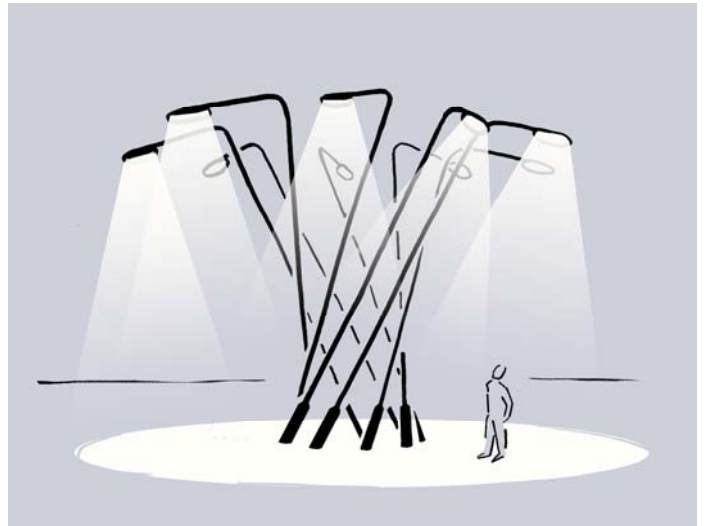


DESIGN MUSEUM

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 8790 W: designmuseum.org
ADVANCE BOOKING T: 020 7940 8783 W:
ticketweb.co.uk



The Design Museum and Beefeater 24 announce

Super Contemporary Commissions

Super Contemporary, celebrating London's creative mavericks
3 June – 4 October

Super Contemporary is the spirit of London design, past, present and future. The exhibition celebrates and examines the creative magnetism of London and its enduring reputation as the heart of contemporary design. The Design Museum has joined forces with Beefeater 24 to showcase 15 new commissions from London's most dynamic creative's, and as a group they demonstrate the diverse approaches to design in London.

Asked what they would give back to London, the 15 commissions show imagination, pragmatism and vision. **David Adjaye**, **Industrial Facility** and **Thomas Heatherwick** take key features of the London streetscape, the bus stop, the telephone box and the lamppost respectively, and re-imagine their design possibilities aesthetically and practically. **El Ultimo Grito**, working with **Urban Salon**, will reinvigorate the design of an enduring visual icon, Nelson's Column. **Ron Arad** will be re-calling the Hayward's Neon Tower in a new film. **Paul Smith**, **BarberOsgerby**, **Tom Dixon**, **Paul Cockledge** and **Neville Brody** will address some of London's most ubiquitous issues – litter, noise, pollution, rain and surveillance, respectively, and offer ingenious and thought provoking designs. **Wayne Hemingway** is designing an outlet to help students and young creative entrepreneurs follow in his footsteps, **Nigel Coates** takes on Battersea Power Station, **Ross Phillips** will mix-and-match the general public with a series of interactive video pods and **Kit Grover**, inspired by an age old lucky charm, spins a twist on London's heritage and turns a folk-law into a pin brooch.

PRESS CONFERENCE

The commissions will be revealed in full at 11am on **2 June** following a **Press Conference 10am – 11am**: hear the designers talk about their new commissions for London. **Media preview 11am – 1pm**: be the first to see the 15 commissions.

If you wish to interview any of the designers involved prior to the press conference or to request further information and images please contact **Ashley Woodfield** at the Design Museum Press Office on 020 7940 8787: email ashley@designmuseum.org

Super Contemporary Commissions

1. Bus Shelter by **David Adjaye**.
2. Gone with the Wind by **Ron Arad**.
3. Listening Station by **BarberOsgerby**.
4. Freedom Space by **Neville Brody**.
5. Batterseum by **Nigel Coates**.
6. Rain It In by **Paul Cocksedge**.
7. London Transport by **Tom Dixon**.
8. Horatio's Garden by **El Ultimo Grito with Urban Salon**.
9. Thames Pin by **Kit Grover**.
10. Vision for the city of London by **Zaha Hadid**.
11. K9 Post Office Kiosk by **Industrial Facility**.
12. Lamp-post Chandelier by **Thomas Heatherwick**.
13. KiosKiosk by **Wayne Hemingway**.
14. Head to Toe by **Ross Phillips**.
15. New London Rubbish Bin by **Paul Smith**. **Revealed on 28 May Photocall with Paul Smith in Covent Garden at 10am.**

Super Contemporary Maps

To accompany the commissions a unique collection of personal maps will also be on show, giving a rare peek into London's creative networks and what excites and drives them.

1. **Nick Roope** of **POKE** is mapping the digital community.
2. **Alex Rich**, **Abake** and **Michael Marriott** are mapping local public projects.
3. **B Store** are mapping contemporary up and coming fashion designers.
4. **Daniel Weil** is mapping 80s and 90s around graphic design agency **Pentagram**.
5. **Wendy Dagworthy** is mapping the 70s fashion scene.
6. **Wayne Hemingway** is mapping where he started sourcing and selling second hand clothes.
7. **David Rosen** and **Neville Brody** are mapping different studio locations and clusters.

Ends.

Notes to Editors:

Headline image: Lamp-post Chandelier by Thomas Heatherwick

1. Designers biographies and commission overviews available on request

2. Press conference, Photocall and media preview, 2 June 10am – 1pm

Photocall 8.30am New Yeoman Warders Uniforms Revealed at **The Tower of London**

Press Conference 10am – 11am Design Museum

Hear the designers talk about their new commissions for London alongside Deyan Sudjic (Director of the Design Museum), Daniel Charny (Guest Curator), Nick Blacknell (International Brand Director – Beefeater Gin)

Media preview 11am – 1pm Design Museum Be the first to see the 15 commissions

All designers are available for interview. Interview slots maybe requested in advance

3. Photocall, Paul Smith reveals his new London Bin, Covent Garden 28 May 10am.

To attend please email ashley@designmuseum.org 0207 940 8787 / 07960057918

4. Beefeater 24

Beefeater is London born and bred. Having created its new luxury gin, Beefeater 24, in 2008, it wanted to celebrate its own achievements as well as those of other creatively-minded Londoners. Collaborating closely with the Design Museum on Super Contemporary has offered up the perfect opportunity; a way to support and shine a light on the triumphs of this creative community, which, like Beefeater, is constantly inspired by its London home

5. The 24 Events

To accompany the exhibition Beefeater 24 will enable a series of London-wide events from late night openings to talks with key designers. See designmuseum.org for latest updates.

6. Exhibition Design

The exhibition design is collaboration between furniture designer Martino Gamper, and graphic design consultancy Bibliothèque.

7. Daniel Charny, Guest Curator.

Daniel Charny is a curator, designer and tutor with industrial design training. He is a strategic consultant and Senior Tutor at the Royal College of Art in London. In 2002 Daniel started The Aram Gallery, a unique design gallery in central London dedicated to experimental and new work. In 2009 he co-founded the creative projects consultancy 'From Now On'. Danielcharny.com

All designers are available for interview during the Media View, interview slots maybe requested in advance. To request further information and images please contact Ashley Woodfield at the Design Museum Press Office on 07960057918 / 020 7940 8787: email ashley@designmuseum.org

To request further information on Beefeater Gin please contact Jim Long on 020 8250 1641: email jim.long@chivas.com