

DESIGN MUSEUM

DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD
OPENING: 10.00 -17.45 daily. Last admission: 17.15
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BRIT INSURANCE DESIGN AWARDS 2010

Media Announcement

From Alexander McQueen to Zaha Hadid, introducing the 2010 Brit Insurance Design Awards shortlist

Brit Insurance Design Awards shortlist announced across seven design categories

London, 18 January 2010: The third annual Brit Insurance Design Awards has produced another eclectic and progressive range of nominees; from beautiful Hutong Bubbles in Beijing to the BBC iPlayer, the 2010 shortlist reflects the comprehensive and international scope of the awards.

Industry experts have nominated the world's most compelling and progressive designs across seven categories: Architecture, Fashion, Furniture, Graphics, Interactive, Product and Transport. **Antony Gormley** will chair the high profile jury which includes designer **Tom Dixon**, editor of Icon magazine **Justin McGuirk**, graphic designer **Morag Myerscough**, style editor of Grazia Magazine **Paula Reed** and editor of Wired magazine **David Rowan**.

The shortlist will be on show at the Brit Insurance Designs of the Year Exhibition at the Design Museum from 17 February until 6 June. From this comprehensive list, the jury will select the seven category winners to be announced on 4 March. The finalists will then find out who will win the overall Brit Insurance Design of the Year 2010 at the Awards Dinner on 16 March.

Alex Newson, curator of the Brit Insurance Designs of the Year exhibition comments, "It's interesting to see how themes of sustainability and social responsibility have emerged in this year nominations, revealing both the importance of economical and social change in design over the last twelve months. It's a broad field and an exciting celebration of design."

Brit Insurance Chief Executive, Dane Douetil, added, "We continue to marvel at the ways in which good design can improve people's lives, from an elegant re-interpretation of the humble plug, to prototype houses for families who lost theirs in Hurricane Katrina. Alongside our two previous winners, One Laptop Per Child and the Obama campaign poster, we are sure the judges will select another future design classic as the winner of the Brit Insurance Design Awards 2010."

Shortlist Designs

ARCHITECTURE

Brandhorst Museum, Munich, Germany

Matthias Sauerbruch, Louisa Hutton and Juan Lucas Young for Sauerbruch Hutton

British Embassy, Warsaw, Poland

Tony Fretton Architects

High Line Park, New York, USA

James Corner Field Operations and Diller Scofidio + Renfro

Hutong Bubble 32, Beijing, China

Ma Yansong and Dang Qun, MAD Architects

MAXXI, National Museum of the XXI Century Arts, Rome, Italy

Zaha Hadid Architects

Melbourne Recital Centre and MTC Theatre Project, Melbourne, Australia

Ashton Raggatt McDougall

Monterrey Housing, Mexico

ELEMENTAL S.A., Chile

Neues Museum, Berlin, Germany

David Chipperfield Architects and Julian Harrap Architects

Ningbo Historic Museum, Ningbo, China

Wang Shu and Lu Wenyu, Amateur Architecture Studio

Porchdog House Prototype, Biloxi, Mississippi, USA

Marlon Blackwell Architects

Raven Row, London, UK

6a Architects

TEA, Tenerife Espacio de Las Artes, Canary Islands, Spain

Herzog & de Meuron

Youl Hwa Dang Book Hall, Paju Book City, South Korea

Architecture Research Unit (ARU), London Metropolitan University with Network in Architecture (NIA), Seoul



Hutong Bubble 32, Beijing, China
Ma Yansong and Dang Qun, MAD Architects



MAXXI, National Museum of the XXI Century Arts, Rome, Italy
Zaha Hadid Architects

FASHION

Accessories and Artefacts: Women's Lives in Paris 1940-1944 Exhibition, France
Curated by the Musée Galliera and the Memorial-Musée, designed by Jean-Jacques Raynaud, graphics by CL Design

Alexander McQueen Spring/Summer '10 and Spring/Summer '10 Catwalk
Presentation, France
Alexander McQueen

Beth Ditto at Evans, UK
Beth Ditto and Lisa Marie Peacock

The Balmain Jacket Spring/Summer '10
Christophe Decarnin

Boudicca Spring/Summer '10 Real Girl Lookbook, UK
Boudicca

Christopher Kane Spring/Summer '09, UK
Christopher Kane

Comme des Garçons' Autumn/Winter '09, Japan
Designed by Rei Kawakubo

Goggle Jacket '989-'009, UK
Aitor Throup for C.P. Company

Hats: An Anthology by Stephen Jones, V&A Museum, London, UK
Curated by Stephen Jones and Oriole Cullen

Madeleine Vionnet, Puriste de la Mode Exhibition, Musée Mode et du Textile, Paris, France
Curated by Pamela Golbin, designed by Andrée Putman



Beth Ditto at Evans, UK
Beth Ditto and Lisa Marie Peacock



Hats: An Anthology by Stephen Jones, V&A Museum, London, UK
Curated by Stephen Jones and Oriole Cullen

FURNITURE

360° Work Chair, Germany
Konstantin Grcic

Breathe Furniture, Australia
Helen Kontouris

Carbon Fibre Chair, Japan
Shigeru Ban Architects

Extrusions, UK
Thomas Heatherwick Studio

Grassworks, Netherlands
Jair Straschnow

Houdini Armrest Chair, Germany
Stefan Diez

Palindrome Series, UK
Peter Marigold

Pallet Furniture, UK
Nina Tolstrup, Studiomama

PARCS, UK
PearsonLloyd

Polytopia, Australia
Lucas Chirnside

Repair Project, Lisbon, Portugal
Linda Brothwell

Setu Office Chair, Germany
Studio 7.5



Polytopia, Australia
Lucas Chirnside



Houdini Armrest Chair, Germany
Stefan Diez

GRAPHICS

032c Magazine, Germany
Art Direction by Mike Meiré

Altermodern: Tate Triennial Catalogue and Poster Design, UK
M/M (Paris)

Cafe of Equivalent\$, UK
Kennardphillipps

Corporate Diversity, Swiss Graphic Design and Advertising by Geigy 1940-1970, Switzerland
NORM, edited by Andres Janser and Barbara Junod

Daily Visual Column for de Volkskrant, Netherlands
Gorilla

It's Nice That, UK
Alex Bec and Will Hudson in collaboration with Joseph Burrin

PIG 05049, Netherlands
Christien Meindertsma and Julie Joliat

Russian Criminal Tattoo Encyclopaedia Volume III, UK
FUEL Design and Publishing

The Happy Hypocrite, UK
A Practice for Everyday Life

The Indian Type Foundry, India
Peter Bilak and Satya Rajpurohit

The Newspaper Club, UK
Ben Terrett

The New Yorker, 2 Nov 2009 Edition, USA
Chris Ware

Trillion Dollar Campaign, Zimbabwe
TBWA\Hunt\Lascais, South Africa for The Zimbabwean Newspaper

Typographic Trees, Crawley Library, UK
Gordon Young and Why Not Associates

Voltaic: Songs from the Volta Tour
M/M (Paris) for Björk

War Memorial, UK
Harry Pearce for the Science Museum, London

Yes, UK
Farrow Design for the Pet Shop Boys

INTERACTIVE

BBC iPlayer, UK
BBC

Bloom, UK
Brian Eno and Peter Chilvers

Graffiti Taxonomy: Paris, France
Evan Roth

Kindle 2, USA
Amazon.com

L-E-D-LED-L-ED, Japan
Dilight

onedotzero Festival Identity, UK
Karsten Schmidt and wieden + kennedy London

OpenFrameworks, USA
Zach Lieberman, Theodore Watson, Arturo Castro and the OF community

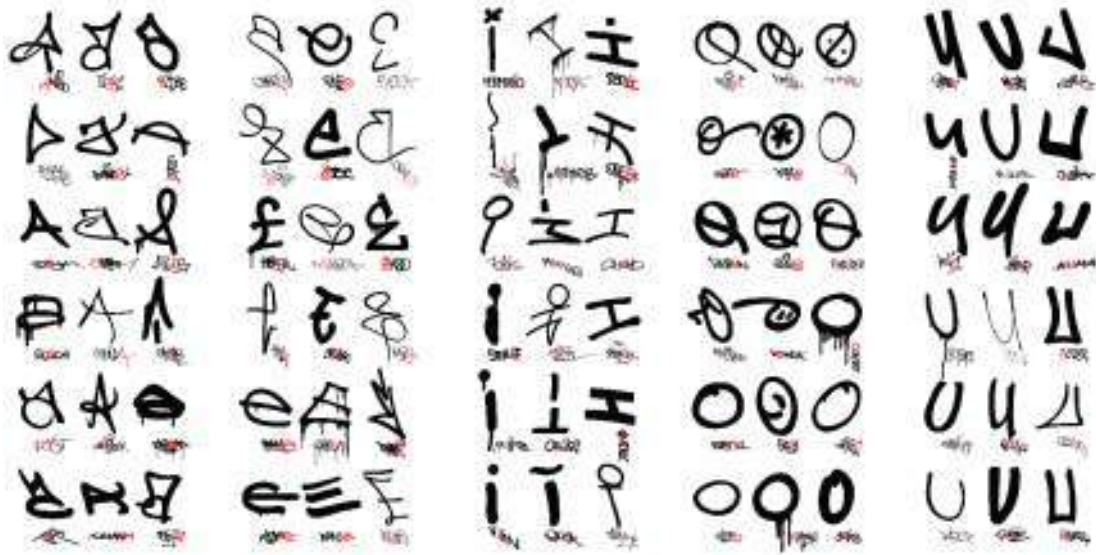
Pachube, UK
Usman Haque, Sam Mulube and Christopher Burman

Panda Eyes, UK
Jason Bruges Studio for WWF

The EyeWriter, USA
Developed by members of Free Art and Technology (F.A.T), openFrameworks, Graffiti Research Lab, The Ebeling Group and Tony Quan

The Incidental, Milan and London Design Festival, Italy and UK
Concept and creative direction by Daniel Charny, From Now On

YCN Library, UK
Young Creative Network



Graffiti Taxonomy: Paris, France
Evan Roth



Panda Eyes, UK
Jason Bruges Studio for WWF

PRODUCT

Beehaus, UK
Omlet

Blown-fabric lanterns, Japan
Nendo

CASE Abyss, Norway
Abyssus Marine Services for SeaBed Geophysical

Clouds, Denmark
Ronan and Erwan Bouroullec for Kvadrat

Design and Democracy: Blanke Ark, Norway
Blueroom, Innovativoli and KADABRA

Design Bugs Out Commode, UK
Designed by PearsonLloyd

Folding Plug, UK
Min-Kyu Choi

Hope Chandelier, Italy
Francisco Gomez Paz and Paolo Rizzatto for Luceplan

Kyoto Box, Kenya
Jon Bohmer of Kyoto

L'Eau d'Issey ETTORE SOTTASS Edition, France
Issey Miyake

PACT Underwear, USA
Yves Béhar

PlantLock, UK
Front Yard Company

Real Time, Netherlands
Maarten Bass

Samsung N310 Mini Notebook, Japan
Naoto Fukasawa

Ski Helmet for Girls, Norway
Per Finne Industrial Design for Kari Traa

Soma, Tel Aviv, Israel
Ayala Serfaty

Sugru, UK
Jane ni Dhulchaointigh

The Idea of a Tree, Austria
Katherine Mischer & Thomas Traxler

The Story of Stuff, USA
Annie Leonard

Worldmade Sport Wheelchair, UK
David Constantine



Clouds, Denmark
Ronan and Erwan Bouroullec for Kvadrat



*PlantLock, UK
Front Yard Company*

TRANSPORT

GINA Light Visionary Model, Germany
BMW

E430 Electric Aircraft, China
Yuneec International

Gocycle, UK
Karbon Kinetics Ltd.

Honda EV-N Concept, Japan
Kanna Sumiyoshi

Land Glider, Japan
Nissan Motor Co. Ltd.

Mission One Superbike, USA
Yves Béhar for Mission Motors

Urbikes, Fourth Generation Urban Bicycle, Spain
Eduard Sentís



Honda EV-N Concept, Japan
Kanna Sumiyoshi



Mission One Superbike, USA
Yves Béhar for Mission Motors

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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 – 12pm

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

4 March 2010 Category Winners announced to media

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

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

3. 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.

4. 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.

britinsurance.com