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**Design Museum**

28 Shad Thames  
Butlers Wharf  
London  
SE1 2YD

Registered Charity No. 800630

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# DIRECTOR'S FOREWARD

## DIRECTOR'S FOREWARD

It is 20 years since Margaret Thatcher, the Prime Minister of the day, opened the Design Museum in its new home in Shad Thames.

In the time that the museum has matured and grown, the landscape of design has changed almost as dramatically as the docklands into which the museum moved after its first incarnation as the Boilerhouse Project within the Victoria and Albert Museum. Southwark is now a vibrant case study in culture-lead urban renewal, while contemporary design is widely understood as a key aspect of Britain's future, both in the cultural and the economic sense. The museum has played its part in both those transformations. It brought new visitors to the riverside when it was still surrounded by dereliction, and it showed from its earliest days, the importance of creating a wide public audience for contemporary design, setting an example others have followed. Over the year visitor numbers have grown steadily, not just for our exhibitions programme, but for a wide range of activities, from debates to educational activities both formal and informal. It is this from this base that the museum is now actively engaged in planning for the future with an ambitious campaign of expansion. To do it, the museum depends on all its generous funders, its loyal audience and the dedication of all its staff.

Deyan Sudjic OBE, Director

# EXHIBITIONS PROGRAMME

## EXHIBITIONS PROGRAMME

The Design Museum is shaping the public's appreciation and understanding of contemporary design and architecture.

Through its collections, exhibitions, educational programme, online presence and publishing programme, the museum aims to provide a critical insight into the forces driving change in today's world.

In 2008-9 the Design Museum enjoyed a successful year with a programme of high profile exhibitions and public engagement. The number of people visiting the museum grew by four per cent to 250,000, while tens of thousands more people visited the museum's touring exhibitions in Britain and overseas, including Tokyo and Istanbul.

The 2008-9 exhibitions programme fully represented the seven key areas of design that comprise the museum's artistic programme, from architecture to fashion and graphics to furniture. This varied programme enabled the museum to continue to reach out to new audiences, as well as retaining its core audience - professionals from the creative industries and design enthusiasts.

Highlights of the exhibition programme included Hussein Chalayan – From Fashion and Back, an exhibition of the work of British fashion designer Hussein Chalayan, which attracted over 65,000 visitors in its four month run; Design Cities – Eight Moments that Changed the World which explored key moments in the global development of industrial design; and Alan Aldridge – the Man with Kaleidoscope Eyes, an exploration of the impact and influence of Aldridge’s graphic design on contemporary culture, which transformed the galleries and gave visitors the opportunity to experience Aldridge’s colourful and psychedelic designs. Many of the Design Museum’s exhibitions travelled to museum and gallery venues across the UK and overseas, including Design Cities to Istanbul Modern and F1 to Tokyo City Opera Gallery.

Our visitor feedback programme demonstrated that exhibition visitors continued to enjoy their experience at the museum, with over 80 per cent of those asked, rating the Design Museum ‘excellent’ or ‘very good’. The museum also embarked on its preparation to re-launch a permanent display of the Design Museum Collection at the museum in the coming years. An extensive documentation process of the Collection saw each piece photographed and catalogued, and subsequent work during 2010 will see the introduction of a new online collection database.

### **Richard Rogers + Architects - From the House to the City**



One of the most influential British architects of our time, Richard Rogers has established himself, and his practice, at the forefront of today’s architectural culture. This exhibition presented a detailed survey of Rogers’ work and the numerous projects designed by the practice and built throughout the world over the past four decades.

### **Industrial Facility - Some Recent Projects**



Industrial Facility is a London-based design office formed by designer Sam Hecht and architect Kim Colin. This exhibition was an opportunity to see some of Industrial Facility’s recent and current projects, and aimed to reveal the design motives and functional workings of this innovative and successful practice.

## Tim Walker - Pictures



London-based photographer Tim Walker has established himself at the cutting edge of fashion photography. This comprehensive overview of Walker's work offered a rare glimpse into his artistic method, from inspiration to execution, and deconstructed the complex process of creating fashion images.

## Design Cities - Eight moments that changed the world



Design Cities told the story of contemporary design through the focus of seven key cities, in each case looking at their most creative moments. Whilst focusing on how specific periods have contributed to the evolution of design, the exhibition also investigated the ways in which design has shaped contemporary culture.

## Designers in Residence



Designers in Residence is an annual exhibition inviting five emerging designers to transform an area of the Design Museum with their work. The 2008-9 residents were chosen for their experimental approach to design and were invited to create installations responding to the theme of collections and the notion of collecting.

## Alan Aldridge - The Man with Kaleidoscope Eyes



Alan Aldridge embodied the spirit of the 60s and 70s. His evocative, psychedelic images epitomised the feeling and identity of an era. This exhibition covered Aldridge's career to date from his collaborations with The Beatles, Andy Warhol and The Rolling Stones through to his illustrations for The Butterfly Ball and The Grasshoppers Feast.

## Patricia Urquiola - Purely Porcelain



This exhibition showcased Landscape, Patricia Urquiola's recent porcelain range for the ceramic manufacturer Rosenthal. It presented the entire design process, tracing the idea from design concept through prototype to finished product. The exhibition invited visitors to see the complex, experimental and collaborative stages that transform a vision into a finished usable product.

## Hussein Chalayan – From Fashion and Back



Twice named, 'British Fashion Designer of the Year,' Hussein Chalayan is renowned for his innovative use of materials, meticulous pattern cutting and progressive attitudes to new technology. This immersive exhibition explored fifteen years of Hussein's experimental projects, his creative approach, inspirations and the many themes which influence his work, such as cultural identity, displacement and migration.

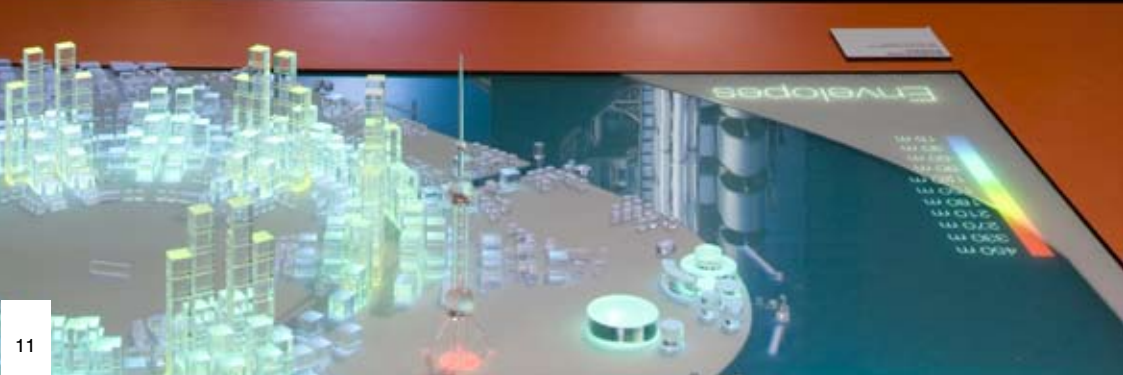
## Brit Insurance Designs of the Year



A rich installation featuring nearly 100 projects across seven different categories from around the world. The winners in each category were announced at the museum in early March. Shepard Fairey's unofficial campaign poster for the American presidential elections of 2008 was announced as the overall winner at a special awards ceremony hosted at the museum.



Millennium Dome



Envelopes

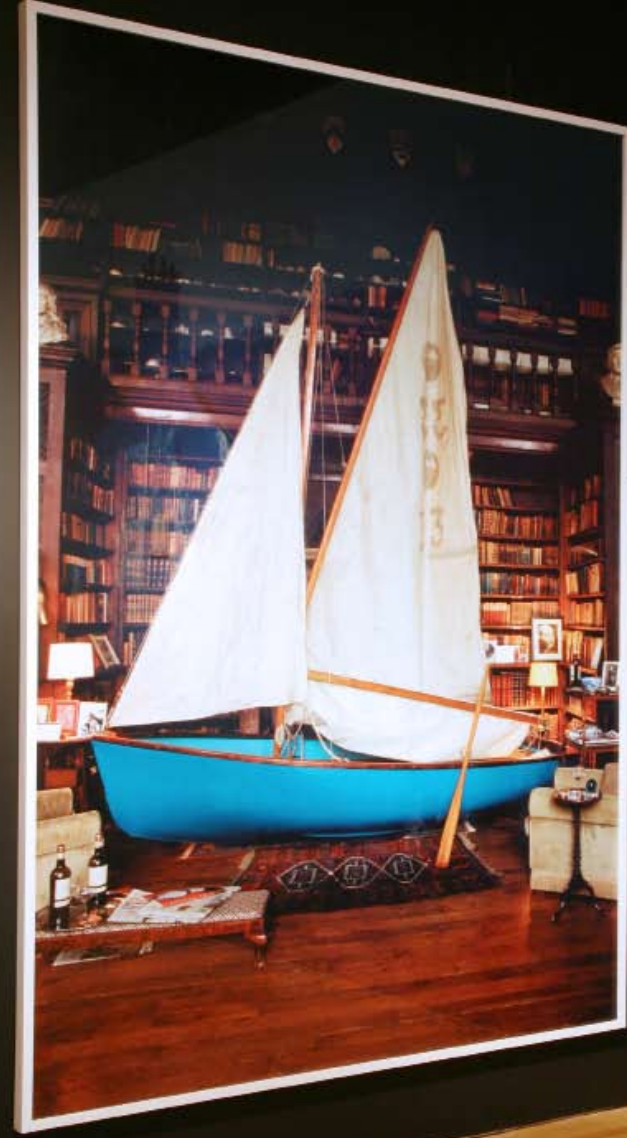


LEGIBLE

Richard Rogers and Architects – From the House to the City, 24 April – 25 August 2008



Industrial Facility – Some Recent Projects, 9 May – 28 September 2008



Tim Walker – Pictures, 9 May – 28 September 2008



Design Cities – Eight Moments that Changed the World, 5 September 2008 – 4 January 2009



Designers in Residence, 10 September – 27 October 2008



Alan Aldridge – the Man with Kaleidoscope Eyes, 10 October 2008 – 25 January 2009



Patricia Urquiola – Purely Porcelain, 10 October 2008 – 25 January 2009



Hussein Chalayan – From Fashion and Back, 22 January – 17 May 2009

typologies  
advanced practice  
changing characteristics  
enhanced functions  
new aesthetics



# PUBLIC ENGAGEMENT

## PUBLIC ENGAGEMENT

The Design Museum's Public Programme accompanies all exhibitions at the museum and raises awareness of design and architecture through a vibrant programme of talks, late night openings and workshops.

During 2008-9 the museum delivered a rich programme of talks and debates throughout the year, which supported exhibitions and were open to all members of the public.

Highlights of the programme included Design Icons, a series of six talks from renowned international designers in their fields including Vivienne Westwood, Richard Sapper and Ross Lovegrove in partnership with Harrods. Talks were streamed live online, and subsequently available as video podcasts on the Design Museum website. A large scale public debate, London Debate, was held at Shoreditch Town Hall to explore why London is the chosen home for so many successful and talented creative professionals from all over the world. Speakers included fashion designer, Hussein Chalayan; the architect Farshid Moussavi and writer, Yasmin Alibhai Brown.

The museum played a key role in a number of Festivals across the year, including the London Design Festival, London Festival of Architecture and Museum's and Galleries month. As part of the London Festival of Architecture, the museum held a late night opening featuring a programme of short drop-in talks including a presentation by Jolyon Brewis of Grimshaw Architects, a highly successful workshop run in collaboration with the model making team from Rogers Stirk Harbour + Partners and a debate on future developments in London, chaired by Paul Finch with a panel including Ricky Burdett, Graham Stirk and Peter Bishop. During the London Design Festival, talks and debates featuring Stefan Sagmeister and Sam Hecht were held, and a special Design Overtime late night was programmed during Museum's and Galleries month.

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The museum participated in the Thames Festival, running a Master Class to develop initial concepts and prototype designs for the Thames Festival Night Carnival, and played a part in the Cultural Olympiad launch weekend festival, promoting young people's engagement in cultural activities and sport through a tailored design-led workshop for 12-16 year olds.

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The museum holds an annual symposium event, and during 2008-9 'Parked Art', a one day symposium on developments and trends in public art commissioning was held. The day focussed on the relationship between planning, design and architecture, and brought together local authority arts and environment officers, public art coordinators, architects and representatives from the Arts Council.

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A wide ranging communications strategy accompanies all museum activities and 2008-9 saw the museum's subscription list grow to 35,000. Traditional communications routes continued to be exploited, together with newer platforms. The museum took full advantage of social media including exhibition blogs, Facebook, Twitter and YouTube.

# LEARNING PROGRAMME

## LEARNING PROGRAMME

Children, young people, families and scholars all benefit from the Design Museum's extensive learning activities.

Each activity supports and interprets the wide-reaching exhibition programme, helping to further illustrate design processes and encourage learning in new ways. At the heart of the Learning programme is the ambition to inspire a life-long interest in design and nurture the next generation of creative professionals, celebrating and exploring the role of design in everyday life.

The museum has strong links with education establishments at all levels, and education e-newsletters containing updates of education related activity are sent out regularly to 2,661 schools and FE colleges, and to 4,113 Higher Education establishments.

The museum's wide-reaching family programme included weekend family workshops themed on exhibitions, half term holiday courses, and an annual Family Day. In addition to this, every child aged 5-11 who visited the museum was given a free Exhibition Trail pack with a tailored tour of each exhibition and creativity exercises, to ensure that visits are stimulating and enjoyable.

### PRIMARY SCHOOLS PROGRAMME

Primary Design + Creativity Workshops took place throughout the year, supporting National Curriculum and QCA requirements for Design + Technology and History at Key Stage 2. Based on the museum's unique product handling collections, each workshop

combines observation and evaluation, drawing, discussion and creative opportunities.

The Primary Schools programme also included the Out-of-Hours project, targeted at children from the local boroughs of Southwark, Hackney and Lambeth. These children enjoyed six after school workshops where they were set a 3D design challenge.

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## SECONDARY SCHOOLS PROGRAMME

A wide range of opportunities for Secondary Schools to engage with the museum was available, including the Enterprise Design Challenge – the Design Museum’s initiative to deliver effective Enterprise Education in line with the national strategy for pupils aged 14 -16. Supported by Deutsche Bank, the project offered pupils the chance to compete in exciting, fast paced ‘Challenge Days’ which combined creative activity with business acumen. Winning teams from each day competed in a finals event, working to a real design brief. The project ended with an exhibition of finalists’ work

at a celebration event. It was accompanied by a downloadable, cross-curricular Teachers’ Pack to maximize the value of the project in participating schools and to extend its reach to schools nationally and internationally.

Among other activities, the Secondary Schools access programme included vibrant Product Evaluation and Creativity workshops. These were attended by 2,124 young people and their teachers, and were supported by on-line teaching resource packs. A three day Continuing Professional Development conference for Secondary teachers was generously supported by Man Group PLC Charitable Trust and the Garfield Weston Foundation.

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## CONTINUING PROFESSIONAL DEVELOPMENT

The museum offers a dynamic programme of continuing professional development opportunities for secondary Design and Technology and Art

and Design Teachers and for primary Design and Technology Subject Leaders. Design Museum INSET days, half days and twilight sessions included exhibition tours, practical workshops, access to teaching materials and D&T curriculum focus sessions.

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## FURTHER EDUCATION

Product Evaluation and Creativity workshops combining handling, drawing, discussion and problem solving exercises were attended by students of all ages throughout the year.

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## HIGHER EDUCATION

Design Factory is the museum’s flagship Higher Education project for BA design students, spanning product, fashion/ textiles, graphics/illustration and architecture/spatial design. Developed in consultation with design tutors, Design Factory invited students to respond to a project brief through gallery research and

creative practice, using Design Museum exhibitions, public events and online resources as primary sources of inspiration and research. Design Factory offered students a range of unique opportunities including professional feedback on project work, cross-college networking, and Potential inclusion in the Design Factory Student Exhibition at the Design Museum.

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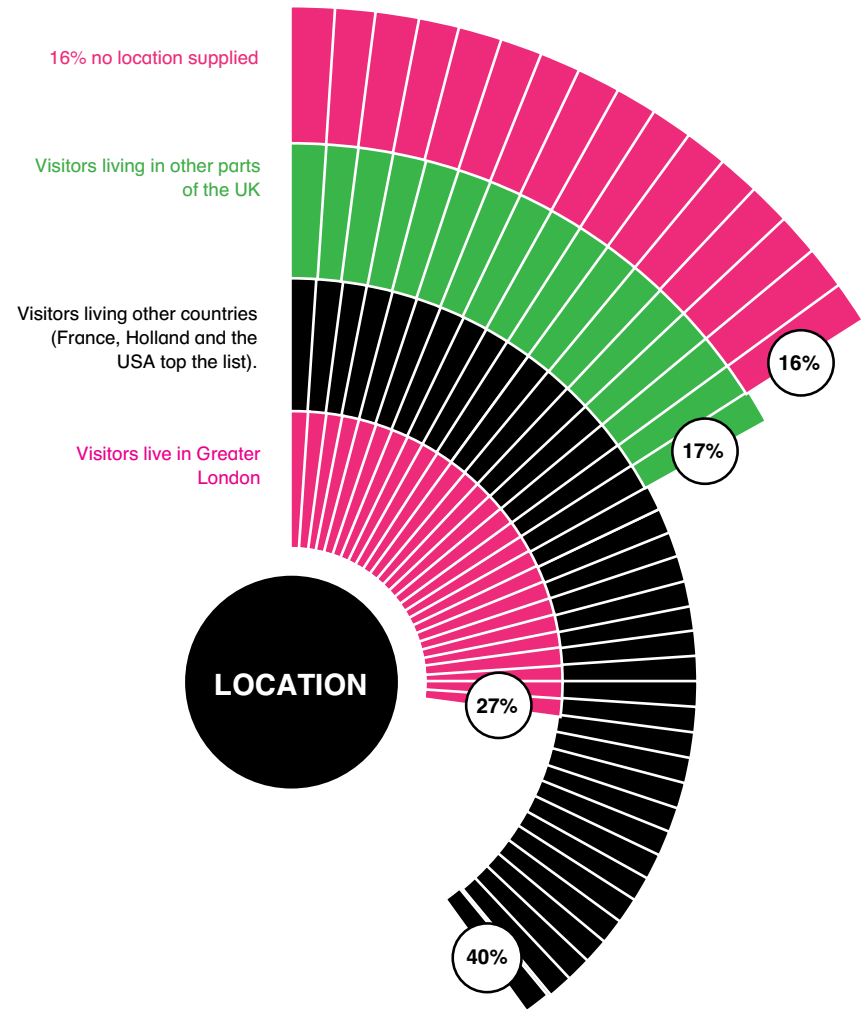
## MASTERS PROGRAMME

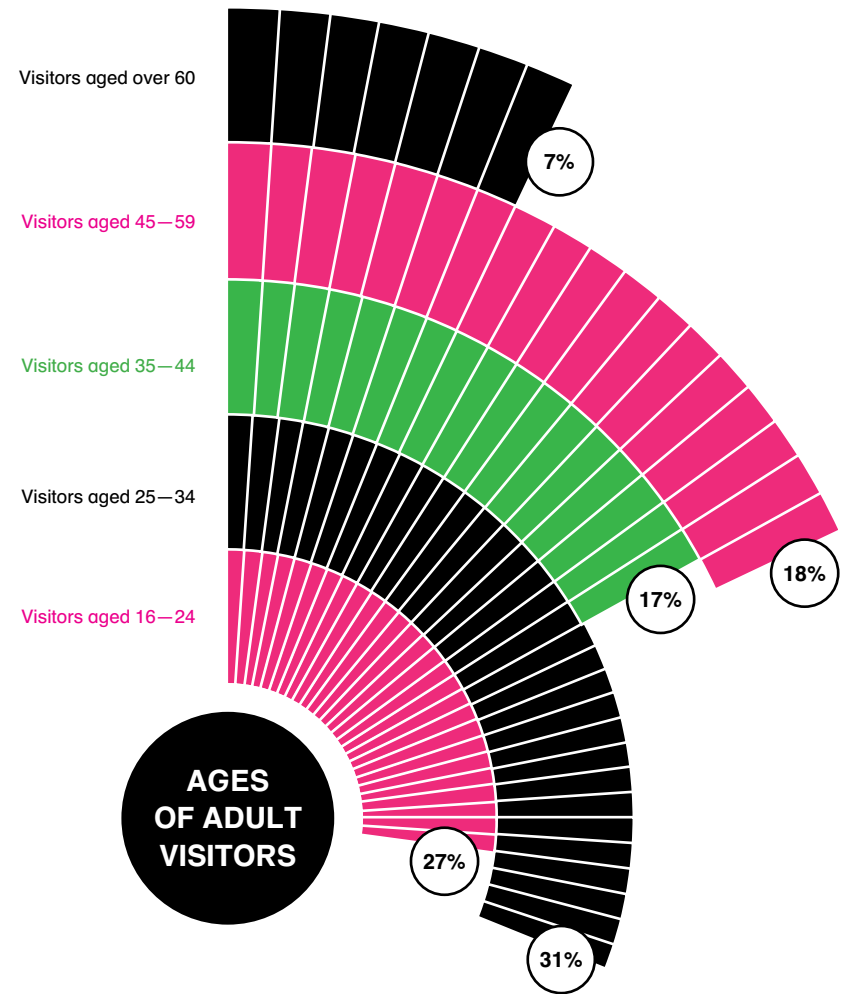
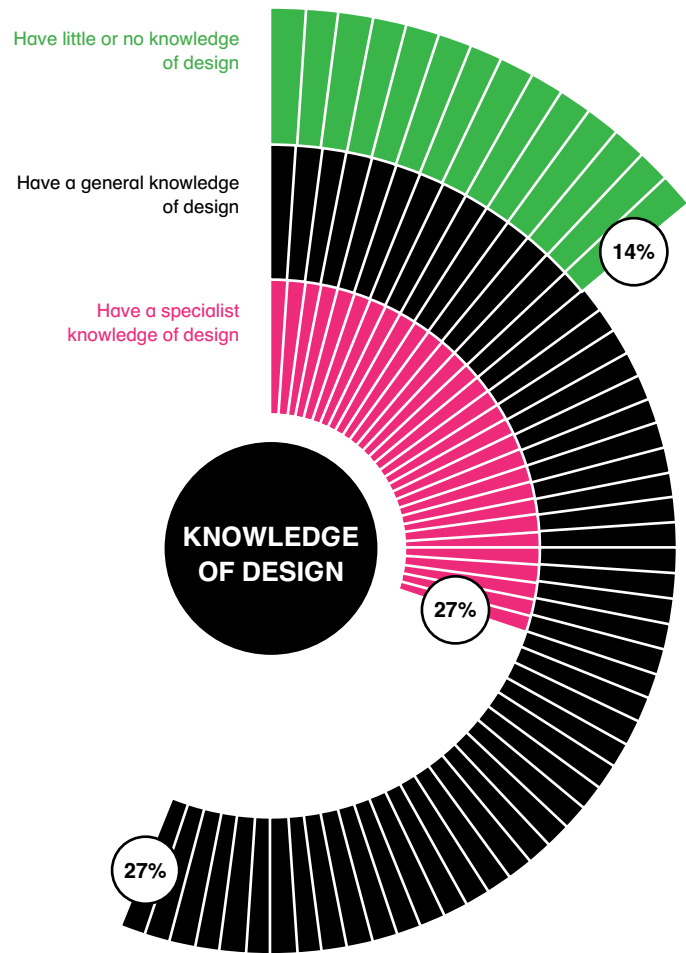
Introduced in 2001, the Design Museum and Kingston University offer a post-graduate MA course in Curating Contemporary Design, to prepare students for careers in the museums sector and creative industries. The course enables students to explore the special nature of

contemporary design curation as well as the interpretative, educational, marketing and financial aspects of the discipline. Led by the Design Museum exhibitions teams and design historians at Kingston University, the programme includes lectures by designers, curators and design commentators, exhibition visits and special curating projects.

# AUDIENCE PROFILE

## AUDIENCE PROFILE





# DESIGN OVERTIME

## DESIGN OVERTIME

The museum's programme of exhibitions and activities is developed with a view to addressing a broad range of topics which will refresh the museum's appeal to its traditional audience and attract new visitors.

One of the key programmes of audience development for the museum, the Design Overtime late night openings, offer a rich mix of activities one Friday per month from 6 - 10pm and give visitors the opportunity to experience the diverse facets of design. Design Overtime is affordably priced at £5 for those who pre-book. Design Overtime themes this year included 'Eureka Night', as part of Museums and Galleries Month, 'Hong Kong Come Along', coinciding with the temporary display 'Creative Hong Kong', the Forgotten Peacock installation, which combined the idea of audience participatory workshops where men were encouraged to dress flamboyantly using a choice of specially designed costumes, and the high production spectacular 'Butterfly Ball' which accompanied the Alan Aldridge exhibition.

# PLANS FOR THE FUTURE

## PLANS FOR THE FUTURE

Plans for a new headquarters for the Design Museum on the site of the former Commonwealth Institute in Kensington

High Street were approved in September 2008 by the Planning Committee of the Royal Borough of Kensington and Chelsea. The scheme by Rem Koolhaas's award-winning Office for Metropolitan Architecture was then submitted in April 2009 and revised in August 2009.

The move will give the Design Museum three times more space and enable the organisation to create one of the world's leading design museums in London.

The Parabola (the new name for the former Commonwealth Institute building) has been practically unoccupied since 2001. The building's refurbishment and new use will give a neglected London icon a new life and purpose and reinvigorate this important area of Kensington. The design team has been assisted by Lord Cunliffe, a leading member of the original architectural team for the Commonwealth Institute in 1958, and by James Sutherland the original structural engineer

The completed museum will be an inspirational place that welcomes diverse audiences and is the London destination for contemporary design.

'We are thrilled with the outcome which now opens the way for the Design Museum to realise its vision of becoming a world leading creative centre for design and architecture.'

Deyan Sudjic, Director

# FINANCIAL SUMMARY

## FINANCIAL SUMMARY

### Consolidated Statements of Financial Activities (including the income and expenditure account)

Year Ended  
31st March 2009

	Note	Unrestricted	Restricted	Total 2009	Total 2008
<b>Incoming resources from generated funds Voluntary income</b>					
Donations, gifts and similar income	3	788,229	228,000	1,016,229	820,978
Grants receivable	4	414,000	133,974	547,974	651,959
<b>Activities for generating funds</b>					
Trading Sales	5	1,869,631	-	1,869,631	1,482,725
Commissions		4,681	-	4,681	5,832
Licensing Fee		30,000	-	30,000	30,000
Investment Income	6	41,271	-	41,271	32,294
<b>Incoming resources from charitable activities</b>					
Admissions	7	883,240	-	883,240	767,164
Fees for Services	7	184,687	-	184,687	101,845
<b>Total Incoming Resources</b>		<b>4,215,739</b>	<b>361,974</b>	<b>4,577,713</b>	<b>3,886,797</b>
<b>Resources Expended - Costs of generating funds</b>					
Costs of generating voluntary income	10	308,860		308,860	285,995
Trading Costs	10	1,166,124		1,166,124	940,389
Charitable activities	8	2,522,944	481,358	3,004,302	2,781,812
Governance costs	9	74,469		74,469	62,238
Other resources expended		-	-	-	-
<b>Total Resources Expended</b>		<b>4,072,397</b>	<b>481,358</b>	<b>4,553,755</b>	<b>4,070,434</b>
<b>Net Incoming/(Outgoing)</b>					
Resources for the year		143,342	(119,384)	23,958	(183,637)
Balances brought forward		312,264	452,163	764,427	948,064
<b>Balances carried forward</b>		<b>455,606</b>	<b>332,779</b>	<b>788,385</b>	<b>764,427</b>

## Consolidated Balance Sheet as at 31 March 2009

	Note	Total 2009	Total 2008
<b>Fixed Assets</b>			
Tangible assets	11	274,783	390,720
<b>Current Assets</b>			
Stock		115,967	108,311
Debtors	13	901,111	512,684
Cash at bank and in hand		784,042	967,215
		1,801,120	1,588,210
<b>Creditors: Amounts falling due after more than one year</b>			
	14	(1,265,566)	(1,180,315)
<b>Net Current Assets</b>			
		535,554	407,895
<b>Total Assets Less Current Liabilities</b>			
		810,337	798,615
<b>Creditors: Amounts falling due after one year</b>			
	15	(21,952)	(34,188)
<b>Total Net Assets</b>			
		788,385	764,427
<b>Funds</b>			
Unrestricted	16	455,606	312,264
Restricted		332,779	452,163
		788,385	764,427

## The Design Museum Balance Sheet as at 31 March 2009

	Note	Total 2009	Total 2008
<b>Fixed Assets</b>			
Tangible assets	11	265,594	361,252
Investments	12	2	2
		265,596	361,254
<b>Current Assets</b>			
Debtors		893,281	393,274
Cash at bank and in hand	13	336,197	1,019,142
		1,229,478	1,412,416
<b>Creditors: Amounts falling due after more than one year</b>			
	14	(684,836)	(975,154)
<b>Net Current Assets</b>			
		544,642	437,262
<b>Total Assets Less Current Liabilities</b>			
		810,238	798,516
<b>Creditors: Amounts falling due after one year</b>			
	15	(21,952)	(34,188)
<b>Total Net Assets</b>			
		788,286	764,328
<b>Funds</b>			
Unrestricted		455,507	312,165
Restricted	16	332,779	452,163
		788,286	764,328

## Consolidated Statement of Recognised gains and losses as at 31 March 2009

Net Incoming / Outgoing Resources for the year		23,958	23,958
Total Recognised gains and losses relating to the year		23,958	23,958

# SUPPORTING THE DESIGN MUSEUM

## SUPPORTING THE DESIGN MUSEUM

Investing in design is one of the most visible and effective actions that Britain can take to ensure that the country continues to provide the inspiration and the leadership that the future needs. The Design Museum aims to give the creative industries a home to showcase the talents of designers and architects, providing a platform for research, an engagement with creative disciplines and a place for hands-on design focused learning experiences.

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, enabling the museum to stage world class exhibitions that inspire and educate audiences about design.

The museum has a vibrant individual membership scheme, serving a range of people who are committed to supporting and enjoying the museum's activities.

# DESIGN MUSEUM SUPPORTERS 2008-09

## PUBLIC FUNDERS

British Council  
Department for Culture, Media and Sport  
German Embassy  
Goethe-Institut London  
IFA  
SEACEX  
Spanish Embassy Cultural Office

## 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  
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Communication  
South Bank University  
Studio Myerscough  
The Hospital Club  
Therefore Product Design  
Transport for London  
Winchester School of Art

## INDIVIDUAL MEMBERS

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

