

# 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 8790W: [designmuseum.org](http://designmuseum.org)  
ADVANCE BOOKING T: 020 7940 8783 W: [ticketweb.co.uk](http://ticketweb.co.uk)

Media Announcement

## DESIGN MUSEUM EXHIBITIONS 2010

### **Brit Insurance Designs of the Year 2010** **17 February – 6 June**

Brit Insurance Designs of the Year has established itself as a leading showcase of the most innovative and forward thinking designs from around the world, supporting the critically acclaimed Brit Insurance Design Awards. A number of internationally respected design experts have been invited to nominate up to five projects, each of which in their view, represents the best or the most interesting designs produced or launched in the last year. A shortlist of around 100 designs – the Brit Insurance Designs of the Year - will be on display at the Design Museum from 17 February and will all go forward to be considered for the Brit Insurance Design Awards.

BRIT  
INSURANCE  
DESIGNS  
OF THE  
YEAR

The Brit Insurance Design Awards celebrate the best of design in seven categories: Architecture, Transport, Graphics, Interactive, Product, Furniture and Fashion. Last year's winner, the unofficial Barack Obama poster campaign by **Shepard Fairey**, demonstrated the power that design can have even at grass-roots level. A high profile judging panel will decide the best entries in each of the seven categories. Category award-winners will be announced in February and then go forward to compete to be the Brit Insurance Design of the Year 2010, which will be announced at the Awards ceremony in March 2010. The public can also vote for their favourite nominated design in the accompanying blog ([designsoftheyear.com](http://designsoftheyear.com)).

### **Sustainable Futures** **– Can design make a difference?** **31 March – 5 September 2010**

**In association with PUMA.Safe**

This exhibition presents key examples of how design can deliver a more sustainable future. This exhibition examines not only the objects themselves but also the infrastructure in which objects are produced and exist. At a time when designers and architects are under pressure to 'think green' and education establishments are placing greater emphasis on sustainability in the curriculum, this exhibition aims to highlight a selection of projects that either already exist or are in the making, that will set a precedent for how we can achieve a more sustainable future.



## **Urban Africa**

### **– David Adjaye's photographic journey**

**31 March – 5 September 2010**

One of the leading architects of his generation David Adjaye has stepped out of his regular line of work to photograph and document key cities in Africa as part of an ongoing research project to study new patterns of urbanism. This exhibition is a personal quest through the eyes of an architect to redress the scant knowledge of the built environment of this expansive continent. Adjaye has photographed the salient features of African cities and, whenever possible, suburban and unofficial developments. His photographs do not attempt to provide an exhaustive record of each place, but instead, they examine the buildings and places which have a special resonance with his preoccupations as an architect. The images therefore have a double significance, they speak about the cities themselves and, at the same time, they touch on themes that Adjaye is developing in his architecture. Presented at the Design Museum as a series of vivid large-scale projections, these images will flood the gallery with a rich diversity of architecture, culture and urban landscape.

Born in Dar-Es-Salam, Tanzania, David Adjaye moved to London in 1979 where he still lives and works. With a rich body of built work he has recently won the prestigious commission to design the new National Museum of African American History and Culture in Washington.

## **Illustrated Fashion (working title)**

**17 November 2010 – 27 March 2011**

Illustrated Fashion presents a remarkable collection of some of the most recognisable fashion drawings from the 20<sup>th</sup> and 21<sup>st</sup> Century. These original drawings define the fine art of illustrating fashion and will sit alongside key garments from couture houses that defined the different directions and avant-garde designs including **Poiret, Chanel, Dior**, but also **Yamamoto, Comme des Garçons** and **Victor & Rolf**.

The artists who produced these illustrations give each collection or look an emotive and stylistic sense of direction that at times even photography cannot emulate. The drawings reflect the spirit of the time and some have become graphic icons in their own right. This exhibition stresses the representation of key artists in their best period: Lepape at the beginning of the century, Gruauin the 40's and 50's, Antonio for the next decades, Mats Gustafson and Francois Berthoud sharing the front stage today

The collection of drawings to be displayed are kindly lent to the Design Museum by Joëlle Chariou, owner of Galerie Bartsch & Chariou based in Munich, Germany

## **John Pawson**

**22 September 2010 – 27 February 2011**

The Design Museum presents a major exhibition of the work of British architect, John Pawson. This is the first UK exhibition of Pawson's work, whose diverse commissions include the new Cistercian Monastery of Novy Dvur in Bohemia, Calvin Klein's flagship store in Manhattan and the Sackler Crossing at the Royal Botanic Gardens, Kew. Providing an overview of a body of work amassed over thirty years spent in the pursuit of simplicity, this exhibition also aims to offer an immersive experience, with specially commissioned photography and short films, large-scale models and a 1:1 installation designed specifically for the show.

## **Designers in Residence September 2009 – March 2010**

Designers in Residence is an annual exhibition inviting emerging designers to transform an area of the museum with their work. Providing a springboard into the design world, Designers in Residence supports the selected designers at an early stage of their career, allowing them to build on their current design practice and develop new or existing work. Now in its third year, Designers in Residence runs from September – October.

**Residency I: 18 September – 31 October 2009: Marc Owens, Dave Bowker  
Residency II: 27 January – 15 March 2010: Asif Khan, Bethan Wood, Farm**

### **Events, Talks, Activities and Updates**

Throughout the year the Design Museum presents a series of educational workshops, activities, talks and late-night events encouraging participation and debate. For more information and to receive the latest media releases and downloadable images, visit the online Press Office at [Designmuseum.org/press](http://Designmuseum.org/press)

Further projects and events for 2010 will be announced in due course.

### **Online Press Office**

Sign up to the Design Museums online press office to receive all our forthcoming exhibition and event press releases <http://www.designmuseum.org/press/mailling-list>

**For image requests, interviews and further information please contact  
Ashley Woodfield on 020 7940 8787 [Ashley@designmusuem.org](mailto:Ashley@designmusuem.org)**