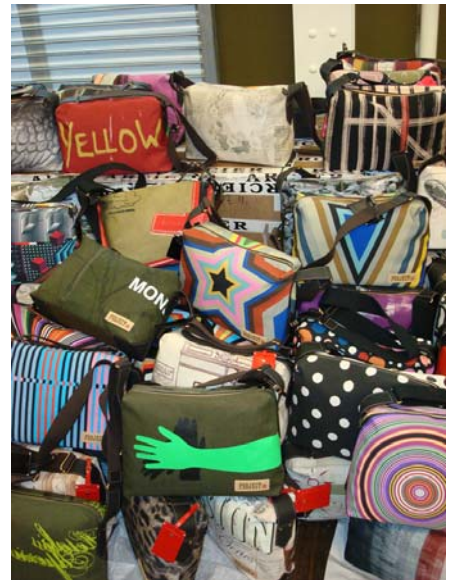


DESIGN MUSEUM

Paul Smith PROJECT 10

**PAUL SMITH PROJECT 10: BAG IN JAPAN
EXCLUSIVELY SHOWCASED AT THE DESIGN
MUSEUM 19 May – 1 June 2009
FREE EXHIBITION**



This spring, Paul Smith launches ‘**Project 10: Bag**’ - a new and refreshing take on design and individuality in a world full of mass production.

Paul Smith has taken one bag shape, the ‘Flight Bag’ and created 138 individual designs for it - 138 in total, for every Paul Smith shop in Japan. Each shop will stock just one design inviting customers to get something very rare and special.

Designs include everything from vibrant graphic prints to more muted colours and new takes on the signature multi-stripe. Re-evaluating large-scale manufacture, each design is limited to an edition of 10 – the result is a unique, inspiring and entirely individual collection of bags.

‘Project 10: Bag’ launched exclusively in stores in Japan on 10 April.

“I wanted to show that creativity is not just driven by money or commerciality and that it can be about a simple idea and effort. Designing 138 prints at the same time for one project was both extremely challenging and rewarding at the same time. I wanted to give and show something interesting and unique to the customer, and hopefully we have achieved that” **Paul Smith**

“The Project 10: Bag designs are a breath of fresh air. They’re like an encyclopedia of design thinking” **Deyan Sudjic, Director of the Design Museum**

See the Paul Smith Project 10 Bag installation in the Design Museum atrium until 1 June 2009, admission free.

To request further information on Paul Smith please contact Alison Smith at Paul Smith T 020 7257 6625 E Alison.Smith@paulsmith.co.uk

Unfortunately the bags are not available to purchase outside Japan, but special orders can be made in some instances through Paul Smith customer services. T 0800 023 4006 or Email customerservices@paulsmith.co.uk

For information on the Design Museum please contact Ashley Woodfield at the Design Museum T 020 7940 8787 E Ashley@designmuseum.org

**Paul Smith will also be taking part in Super Contemporary at the Design Museum from 2 June – 4 October 2009
Designmuseum.org**