and then go forward to compete to be the Brit Insurance Designer of the Year 2009, which will be announced at the Awards Dinner, on 18 March 2009. [www.designsoftheyear.com](http://www.designsoftheyear.com)

## The Design Museum and Beefeater 24 present - Super Contemporary

Celebrating visionary design from London's creative mavericks  
3 June 2009 – 4 October 2009

Media View 2 June 10am – 1pm

The Design Museum and Beefeater 24 have joined forces to celebrate London's dynamic design ecology and explore what it is that attracts the world's leading designers to study, live and work in the city. At the heart of the exhibition is a series of new commissions by influential and renowned London-based designers from different disciplines, including BarberOsgerby, Industrial Facility and Paul Smith. Fifteen designers have been asked what they would give back to London and their intriguing responses will be displayed in and around the museum. A media-rich timeline pinpointing the significant projects, people, collaborations and critical moments in London since the sixties, will reveal the stories that have stimulated and shaped London's unique design community. **Super Contemporary** will also map a number of key London influences such as the media, retail, schools and iconic exhibitions that have changed how design is perceived. The intricate relationships and connections that characterise the London design scene will be displayed with a series of personal maps commissioned from key designers that represent the city's creative networks throughout London and beyond.



As the new creation from London distillers Beefeater Gin, Beefeater 24 is proud to collaborate with the Design Museum in celebrating London creativity.

## Mariscal - Drawing Life

1 July 2009 – 1 November 2009

Media View 30 June 10am – 12pm

Javier Mariscal is an award-winning artist and designer whose work spans a wide range of mediums ranging from painting and sculpture to interior design and landscaping. His intense relationship with drawing as a means to express ideas has created a deeply personal body of work, from underground characters to inanimate objects, international mascots to corporate identities. His branding clients include commercial companies, political parties, cities, musical movements and children's hospitals. His best known design is the most successful Olympic mascot to date, the engaging COBY for Barcelona Olympics. Other notable works include the visual identities for the Swedish socialist party *Socialdemokraterna*, the Spanish radio station *Onda Cero*, Barcelona Zoo, the Lighthouse Centre for Architecture and Design in Glasgow and the London postproduction company, Framestore. The Design Museum's exhibition will be the first large scale show of Mariscal's work in the UK and will explore his genius of drawing from life over the past thirty years. This exhibition will be an opportunity to showcase his incredible talent and to explore the important role of drawing for designers.



## **Designers in Residence**

**September 2009**

Designers in Residence is an annual exhibition inviting emerging designers to transform an area of the museum with their work. Providing a springboard into the design world, Designers in Residence supports the selected designers at an early stage of their career, allowing them to build on their current design practice and develop new or existing work. Now in its third year, Designers in Residence runs from September – October, during the **London Design Festival**.

### **David Chipperfield**

**– Architecture and the Strength of Limits**

**21 October 2009 – 31 January 2010**

**Media View 20 October 10am – 12pm**

One of the most important architects working today, David Chipperfield's architecture uses concrete, brick and wood to create awe, beauty and meaning with an appealing clarity. His beautifully crafted buildings, whether small scale private houses and shops or large scale public buildings and civic plans urge the user, or the passer by, to enjoy them. This major exhibition of Chipperfield's work will span his early UK commissions including the acclaimed River and Rowing Museum in Henley-on-Thames, which sits in the wetland meadows subtly poised between the traditional and the modern, as well as the recent Museum of Literature in Marbach, Germany, winner of this year's Royal Institute of British Architects Stirling Prize for Architecture. An intense and yet restrained building, it has been described as "a shrine to the soul of a literate nation". Important public commissions for the new Hepworth Museum in Wakefield and the Turner Contemporary in Margate will also be on display.



### **Real World Design**

**- How Ergonomics is Making Things Better**

**18 November 2009 – 14 March 2010**

**Media View 17 November 10am – 12pm**

Ergonomics has been described as the science of everyday life. It uses the knowledge of human performance in conjunction with design and engineering in order to create systems, products and processes which are safe, efficient and enjoyable to use. In an increasingly technological society, awareness of ergonomics is of paramount importance for designers and consumers alike. Good ergonomics is often invisible – we only question the design of products when we have problems interacting with them. The exhibition will show the impact of designers and manufacturers who have not accurately considered our ergonomic requirements - how the same design 'errors' that lead to you mistaking the hot tap for the cold one are the same, in principle, to those that can lead to an air traffic disaster or power station meltdown. The exhibition is presented in association with the School of Engineering and Design, Brunel University.

### **Events, Talks, Activities and Updates**

Throughout the year the Design Museum presents a series of educational workshops, activities, talks and late-night events encouraging participation and debate. For more information and to receive the latest media releases and downloadable images, visit the online Press Office at [Designmuseum.org/press](http://Designmuseum.org/press)

### **Online Press Office**

Sign up to the Design Museums online press office to receive all our forthcoming exhibition and event press releases <http://www.designmuseum.org/press/mailling-list>

**For image requests, interviews and further information please contact  
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