



Brit Insurance Design Awards Winners

Recognising the best of contemporary design from around the world
19 September – 1 November 2009
at the Hub: National Centre for Craft & Design



Initiated by the Design Museum, London, Brit insurance Designs of the Year is a continuing series of annual explorations of the most innovative, interesting and forward looking new work in design of all kinds from around the world. This exhibition (to be shown at the Hub: National Centre for Craft & Design) **Brit Insurance Design Awards Winners** is a specially curated show that presents the winning designs from the 2008 and 2009 competition - and examines the qualities that make them the best international designs of the year in their category.

These winning designs were selected from over 200 projects nominated by a group of internationally respected design 'experts', curators, critics, practitioners and enthusiasts. These projects fall within **seven categories: architecture, fashion, furniture, graphics, interactive, product and transport.** An international jury, each with expertise in their respective fields, selected winners, recognising the best of contemporary design from around the world in each category, as well as an overall winner for both 2008 and 2009.



Each category presents work that is distinctive in character. The projects are representative of how design can be successful on different levels and these various facets demonstrate how accessible design can be. They prove that meeting the needs of the client and their brief are an essential aspect of design, nevertheless it is not always the most critical. Technical innovation is equally imperative, as is getting to grips with the cultural aspects of a project. It is not always what objects do but their meaning that is also important.



Overall the exhibition is a fascinating portrait of contemporary international design. Visitors to the exhibition at the Hub will have the opportunity to engage with the exhibits and express if they agreed with the judges decisions. A series of learning activities will be available for children and young people and details of our accompanying learning programme will be available on the Hub website.



Architecture 2008: National Stadium: the Main Stadium for the 2008 Olympic Games, Beijing, China

Architect: Herzog & de Meuron

Client: National Stadium Co. Ltd Beijing, China

Completed in 2008, the Beijing Olympics were used by China to signal its emergence as a political and economic superpower. The new National Stadium is the most striking of a series of spectacular architectural projects designed for the city. The 100,000 seat structure represents the most innovative stadium design since the free-form tent structure used for the Munich Olympic stadium of 1972 and will certainly eclipse London's planned stadium for the 2012 Games. The apparently random steel structure, dubbed for obvious reasons the bird's nest, is an instantly recognizable landmark and a setting in which spectators will be made to feel part of the event.



Architecture 2009: New Oslo Opera House, Norway

Snøhetta

Client: Ministry of Church and Cultural Affairs

The Norwegian National Opera and Ballet, in Oslo is located on the Bjørvika Peninsula overlooking the Oslofjord. The design by Snøhetta won the international competition in 2000 with the plans to provide Norway with a landmark building, offering a stage to showcase Norwegian culture. Also at the centre of urban redevelopment, it now provides a new dynamic public space, attractive for visitors as well as an area for locals to enjoy. The building features dramatic angles that literally dive into the fjord, allowing the visitor to take in the entire structure from ground level as well as appreciating the views as they ascend to the top of the building. The structure also combines a series of architectural features created in collaboration with a number of artists.



Fashion 2008: Airborne Autumn/Winter 07

Design by Hussein Chalayan

Hussein Chalayan's womenswear collection for Autumn/ Winter 2007 entitled 'Airborne' brought the latest LED technology to fashion design. Inspirations as Chalayan articulated, included "the idea of changing seasons, their association with each other and their life and death cycles". From black and white hooded coats to rosepatterned bronze dresses, the collection also featured some high-tech protective wear described by Chalayan as the "winter relief component". These included, for a light-sparse winter, a dome-like hat, which emitted a warm red light through a floral pattern and gauze, motorised hoods providing protection from potential chill winds. In contrast and heralding the anticipation of spring, a beautiful white dress, consisting of crystals and 15,600 LEDs flickered with light. The collection demonstrated Chalayan's ability to combine beautiful and wearable clothes for today with an insight and vision of the future.

Fashion 2009: Italian Vogue: A Black Issue, July 2008 **Vogue Italia, published by Condé Nast**

In July 2008, Italian Vogue dedicated an entire issue to black models focussing on successful, black women. The editor, Franca Sozzani entitled the magazine: A Black Issue, featuring some of the leading black models within the fashion industry and editorial, celebrating influential women in the arts and entertainment industries. It coincided with the US presidential campaign and was at a time when American protest groups demonstrated about the lack of black models in the fashion industry. This inspired Italian Vogue to elevate the debate and make it more public. The feedback was overwhelming, mainly positive, where newsstands from Milan to New York were inundated, with an increase in sales by 40%. Despite some critics' view that A Black Issue was nothing else but a cynical sales campaign by Vogue Italia, sold and distributed in a country still challenged by racism, most felt it was a tribute to black people achieving equal goals to their non-black counterparts.



Furniture 2008: 100 Chairs in 100 Days

Design and manufacture by Martino Gamper

In 100 Chairs in 100 Days "There is no perfect chair" declared Martino Gamper, who set himself a brief to make 100 chairs. Each one had to be completed in a day and was created from elements of existing chairs, using a stockpile of discarded, dumped or donated chairs. Reworking the chairs enabled Gamper to gain a new insight into their construction and the use of materials, which then informed his own design. Taking the paper out of the design process, this self-imposed challenge forced Gamper to work and think with speed, like sketching in three dimensions. Some of his chairs are homage to a particular designer, but they are also a tonic to the saturation of the 'classic' chair in contemporary design. Gamper offers a new direction with his new mixed breed of chair imbued with a freshness and unpredictability.



Furniture 2009: MYTO Chair, Italy

Designed by Konstantin Grcic

Commissioned by BASF, Manufactured by Plank

The team at Konstantin Grcic's studio collaborated with the Italian furniture producer Plank and chemical company BASF to create the MYTO Chair. Reinterpreting the typology of the cantilever chair, it was designed primarily as a manufactured chair that utilises BASF's engineered plastics. The design development took place within the space of one year, during which Grcic experimented with the creative potential of the material Ultradur® High Speed (PBT – polybutylene terephthalate) and as a result found that the materials properties shaped the final form. Its extraordinary consistency, strength, viscosity and thermoforming abilities meant that the fluid plastic could be injected into a monoblock. The supporting frame would harden and conform to the perforated seat and back, dissolving seamlessly into the net-like perforations of the structure, presenting an elegant transition from thick to thin cross-sections.



Graphics 2008: Penguin Classics Deluxe Edition **Creative Direction by Paul Buckley, co-Art Direction by Helen Yentus. Design by various artists for Penguin Group USA**

These Penguin Classics Deluxe Editions feature one-of-a-kind book cover illustrations by a number of leading and internationally renowned cartoonists and illustrators. The artwork was required to include the front and back cover as well as French flaps, which provided the graphic artists with a wraparound space where they were able to create an evocative atmosphere. These Classics Deluxe Editions connect a literary genre on the inside with a cartoon genre on the outside whilst also featuring the world-class notes and literary and educational extras that the Penguin Classics are known for. The series were art directed by Paul Buckley and Helen Yentus, where Paul was also responsible for the designs of some of the titles. Artists and illustrators featured in the series include Frank Miller, Julie Doucet and Dan Clowes.



Graphics 2009: Barack Obama Poster, USA **Designed by Shepard Fairey**

Shepard Fairey is a street artist renowned for his prolific fly posting of propaganda style artwork and Andre The Giant Icon images and to date has attracted a large international following. As an industry leader, Fairey was commissioned by the initiative 'Artists for Obama' and the 'Inaugural Committee' to create limited edition work for sale in order to raise money and awareness for Obama's 2008 Presidential Campaign. Based on the image taken by the Pulitzer Prize winning photographer David Turnley, the initial Obama posters created by Fairey were the PROGRESS and HOPE images. Then, working on his own initiative, Fairey used both these images as part of an unofficial viral poster campaign to help bring awareness to Obama's Presidential Campaign. The artwork was then iterated to create more posters with the words CHANGE and VOTE to further spread the candidates' message and meet the incredible demand for the artwork. The posters demonstrate the cultural momentum surrounding Obama and his campaign.



Interactive 2008: Burble London **Design by Haque Design + Research Ltd, with Seth Garlock and Rolf Pixley**

Architect Usman Haque worked with Rolf Pixley and Seth Garlock on the design-led project Burble London. Haque Design + Research, specialising in interactive architecture systems, was commissioned by the Singapore Biennial 2006 to create Open Burble, leading to Burble London launched during London Fashion Week 2007. The Burble is a 70m tall structure consisting of 1000 extra-large helium balloons, supported by 140 carbon-fibre hexagonal units. Each of the balloons contains a micro-controller and coloured LEDs. The public composes and assembles the structure on the ground following a two-dimensional multicoloured pattern which they design freely. When constructed, Burble is set to sway in the evening sky. The public, both audience and performer, controls the coloured patterns and the shape of the Burble through their weight and movements, with an articulated handlebar. The installation enables people to contribute to their environment at an urban scale whilst challenging architecture's permanence.





Interactive 2009: Make Magazine, USA
Published by O'Reilly

The first magazine devoted entirely to DIY technology projects, MAKE Magazine unites, inspires and informs a growing community of resourceful people who undertake amazing projects in their backyards, basements, and garages.

Product 2008: One Laptop Per Child
Design by Yves Béhar of Fuseproject, for OLPC & Quanta Computer Inc.

One Laptop Per Child is a non-profit program created by Massachusetts Institute of Technology (MIT) in America. The child-size laptop brings learning, information and communication to children where education is needed most: in developing countries. The result is an inexpensive and energy-efficient computer. The machine's reduction in energy use, by 90 percent, is ideal for a device that could be charged by hand-cranked power in rural villages. The laptop features Wi-Fi antenna 'rabbit ears' and energy-efficient LCD, digital writing tablet and integrated video camera. Networking capabilities allow children to connect to each other, their school, their teacher and the Web. Every design aspect of the machine serves a dual purpose to achieve a sense of economy and efficiency.



Product 2009: Magno Wooden Radio, Indonesia
Concept and design by Singgih S Kartono
Manufactured by locals in Java

The Magno wooden radio is a small and simple radio, encased in a shell of wood is an example of Indonesian entrepreneurship and design employing local manufacturing resources. Singgih Susilo Kartono is the creative brains behind this idea, designing the radio to help revive the economic conditions and employment prospects of Kandangan. His intention through this project was to try and change the villagers dependency on cities and create a community that was more reliant on local services. As a result the villagers adopt a new set of craft skills including carpentry that can be passed on. They also use locally sourced sustainable materials helping to sustain economic conditions within the area.



Transport 2008: Mex-x
Wheelchair for children by Meyra- Ortopedia Vertriebsgesellschaft mbH

The Mex-x is a folding wheelchair for children, presenting different options to its configuration and colouring. Seat and frame are constructed independently from each other so that the advantages of a folding wheelchair can be combined with the variability of a regular wheelchair with fixed frame. This permits the child to grow with the chair, allowing mobility as well as ensuring optimum safety for the child. Great care has been taken on the design of the ergonomic elements. Various designed guards on the wheels can be selected from a website, which gives the child a sense of individuality.



Transport 2009: Line-J Medellin Metro Cable, Colombia
Designed and Manufactured by Poma, France
Client: Metro de Medellin Ltda.

Medellin City in Colombia is setting an example of how the traditional cable car mainly used in skiing resorts is also a means of transportation in an urban environment. With the introduction of the J-line Metro Cable to the Medellin Metro network, people living in the hillsides can gain access to the city in a convenient manner; it's a service that enables the poorer suburban communities to travel in an efficient and environmentally friendly manner. The French supplier of the cable cars, Poma, have designed the cable cars for the J-Line to compliment its use as well as its landscape to such an acclaim that the United Nations is reviewing the concept to be implemented as part of a wider sustainable transportation scheme.



Brit Insurance Design Award Winners was organised by the Design Museum, London

EXHIBITION INFORMATION

DATES: Open to the public every day from Saturday 19 September – Sunday 1 November 2009

OPENING TIMES: 10.00 – 17.00 7 days per week

ADDRESS: Hub: Navigation Wharf, Carre Street, Sleaford, Lincolnshire, NG34 7TW

ACCESS: The exhibition is accessible for all

PARKING: Parking is available at East Gate car park, adjacent to the Hub

CONTACT DETAILS: hub@leisureconnection.co.uk 01529 308710

WEB: www.thehubcentre.info

NOTES TO EDITORS

Opened in October 2003, the Hub: National Centre for Craft & Design is the largest gallery in the UK specifically dedicated to the exhibition, celebration and promotion of the very best of national and international craft and design. Located in Sleaford, Lincolnshire, UK, the Hub houses two gallery spaces which offer a continuously changing and challenging programme of international and national craft and design. The building also contains a craft and design shop; a cafe bar; an extensive learning programme; and workshop facilities.

Hosting over 12 different shows a year within the building, the Hub has also recently initiated an international touring exhibitions programme which includes the exhibitions Bathing Beauties™, Denim – the fabric of our lives and David Hillman in Print. For more information on hiring Hub exhibitions, please contact melanie.kidd@thehubcentre.info

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