

Design Museum  
and Beefeater 24 present

# Super Contemporary

THE 24 EVENTS  
JUNE / SEPTEMBER 2009



The new luxury  
London gin.

DESIGN  
MUSEUM

London's design community is thriving. This creative hub, with its boundless capacity for innovation and originality has much to be proud of past and present. Which is why Beefeater 24 is delighted to partner the Design Museum's Super Contemporary exhibition; London is after all where Beefeater has called home since 1820.

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.

This guide then will help you enjoy everything that Super Contemporary has to offer – everything from bus tours and gallery tours to debating and gin making. Each one of these 24 events will let you fully immerse yourself in a long summer season of Super Contemporary.

## SUPER CONTEMPORARY TALKS

WHY IN LONDON? HOW DOES THIS CITY AFFECT MY WORK? JOIN US FOR THIS PRESTIGIOUS SERIES OF SUMMER TALKS IN ASSOCIATION WITH BEEFEATER 24. HEAR SOME OF LONDON'S LEADING DESIGN FIGURES DISCUSS THE IMPACT THAT LONDON HAS HAD ON THEIR WORK, AND HOW THEY IN TURN HAVE INFLUENCED THE CITY THAT THEY WORK IN.

### 1/ TOM DIXON

WEDNESDAY 24 JUNE  
DESIGN MUSEUM / 7.15pm / £15

Tom Dixon earned his name as a design maverick in the early 80's with a D.I.Y punk approach to furniture making. Deftly combining the creative with the commercial, Dixon went on to set up his own studio, become Creative Director of Habitat and now Artek, the Finnish furniture manufacturer.

### 2/ WAYNE HEMINGWAY

TUESDAY 7 JULY  
DESIGN MUSEUM / 7.15pm / £15

Wayne Hemingway was an unlikely fashion contender, yet with future wife and life-long business partner Geraldine, Hemingway set up Red or Dead in 1982 to critical acclaim. Hemingway continues to be a force for change through Hemingway Design, a social design consultancy.

### 3/ AIRSIDE

FRIDAY 24 JULY  
DESIGN MUSEUM / 7.15pm / £15

Founded in 1998 by Alex Maclean, Fred Deakin and Nat Hunter. Equally loved in Japan as they are in the UK, Airside have now become fully paid up members of the design establishment with their unique approach to design winning many awards including recognition from D&AD, Bafta and Design Week.

### 4/ BARBER OSGERBY

TUESDAY 22 SEPTEMBER  
DESIGN MUSEUM / 7.15pm / £15

From ingenious coat hangers to looped tables, Barber Osgerby are the quiet champions of beautifully made and deceptively simple pieces. After striking up a working relationship in 1992 as Royal College of Art students, their design affinity has propelled them firmly into the design spotlight.

### 5/ NEVILLE BRODY

FRIDAY 25 SEPTEMBER  
DESIGN MUSEUM / 7.15pm / £15

Neville Brody began his career in record cover design before making his revolutionary mark as Art Director for The Face magazine. He has continually pushed boundaries, turning his challenger gaze to many disciplines since; graphic design, typography and art direction included.

### 6/ PAUL SMITH

FRIDAY 2 OCTOBER  
DESIGN MUSEUM / 3pm / £15

Paul Smith has built his archetypal British label on a foundation of playfulness, an impeccable eye and a steely business sense. He's barely looked back since setting up his first shop with wife Pauline Denyer in 1970 – he's been knighted, had his own exhibition and owns 230 stores worldwide.

### 7/ RON ARAD

FRIDAY 2 OCTOBER  
DESIGN MUSEUM / 7.15pm / £15

Ron Arad is one of the most influential designers of our time – inventive, playful and technically daring. Born in Tel Aviv before moving to London in 1973, Arad made his name as a self-taught furniture maker/designer. His influence remains through his tireless output of architecture and design.

## LATE OPENINGS: DESIGN OVERTIME

DESIGN OVERTIME IS THE DESIGN MUSEUM'S LONG ESTABLISHED ACTIVITY-PACKED SERIES OF REGULAR LATE OPENINGS. VIEW THE MUSEUM'S EXHIBITIONS UNTIL 10PM, TAKE PART IN HANDS ON WORKSHOPS, GALLERY TRAILS AND INFORMAL DISCUSSIONS, AND THEN RELAX WITH A BEEFEATER 24 DRINK AND ENJOY THE AVANT GARDE ENTERTAINMENT BROUGHT TO LIFE BY GUEST CURATORS LUIS CARUNJAL AND ANNIE DAVEY.

### 8/ LONDON TIME MACHINE

FRIDAY 12 JUNE  
DESIGN MUSEUM / 6-10pm / £5 in advance, £8.50 on the door

Yesterday, today and tomorrow; travel through the avenues and alleyways of time to learn from yesteryear and see a vision of the future. Come dressed as London Past or London Future (but nothing in between) and step into our four dimensional world of talks, workshops and entertainment.

Tonight sees guest Design Overtime curators Jacqueline Poncelet and Carol McNicol select a brilliant mix of activities, music and surprises.

LONDON TIME MACHINE ALSO INCLUDES:

### 9/ DESIGN AND TELL

Grab your chance to make your mark and have your say – but you only have 9.6 minutes do it. Show your design endeavours and reveal your creative journey to a captive audience in the Design Museum's Blue Room through 24 images, one every 24 seconds. Register your slot by emailing overtime@designmuseum.org.

### 10/ ANYONE FOR TEA?

Visit the Twisted Tea Party in the company of London's finest Music Hall entertainers, Underbling

& Vow. A select group of valiant volunteers will be whisked back in time to witness a secret sing-a-long spectacular by the Thames.

### 11/ WHY AND WHAT NEXT IN LONDON FASHION?

These are two big questions being posed at this Design Museum discussion. Join this informal seminar led by m u s h r o o m s in partnership with Let Them Eat Cake magazine and hear more about what directions London fashion might be headed for in the future.

### 12/ SPEED DEBATING

So, what is Super Contemporary all about? Thrash it out, find your perfect debating partner and have your say in the fast-moving-quick-talking-debating game. All activities are free with museum entry on the night.

### 13/ DESIGN OVERTIME FESTIVAL

FRIDAY 25 SEPTEMBER  
DESIGN MUSEUM / 6-10pm / £5 in advance, £8.50 on the door

A last chance to see Super Contemporary at a spectacular late opening – not only is it the London Design Festival but it's our 20<sup>th</sup> birthday too! See the shows, take part in debates and workshops set to a blend of Design Overtime music and entertainment. Check designmuseum.org for details of how to enter our 20<sup>th</sup> birthday bake off.

## GALLERY TALKS

GET RIGHT UNDER THE SKIN OF ALL THINGS SUPER CONTEMPORARY BY JOINING ONE OF OUR GALLERY TALKS. A DESIGN MUSEUM CURATOR OR DESIGN SPECIALIST WILL BE ON HAND TO GUIDE YOU ROUND THE SHOW IN ONE OF OUR 30 MINUTE TALKS. THERE'S NO PRE-BOOKING BUT BE AWARE THAT SPACES WILL BE LIMITED ON EACH TALK. JUST ASK AT THE MUSEUM'S ADMISSIONS DESK ABOUT WHERE TO ASSEMBLE.

14/ SUNDAY 14 JUNE / 12 noon

15/ SUNDAY 19 JULY / 12 noon

16/ SUNDAY 9 AUGUST / 12 noon

17/ SUNDAY 13 SEPT / 12 noon

### 18/ LONDON TOUR BUS

SUNDAY 12 JULY  
DESIGN MUSEUM / 7.15pm / £15

All aboard the Design Museum's Routemaster bus (a much-loved design classic) and be guided through an historic metropolis that is constantly in flux. Commentary throughout will be led by Joe Kerr, Head of Critical and Historical Studies at the Royal College of Art.

## BEEFEATER 24 TOURS (OVER 18S ONLY)

BEEFEATER IS LONDON BORN AND BRED. IT HAS DISTILLED GIN IN LONDON FOR GENERATIONS, LINKING IT HISTORICALLY TO THE VERY SPICE WHARFS THAT SURROUND THE DESIGN MUSEUM. A SERIES OF EVENTS WILL TAKE PLACE AT THE BEEFEATER DISTILLERY IN KENNINGTON, GIVING A RARE CHANCE TO DELVE DEEPER INTO THE BEEFEATER DISTILLING STORY.

19/ THURSDAY 23 JULY  
BEEFEATER DISTILLERY / 11am / FREE

20/ THURSDAY 24 SEPTEMBER  
BEEFEATER DISTILLERY / 2pm / FREE

## DESIGN-YOUR-OWN GIN WORKSHOPS (OVER 18S ONLY)

THIS IS HOME BREWING WITH CLASS. DESMOND PAYNE, MASTER DISTILLER FOR BEEFEATER GIN AND CREATOR OF BEEFEATER 24 (THE MOST EXPERT AND LONGEST SERVING GIN DISTILLER IN THE WORLD) WILL GUIDE YOU THROUGH THE REFINED ART OF PREMIUM GIN MAKING.

21/ FRIDAY 7 AUGUST  
BEEFEATER DISTILLERY / 11am / FREE

22/ FRIDAY 7 AUGUST  
BEEFEATER DISTILLERY / 2pm / FREE

23/ THURSDAY 24 SEPTEMBER  
BEEFEATER DISTILLERY / 2pm / FREE

### 24/ COCKTAIL MASTER CLASS

THURSDAY 23 JULY  
BEEFEATER DISTILLERY / 11am / FREE

Discover how to mix the perfect gin cocktail from the masters. Learn about and witness the skill, dexterity and understanding that all go into creating and mixing the perfect cocktail.

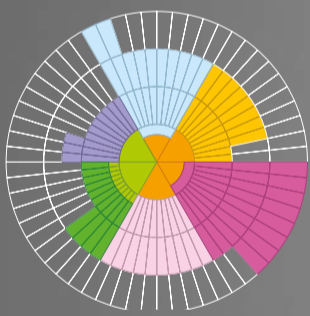
## BOOKING FOR ALL EVENTS

T. 020 7940 8783

E. tickets@designmuseum.org

W. designmuseum.org

# PAUL SMITH TAKES ON LONDON'S SWEETIE WRAPPERS



Design Museum  
and Beefeater 24 present

## Super Contemporary

Celebrating visionary design from  
London's creative mavericks.

3 June - 4 October 2009

Open daily 10am-5.45pm. Last admission 5.15pm.  
Design Museum, Shad Thames, London SE1 2YD  
Find out more at [designmuseum.org/events](http://designmuseum.org/events)



The new luxury  
London gin.

DESIGN  
MUSEUM

DRINKAWARE.CO.UK  
Enjoy Beefeater 24 responsibly.