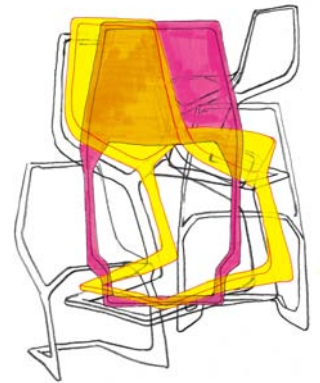


# DESIGN MUSEUM

Design Museum, Shad Thames, London. SE1 2YD  
Design Museum Shop 0207 940 8754  
Designmuseumshop.com

Media Announcement  
November 2009

## Design Museum commissions unique limited edition prints



To celebrate the twentieth anniversary of the Design Museum, four leading designers have been invited to design an original piece of artwork, each reproduced as high quality limited edition prints. **Tord Boontje**, **Margaret Calvert**, **Konstantin Grcic** and **David Chipperfield** have supplied artwork which will be sold exclusively in the Design Museum shop. Each commission will be available as an edition of 100, strictly limited and numbered, these prints are exclusive to the Design Museum.

Each print is priced £100 and will be available to buy from [DesignMuseumshop.com](http://DesignMuseumshop.com).

All proceeds from the sale of these original artworks will go directly towards the Design Museum exhibitions and education programme.

Ends

For further information and images please contact **Ashley Woodfield** at the Design Museum. [Ashley@designmuseum.org](mailto:Ashley@designmuseum.org) 0207 940 8787

## Notes to editors:

### 1. Tord Boontje – Product Designer (1968-) “Birdman”

‘Birdman’ is screen-printed in 2 colours on Somerset Satin White 300gsm, A2. Hand numbered edition of 100.

Tord Boontje is an industrial product designer who graduated from the Design Academy Eindhoven in 1991 and then earned a Masters degree from the Royal College of Art in London in 1994. Since graduating he has gone on to produce many superbly designed products for the home, including tableware, lighting and furniture, all in his signature fairy-tale style that takes inspiration from magical realism, nature, textiles and embroidery. He has received many significant awards, including Dutch Designer of the Year (2005), The IF Product Design Award (2006) and the Red Dot Design Award (2007). In 2009 he was appointed professor and head of design products at the Royal College of Art in London.

<http://designmuseum.org/design/tord-boontje>



### 2. Margaret Calvert - Typographer (1936-) – ‘Mrs P’s Journey’

‘Mrs P’s Journey’ is screen-printed in seven colours on Somerset Satin White 300gsm, A2.

Hand numbered edition of 100.

This artwork comes from Margaret Calvert’s personal sketchbook and is a tribute to Phyllis Pearsall, originator of the London A to Z. In 1935, Mrs Pearsall began her extraordinary solo mission to map London in its entirety. This involved walking over 3000 miles, along 23000 streets. Rising at 5am every day, she spent 18 hours a day walking and drawing the first London A to Z. She did all of the proofreading and design work herself, and drew up the map with the help of a single draughtsman. Mrs Pearsall was a well respected typographer, whose arrangements are considered highly significant for the era. The A to Z typeface itself is a classic piece of typography by Eric Gill.



The first London A-Z was published in 1936, the same year that Margaret Calvert was born. Margaret (along with the late Jock Kinneir) is responsible for the design of the UK’s road and motorway signage system in a huge and ambitious project carried out between 1957 and 1967. The system has become the model for navigational signage around the world. From 1987 to 1991, Margaret was Head of Graphic Design at the Royal College of Art, tutoring students including Neville Brody, Johnathan Barnbrook and Phil Baines <http://designmuseum.org/design/jock-kinneir-margaret-calvert>

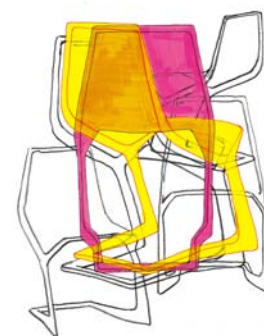
### 3. Konstantin Grcic – Industrial Designer (1965-) ‘The Chairs’

‘The Chairs’ is screen-printed in seven colours (including 3 fluors) on Somerset Radical White Velvet, 280gsm, A2.

Hand numbered edition of 100.

Konstantin Grcic has developed a design language that combines formal rigour with subtle humour in the design products and furniture for manufacturers such as Authentics, Flos, Krups and Magis. In 2009, Konstantin’s MYTO chair was selected for the Design Museum’s Designs of The Year award and exhibition.

[designmuseum.org/design/konstantin-grcic](http://designmuseum.org/design/konstantin-grcic)



### 4. David Chipperfield – Architect (1953-) ‘The Neues Museum’

‘The Neues Museum’ is a digital print on Somerset Satin White, 300gsm, 100cm long and 50cm tall. Hand-numbered edition of 100.

Although David Chipperfield’s architectural practice is currently working on many residential, cultural, commercial and product design projects all around the world, he still found the time to generously allow the Design Museum to reproduce this stunning elevation drawing of the new Neues Museum in Berlin for our print project.

The Neues Museum opened to the public on the 16th of October 2009, it’s completion a staggering feat of design and engineering that has taken 13 years to build.

