

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
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BRIT
INSURANCE
DESIGN
AWARDS
2010

Media Announcement

Folding Plug wins Brit Insurance Design of the Year 2010

British student's elegant reinterpretation of the UK plug wins coveted international design award

London 16 March 2010: British student, Min-Kyu Choi from London, has won the Brit Insurance Design of the Year 2010, for his elegant reinterpretation of the humble plug, beating over 90 international nominees in the process. Jury Chair, Antony Gormley, presented him with the award at a gala dinner held at the Design Museum.

The Folding Plug was chosen from the seven category winners as the most compelling and progressive design of the last 12 months. The jury panel consisted of artist Antony Gormley, designer Tom Dixon, Editor of Icon magazine Justin McGuirk, designer Morag Myerscough, Style Director of Grazia magazine Paula Reed, editor of Wired magazine David Rowan and writer and broadcaster Janet Street-Porter.

Antony Gormley comments 'Thought-through, responsive and modest, the folding plug shows how intelligent, elegant and inventive design can make a difference to everyone's life.'

Min-Kyu Choi's inspiration came from having to carry around the world's largest plug (UK pin plug) with the MacBook Air, the world's thinnest laptop. In creating a plug which could fold flat for easy transportation, Choi received much praise on showcasing the plug at the Royal College of Art's graduate show in 2009, with a brilliant and seemingly obvious improvement to a product that had changed little since its inception in 1946.

Deyan Sudjic, Director of the Design Museum comments 'It's great to see such a practical but elegant demonstration of what design can do to make everyday life so much better. Min-Kyu Choi is a designer just setting out on his career and he clearly has a great future ahead of him.'

The folding plug and all of this year's shortlisted designs are on show at the Design Museum, due to the overwhelming demand the exhibition has been extended and will now run through to 31 October.

Brit Insurance Design of the Year 2010: Folding Plug. By Min-Kyu Choi.UK



Brit Insurance Category winners:

Brit Insurance Architecture Award 2010: Monterrey Housing, Mexico. By Elemental. Chile.

Brit Insurance Fashion Award 2010: Alexander McQueen Spring / Summer '10 and Spring / Summer Catwalk presentation Plato's Atlantis. UK

Brit Insurance Furniture Award 2010: Grassworks. By Jair Straschnow. Netherlands.

Brit Insurance Graphic Award 2010: The Newspaper Club. By Ben Terrett, Russell Davies and Tom Taylor. UK

Brit Insurance Interactive Award 2010: The EyeWriter. By members of Free Art and Technology, openFrameworks, Graffiti Research La, The Ebeling Group and Tony Quan. USA

Brit Insurance Product Award 2010: Folding Plug. By Min-Kyu Choi.UK

Brit Insurance Transport Award 2010: E430 Electric Aircraft. By Yuneec International. China.

Ends

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Notes to Editors:

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

2. 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.

3. 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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