

DESIGN MUSEUM

OCTOBER 2009 —
MARCH 2010





DAVID CHIPPERFIELD ARCHITECTS — FORM MATTERS

21 OCTOBER 2009 —
31 JANUARY 2010

David Chipperfield Architects produce subtle and sophisticated buildings, from public museums to private homes, with an acute sensitivity for materials and a powerful awareness of their environment. This comprehensive overview will show why form matters through a selection of models, drawings, photography and film, and will include major recent projects including the City of Justice in Barcelona and the Neues Museum in Berlin.

LESS AND MORE — THE DESIGN ETHOS OF DIETER RAMS

18 NOVEMBER 2009 –
7 MARCH 2010

As head of design at Braun, the German consumer electronics manufacturer, Dieter Rams emerged as one of the most influential industrial designers of the late 20th century. His mass produced designs have had a revolutionary and lasting impact on many of the household goods we use everyday – from covetable stereo equipment to the classic Braun shaver. The exhibition will showcase Rams' landmark designs for both Braun and furniture manufacturer Vitsoe, examine how Rams' design ethos inspired Braun's entire product range for over 40 years and assess his lasting influence on today's design landscape. This exhibition was originally organised and produced by Suntory Museum Osaka in collaboration with Fuchu Art Museum in Japan.

Supported by the Dieter Rams Circle of Friends and Vitsoe.

DESIGNERS IN RESIDENCE

PART ONE:
18 SEPTEMBER –
31 OCTOBER 2009

PART TWO:
27 JANUARY –
8 MARCH 2010



Designers in Residence follows the journey of a group of emerging designers as they create site-specific installations around the ground floor of the museum. Throughout the residencies there will be opportunities to meet the designers and obtain an insight into the design and development of their work through the blog designmuseum.org/inresidence. The Designers in Residence are Asif Khan, Dave Bowker, Bethan Wood, Marc Owens and the design collective Farm (Guy Brown, Alexena Cayless, Sebastian Hejna and Giles Miller).



DIETER RAMS WITH L 450 SPEAKERS,
TS 45 RECEIVER, TG 60 TAPE RECORDER
AND PCS 5 RECORD PLAYER, 1962–65

ERGONOMICS — REAL DESIGN

18 NOVEMBER 2009 —
7 MARCH 2010

Described as the science of everyday life, ergonomics combines the knowledge of human performance with design and engineering to create systems, products and services which are safe, efficient and enjoyable to use. From the humble tape measure and TV remote control, to the vast and complex areas of transport systems and medical care, ergonomics improves how we interact with the world around us. Through prototypes, interactive displays and the finished design, this exhibition reveals the importance of ergonomics in creating effective design for the real world.



PEARSONLLOYD FOR DESIGN
BUGS OUT, COMMODE, 2009

BRIT INSURANCE DESIGNS OF THE YEAR

17 FEBRUARY 2010 —
6 JUNE 2010

BRIT
INSURANCE
DESIGN
AWARDS
2010

Now in their third year, the Brit Insurance Design Awards have become established as leading design awards, showcasing the most innovative and forward thinking designs from around the world. Last year's winner, the unofficial Barack Obama poster campaign by Shepard Fairey, demonstrated the power that design can have even from grass-root level. Which design will triumph in 2010? The new 100 strong shortlist will be on display in the exhibition, many for the first time. The winner will be decided by a panel of experts and announced in March but as soon as the shortlist is announced you can vote for your favourite at designsoftheyear.com.



SHEPARD FAIREY, BRIT
INSURANCE DESIGN OF
THE YEAR 2009

TALKS, LATE NIGHTS AND TOURS

BOOKING

T 020 7940 8783
E tickets@designmuseum.org
W designmuseum.org/events

TALKS

ROBERT BRUNNER AND AMMUNITION

MONDAY 7 DECEMBER
7.15pm £15, £10 MEMBERS

In this lecture industrial designer and product development entrepreneur Robert Brunner will talk about the ethos and achievements behind Ammunition, his San Francisco based multidisciplinary design company.

After graduating in industrial design from San Jose State University in 1981, Robert co-founded the design consultancy Lunar. Subsequently, he was hired as Director of Industrial Design for Apple Computers where he served for 7 years. In 1996, he was appointed partner in the international firm Pentagram, helping lead the San Francisco office. In 2007 he founded Ammunition which he continues to lead to the present day. Robert also serves as Chief Designer for Fuego and Regen, both consumer product companies he has co-founded.

THE TEN PRINCIPLES OF DIETER RAMS

TUESDAY 2 MARCH
7.15pm £15, £10 MEMBERS

Goethe-Institut London, 50 Princes Gate,
Exhibition Road, SW7 2PH

In this panel discussion design specialists from both Germany and the UK will examine the impact and implications of the work of Dieter Rams. In the way that Rams himself suggested, "question everything generally thought to be obvious," the debate will refer to the acknowledged influence this major figure has had on industrial design to see what has and could or should still be learnt from his methods and philosophy.

To bring his Ten Principles of good design up to date the audience will submit their ideal 11th principle at the end of the debate. The Design

Museum proudly presents this informative discussion in partnership with the Goethe-Institut where the event will be held.



SEMINAR

REPRESENTING ARCHITECTURE REVISITED
MONDAY 22 FEBRUARY
2pm £15, £10 MEMBERS

In 2007 the Design Museum, in association with Kingston University, the Architecture Foundation and the AHRC held three workshops to generate discussion about the nature of representing architecture within a gallery context. The resulting publication, Representing Architecture, forms a blueprint for current thinking on this subject. This seminar will revisit issues raised within the publication and generate themes for future academic discourse.

DESIGN OVERTIME LATE NIGHTS

SPARKLE THE DARK UP
FRIDAY 4 DECEMBER
£5 IN ADVANCE / £8.50

The winter warmer wonderland returns with glittering glamour at the start of the festive period. Be ahead of the game and make your handmade Christmas cards, buy your presents from the Design Museum Shop and wrap them with a twist. The wonder continues with animation screenings, talks and hands on workshops curated by animator and director Ranko Andjelic.

RESIDENT, STEADY, GO
FRIDAY 19 FEBRUARY
£5 IN ADVANCE / £8.50

It's a stick up! For one night only the Designers in Residence have taken over the museum. Design Overtime returns with a programme packed full of talks, tasks and trails devised with the enthusiasm of five emerging designers who have been residing at the museum over the winter. Be intrigued by their innovative work, informed by their ingenious interpretation and interact with their itinerary of activities.

GALLERY TOURS

THIRD SUNDAY OF THE MONTH
12 noon

Led by a Design Museum curator or selected design specialist, these informal and informative 30 minute tours are free with museum entry. No need to book but places are restricted. Please enquire on arrival for assembly point.

22 NOVEMBER

DIETER RAMS

Led by Design Museum Curator Alex Newson

20 DECEMBER

DAVID CHIPPERFIELD – FORM MATTERS

Led by Design Museum Curator Gemma Curtin

17 JANUARY

DAVID CHIPPERFIELD – FORM MATTERS

Led by Design Museum Learning Manager
Michael Czerwinski

21 FEBRUARY

DIETER RAMS

Led by Design Museum Curator Alex Newson

14 MARCH

ERGONOMICS – REAL DESIGN

Led by Mark Young, Senior Lecturer, Human-Centred Design Institute, Brunel University

COMING SOON

URBAN AFRICA –
DAVID ADJAYE

31 MARCH – 5 SEPTEMBER 2010

SUSTAINABLE
FUTURES

31 MARCH – 5 SEPTEMBER 2010



CONCEPT VEHICLE FOR WATER
FILTRATION, IDEO, 2009

LEARNING

The museum's learning programme inspires and nurtures the next generation of creative professionals. Offering a lively menu of activities from self-guided group visits, design industry talks and product evaluation workshops for students, to continuing professional development courses and INSET opportunities, the programme brings the real world of design into the lives of students and teachers.

See designmuseum.org for resources and further information on our learning programme.

BOOKING

T 020 7940 8782
E learning@designmuseum.org

SCHOOLS & COLLEGES

DESIGN STORIES: FASHION/TEXTILES
Monday 22 March 2010
11am – 12.15pm £6 per student

Part of a unique series of design talks offering inspiring opportunities for AS/A2 design students to learn about the real world of design from its rising stars. To accompany a visit to the acclaimed Brit Insurance Designers of the Year 2010 exhibition, hear first hand, real life experiences from the fast paced world of design in the fashion and textiles industries.

SCHOOL WORKSHOPS

Tuesday – Friday
10.30–11.30am, 11.45am–12.45pm,
1.30pm–2.30pm
KS2–4: £4.50 per student,
AS/A2 & FE: £6.50 per student

This popular programme of workshops provides a hands-on opportunity to explore our unique handling collection whilst gaining valuable insights into the world of design. Workshop activities are tailored to the National Curriculum for Key Stages 2 & 3 and are linked to relevant qualifications for students aged 14–19. Participants will take part in a range of drawing, discussion, and design activities to deepen their understanding of innovation and creativity within the design process.

RESOURCES

DISCOVER DESIGN

An online interactive teaching and learning resource for the classroom, Discover Design promotes analytical and creative approaches to looking at, thinking about and responding to design. Supported by Brit Insurance. Find it at designmuseum.org/discoverdesign



PROFESSIONAL DEVELOPMENT

HOW TO TEACH DESIGN REALLY WELL

Tuesdays 24 November 2009,
2 February + 22 June 2010
£325 per teacher

Our highly acclaimed 3 day course takes teachers through a range of stimulating and creative approaches to teaching design effectively. The course includes a visit and research opportunity at a leading UK design studio, arranged to suit the curriculum specialisms of participating teachers. This year's course will focus on practical strategies to support the new Key Stage 3 curriculum.

HIGHER EDUCATION

MA COURSE IN CURATING CONTEMPORARY DESIGN

The Design Museum and Kingston University offer a postgraduate course to prepare students for careers in the museums sector and creative industries. The programme is taught by both institutions and includes lectures, seminars, studio visits and team project briefs working with a range of organisations including the British Council, the Architecture Foundation, the Science Museum and the V&A. For further information on the course contact Kingston University:

T 020 8547 2000, ext. 64141
E designpostgrad@kingston.ac.uk

FAMILIES

The museum offers a variety of ways for families to enjoy design. The museum provides Explore Trails for all families visiting the museum and you can book hands on family workshops on the first and last Sundays of every month. For Family Workshops children must be accompanied by an adult. Maximum two children per adult.

BOOKING

T 020 7940 8782
E tickets@designmuseum.org

GET CREATIVE! FAMILY WORKSHOPS

MAKE A MODERN HOME

Sundays: 1 November, 29 November,
6 December, 20 December
2 – 5pm FREE

Taking inspiration from the craftsmanship and building techniques of leading UK architect David Chipperfield, use the latest construction kits from Meccano to make a 3D model of your ideal modern home. With expert designers and architects on hand to assist you and a bumper range of design materials to choose from this workshop is a must for all budding young architects and 3D designers!

Supported by



BOX CLEVER

Sundays: 10 January, 24 January,
7 February, 28 February
2 – 5pm £4 (ages 5 – 11)

Inspired by the innovative and streamlined products of German designer Dieter Rams, participants are challenged to design a fantasy object for their home, starting with only a blank white box and armed with a kit of design tools and materials.

CHILDREN'S GALLERY TOURS

24 October, 28 October, 21 November,
12 December

2.30pm Free with museum admission
A fun and engaging half hour guided tour through the museum for 5–11 year olds. The tour begins with an introduction to the museum and then continues with highlights from our exhibitions.

GET INTO... PRODUCT DESIGN

3 Day Course
Monday 15 – Wednesday 17 February
10.30am – 3.30pm daily
£125 (ages 12 – 16)

Inspired by the elegant and influential style of German designer Dieter Rams, explore innovative product design with industry professionals to create your own product design solutions and prototypes on this exciting 3 day course.



MEMBERSHIP

Design Museum members receive all the following benefits: priority booking and information, discounted talks tickets, discounts in the Shop and Café, free unlimited entry to all the exhibitions for you and a guest, invitations to Members Nights with curator-led tours and free entry to Design Overtime late nights. So support the museum and join other design fans by becoming part of the Design Museum today. Membership starts from just £25 and lasts for one year.

T 020 7940 8763

E membership@designmuseum.org

W designmuseum.org/membership

SUPPORTING THE DESIGN MUSEUM

Through its exhibitions, learning programme, collections, online presence and publishing programme, the Design Museum provides a critical insight into the forces driving change in today's world.

As a registered charity, the Design Museum relies on the generosity of individuals, companies, and charitable trusts and foundations to help fund its diverse exhibition and education programmes. Donations to the Design Museum make a vital difference, they enable the museum to stage world class exhibitions that inspire and educate audiences about design.

Find out more about ways of supporting the Design Museum by contacting the Development Team:

T 020 7940 8269

E development@designmuseum.org

PUBLIC FUNDERS

Department of Culture, Media and Sport

TRUSTS AND FOUNDATIONS

29th May 1961 Charitable Trust

The Arnold Foundation

Brit Insurance Charitable Trust

The Conran Foundation

The Eranda Foundation

Esmée Fairbairn Foundation

The Fitton Trust

The Garfield Weston Foundation

The Golden Bottle Trust

John Lyon's Charity

Man Group PLC Charitable Trust

The Philip and Irene Toll Gage Foundation

R & S Cohen Foundation

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BAM Construct

Bartle Bogle Hegarty

Ben Kelly Design

Ben Weaver Associates

Benchmark Woodworking

Conran & Partners

Dornbracht

Framestore

Graphic Thought Facility

Grimshaw Architects

The Hospital Club

Kvadrat

Marks and Clerk

Nexus Productions

Nokia UK Ltd

Paul Smith Limited

Phaidon Press

PricewaterhouseCoopers LLP

Procter & Gamble Prestige Beauté

Ravensbourne College of Design

& Communications

South Bank University

Studio Myerscough

Therefore Product Design

Vitsœ

University of Southampton –

Winchester School of Art

INDIVIDUAL MEMBERS

We are extremely grateful for the generous support of our individual members.

DESIGN MUSEUM SHOP

Whether seeking inspiration, or simply looking for the perfect present, the Design Museum Shop is the place to visit for a unique selection of contemporary gifts and design innovations from around the world. Specialising in the latest products by leading and emerging designers, the shop carries a savvy and stylish range of homewares, exclusive limited edition posters,

accessories and stationery. You can also find the most relevant, informative and beautiful range of new design books on architecture, fashion, graphics, illustration and product design alongside delightful children's books and games. Members receive 10% discount on all items when shopping in-store. The online shop is open 24 hours a day and delivers all over the world so check out the latest arrivals at designmuseumshop.com.

T 020 7940 8754
E shop@designmuseum.org
W designmuseumshop.com



TWENTYTWOYONE
PLUS MINUS ZERO, 2009

INFORMATION

Shad Thames, London SE1 2YD
designmuseum.org

INFORMATION
Programme 020 7940 8790
Office 020 7403 6933
Fax 020 7378 6540

OPENING HOURS
Daily 10am – 5.45pm
Last admission 5.15pm

ADMISSION
£8.50 adults £6.50 concessions
£5 to students
Free to members Free for under 12s

ADVANCE TICKETS
T 020 7940 8783
E tickets@designmuseum.org
W ticketweb.co.uk

DISCOUNTS FOR GROUPS
OF 10 OR MORE
Please book in advance
T 020 7940 8783
E tickets@designmuseum.org

DESIGN MUSEUM SHOP
T 020 7940 8754
E shop@designmuseum.org
W designmuseumshop.com

DESIGN MUSEUM CAFÉ
T 020 7940 8785
E cafe@designmuseum.org

HIRE THE MUSEUM
T 020 7940 8262/8766
E events@designmuseum.org

GET MARRIED AT THE MUSEUM
T 020 7940 8262/8766
E specialevents@designmuseum.org

Entry to the Shop and Café is free

All details are correct on publication

DESIGN: GRAPHIC THOUGHT FACILITY
PRINT: TRADEWINDS

COVER IMAGE:
DIETER RAMS, BRAUN
T 1000, WORLD RECEIVER, 1963

ACCESS

- ♿ Wheelchair access
- 👁️ Blind and visually impaired
- ♿ Level access

All areas of the Design Museum are accessible by level access or by lift. Wheelchair accessible toilets are located on the ground floor. A wheelchair is available on request. Two disabled parking bays are located on Shad Thames behind the museum. Please call us on 020 7403 6933 if we can assist your visit in any way.

TRANSPORT

- 🚆 Rail, Northern and Jubilee lines to London Bridge – a 15 minute walk along the River Thames
- 🚆 District and Circle lines to Tower Hill – a 10 minute walk across Tower Bridge
- 🚆 Docklands Light Railway to Tower Gateway – a 10 minute walk across Tower Bridge

CAR

Parking in Gainsford Street T 020 7407 1584

BUS

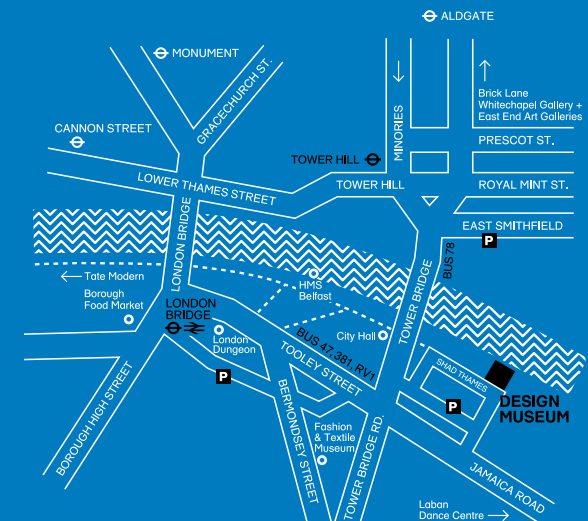
42, 47, 78, 188, 381 to Tooley Street;
100 to Tower Gateway; 225 to Jamaica Road;
RV1 to Tower Bridge

RIVER

One way/return boat services to Tower of London from Waterloo Pier. T 020 7740 0400
From Embankment Pier to Tower of London and St Katharine's Dock. T 020 7987 1185

CYCLE

Racks on the riverfront



DESIGN: GRAPHIC THOUGHT FACILITY
PRINT: TRADEWINDS

COVER IMAGE:
DIETER RAMS, BRAUN
T 1000, WORLD RECEIVER, 1963

CALENDAR

OCTOBER 2009 –
MARCH 2010

Week Commencing	Ground Floor	First Floor	Second Floor North	Second Floor South	Activities
12th – 18th	Designers in Residence, Residency I		Mariscal Drawing Life	Remembering Jan Kaplický	
19th – 25th		21 October: David Chipperfield			24th Children's Gallery Tour
26th – 1st Nov	to 31 October		to 1 November	to 1 November	28th Children's Gallery Tour 1st Family Workshop
2nd November					
9th – 15th					
16th – 22nd	Works by Condiment Junkie and Ott Aicher		18 November Dieter Rams	18 November Ergonomics – Real Design	21st Children's Gallery Tour 22nd Gallery Tour
23rd – 29th					23rd Members night 29th Family Workshop
30th – 6th Dec					4th Design Overtime 6th Family Workshop
7th December	Installation by Yu Jordy Fu				7th Talk: Robert Brunner
14th – 20th					12th Children's Gallery Tour 20th Family Workshop 20th Gallery Tour
21st – 27th					
28th – 3rd Jan					
4th January 2010					10th Family Workshop
11th – 17th					17th Gallery Tour
18th – 24th	to 22nd Jan				24th Family Workshop
25th – 31st	27 January: Designers in Residence, Residency II	to 31 January			
1st February					7th Family Workshop
8th – 14th					
15th – 21st		17 Feb Brit Insurance Designs of the Year			15th – 17th Get Into... Product Design 19th Design Overtime 21st Gallery Tour
22nd – 28th	to 8 March	to 6 June	to 7 March	to 7 March	22nd Representing Architecture 28th Family Workshop
			31 March – Urban Africa	31 March – Sustainable Futures	14th March Gallery Tour