

DESIGN MUSEUM

DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD
OPENING: 10.00 -17.45 daily. Last admission: 17.15
PUBLIC INFORMATION T: 020 7940 8790
W: designmuseum.org

BRIT
INSURANCE
DESIGN
AWARDS
2010

Media Announcement

Antony Gormley to chair the Brit Insurance Design Awards in 2010

Gormley to chair jury for Brit Insurance Design Awards across seven diverse categories

London, 7 January 2010: Acclaimed British sculptor, Antony Gormley, has been announced as Chair of Judges for the Brit Insurance Design Awards 2010, which celebrates the most forward-thinking designs of the past 12 months.

Industry experts have nominated important international designs across seven categories, making this one of the most comprehensive design awards in the world. The diverse range of disciplines are; Transport, Fashion, Product, Graphics, Furniture, Interactive and Architecture.

Antony Gormley, Chair of Judges, comments, “The Brit Insurance Design Awards produce such an exciting array of entries every year, I am truly looking forward to deliberating the shortlist with my fellow jurors and to seeing creative solutions for evolving human needs across a broad range of categories.”

Antony Gormley is the Turner prize winning British sculptor whose most celebrated works include *Angel of the North* in Gateshead, *One & Other* in London and *Another Place*, sited on Crosby Beach in Liverpool. His works concentrate on the human image in sculpture through a radical investigation of body as a place of memory and transformation.

Deyan Sudjic, Director of the Design Museum said, “It’s great to have such a distinguished artist chairing the jury this year. Design in every sense is an essential part of the cultural agenda now, and we look forward to Antony’s very distinctive take on the subject”.

Brit Insurance Chief Executive Dane Douetil added, “We are delighted that Antony Gormley is Chair of Judges in 2010, his public profile will help to promote the important role good design can play in our everyday lives. We will be following the judging process with great interest.”

The awards shortlist and jury will be announced on the 18 January 2010 with the exhibition of all shortlisted entries taking place from 17 February – 6 June 2010. The winner will be announced at the awards dinner on 16 March 2010.

Ends

For more information please contact:

Naomi Li or Claire Timlett at M&C Saatchi Sport & Entertainment

T: 0207 544 3687 /0207 543 4580

E: Naomi.li@mcsaatchi.com / claire.timlett@mcsaatchi.com

Notes to Editors:

1. Brit Insurance Design Awards key dates

18 January 2010 Shortlist announced to media

16 February 2010 Brit Insurance Designs of the Year Press View 10 - 12am
At Design Museum

16 February 2010 Nominees Party 7 - 9pm at Design Museum

17 February 2010 Brit Insurance Designs of the Year 2010 opens to the public at
Design Museum

1 March 2010 Category Winners announced to media

16 March 2010 Awards Night at Design Museum, overall winner announced

2. Antony Gormley

Over the last 25 years Antony Gormley has revitalised the human image in sculpture through a radical investigation of the body as a place of memory and transformation, using his own body as subject, tool and material. Since 1990 Gormley has expanded his concern with the human condition to explore the collective body and the relationship between self and other in large-scale installations. He has created some of the most ambitious and iconic works of contemporary British sculpture, including *Field*, *Angel of the North* at Gateshead, *Quantum Cloud* on the Thames in London, and *Another Place*, now permanently sited on Crosby Beach near Liverpool. His work has been exhibited extensively at major international galleries and museums including the Tate, Hayward, Whitechapel and Serpentine galleries in the UK; the Museum of Modern Art in New York; the Los Angeles County Museum of Art; the Louisiana Museum in Humlebaek and the Irish Museum of Modern Art in Dublin.

Antony Gormley was born in London in 1950.

3. Further updates on the awards and exhibition at designsoftheyear.com

4. Design Museum

The Design Museum is the world's leading museum devoted to contemporary design in every form from furniture to graphics, and architecture to industrial design. It is working to place design at the centre of contemporary culture. The Design Museum has created a substantial new audience for the subject, with a programme of popular exhibitions on design disciplines ranging from car design to fashion, and architecture to graphics. It attracts more than 200,000 people a year through its doors, has a vibrant schools programme, a strong critical reputation and a commitment to academic excellence, demonstrated by its master's degree in curating design run in conjunction with Kingston University.

The museum remains an independent registered charity, run as a charity governed by a board of trustees. It is supported by a vigorous range of income generating activities from ticket sales, its café, its shop and its events programme and by development income. Since 2005 it has also received an annual grant from the Department of Culture, Media and Sport.

5. Brit Insurance

Brit Insurance is an international general insurance and reinsurance group specialising in commercial insurance. The Group writes a diverse portfolio of over 70 classes of insurance and reinsurance including property, liability and motor for a wide range of customers: from sole traders to the largest multinational corporations; from manufacturers to professional services firms; from shops to satellites.

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