

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

Media Announcement

Ergonomics

- Real Design

18 November 2009 – 9 March 2010



Often described as the science of everyday life, ergonomics uses the knowledge of human performance in conjunction with design and engineering to create systems, products and services which are safe, efficient and enjoyable to use. Our size and shape, how we move, what we see, hear and feel and how we think, all this information has been collated and applied by ergonomists to aid the design of both everyday and extraordinary objects.

This engaging exhibition reveals the thought and process behind this science, exploring the theory, principles and methods used and applied to create usable, quality items. In an increasingly technological society, awareness of ergonomics is of paramount importance for designers and consumers alike. From the humble tape measure and TV remote control, to the vast and complex areas of transport systems and medical care, ergonomics is the study of how we interact with products, the relationship between man and machine, with the primary aim to optimise this symbiotic affiliation.

Ergonomics is the unsung hero of good design and is often only noticeable by its absence, when a product is badly designed or fails to be user-friendly. It's a thin line between mistaking the hot and cold tap to averting an air traffic disaster or power station meltdown. A misplaced element in either system can be fatal and whilst the consequences are majorly different the theory is much the same.

Through prototypes, interactive displays and examples of ergonomically designed pieces including the Sky TV remote and the CERN Control Room, this exhibition reveals the importance that ergonomics plays in creating design for the real world.

Dr Mark Young, Senior Lecture at Human-Centred Design Institute Brunel University comments "Ergonomics is about applying science and method to what might otherwise be assumed as common sense, you could call it 'evidence-based design' and this exhibition showcases the added value that ergonomics can bring to the design process."

This exhibition is a joint collaborative between the Design Museum and Brunel University and was made possible with a grant from the Engineering and Physical Sciences Research Council under its Partnerships for Public Engagement programme.

Ends

Notes to Editors:

1. Media View 17 November 12pm – 2pm.

Dr Mark Young (Senior Lecturer, Human-Centred Design Institute at Brunel University), Fergus Bisset (Design Researcher, School of Engineering and Design) and exhibition curator Gemma Curtin will be available for interview at the media view. Interview slots maybe requested in advance.

2. Exhibition design by Michael Marriot with A2 Design.

3. Talks and Events – TBC

4. This exhibition is a collaborative between the Design Museum, Brunel University and Loughborough University. It was made possible with a grant from the Engineering and Physical Sciences Research Council under its Partnerships for Public Engagement programme.



5. 2009 marks the 60th anniversary The Ergonomics Society.

The Ergonomics Society, which was the first ergonomics body to be set up worldwide and is the professional association of ergonomists and human factors professionals, is celebrating its 60th anniversary in 2009. Ergonomics as a science came about as a result of wartime collaboration by eminent scientists from a range of disciplines who discovered that working together they could achieve a great deal more than if they worked separately. Therefore, they decided to continue sharing their expertise and set up a professional society and founder member Hywel Murrell created the word ergonomics by joining together two Greek words ergos and nomos (meaning work and natural laws). www.ergonomics.org.uk.

6. The Engineering and Physical Sciences Research Council (EPSRC) is the UK's main agency for funding research in engineering and the physical sciences. The EPSRC invests more than £800 million a year in research and postgraduate training to tackle the challenges of the 21st Century. www.epsrc.ac.uk.

To request further information and images please contact Ashley Woodfield at the Design Museum Press Office on 0207 940 8787 / ashley@designmuseum.org