

Most Comprehensive  
Design Awards in the  
World Announces  
Shortlist

BRIT  
INSURANCE  
DESIGN  
AWARDS  
2009

Exhibition Opens: 12 Feb – 14 June 2009

Press View: 11 Feb, 10am-12pm

Awards Night: 18 March

What do the Big Brother logo, a school, Heathrow Terminal 5 Live Adverts and Obama's campaign logo have in common?

They are all on the shortlist for the Brit Insurance Design Awards. Following the tremendous success of their inaugural year in 2008, Brit Insurance Design Awards and supporting Brit Insurance Designs of the Year exhibition return for their second year, making them an annual fixture on the design industry calendar.

The world's most interesting and forward looking designs have been nominated by industry experts spanning seven categories: Architecture, Fashion, Furniture, Graphics, Interactive, Product and Transport, to be judged by a high profile panel, chaired by **Alan Yentob** and including the designer and environmentalist Karen Blincoe, and the architect Peter Cook.

The shortlist will be on show at the Brit Insurance Designs of the Year Exhibition from 12 February until 14 June at the Design Museum in London. From this comprehensive list, the panel will decide the category winners in each of the seven disciplines to be announced at the end of February. These finalists will go forward to vie for the 2009 Brit Insurance Design of the Year, to be revealed at the Awards Dinner on 18 March 2009.

Brit Insurance Design Awards recognise the important achievements in design over the past twelve months as well as bringing lesser known design triumphs to the fore. Public participation has also been encouraged this year, with a People's Choice Vote open from 1 January 2009 and a blog for the general public to express their views at <http://www.designsoftheyear.com>.

**Deyan Sudjic**, Director of the Design Museum said, "Design touches every aspect of our daily lives. This exciting shortlist reflects its impact on politics as well as fashion. It highlights great architecture, and smart technology. In the midst of economic chaos, creative thinking is more important than ever. Alan Yentob makes an excellent chair for an international jury that is going to have its work cut out choosing winners."

Brit Insurance Chief Executive **Dane Douetil** added, "Sustainability and efficiency are clearly growing in importance, underlining the important role that intelligent design has in the reduction of risk. The shortlist for this year's Brit Insurance Design Awards certainly lives up to the exceptional standards set by last year's 100 nominees and last year's winner, One Laptop per Child. We look forward to seeing which design the judges will choose from the very wide range on this year's shortlist."

<b>Address:</b>	Design Museum, Shad Thames, London, SE1 2YD	<b>Tickets:</b>	Adults £8.50; Concessions £6.50; Students £5.00; Under 12s free. Includes entrance to all exhibitions
<b>Opening Hours:</b>	10.00 – 17.45 (last admission 17.15) Late opening April 2009 – gallery open until 22:00	<b>Public Information:</b>	T: 020 7940 6933; W: designmuseum.org
<b>Advance Booking:</b>	T: 020 7940 8783; W: ticketweb.co.uk	<b>Press View:</b>	11 February, 10am-12pm

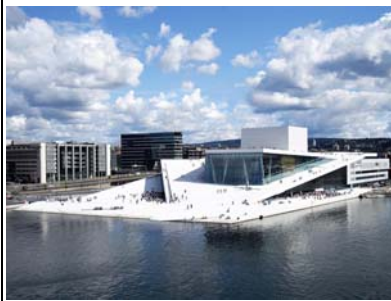
## Shortlisted Designs

### Architecture

Allford Hall Monaghan Morris, Westminster Academy (London, UK)  
Feilden Clegg Bradley Architects, Alison Brooks Architects, Maccreanor Lavington Architects, Accordia Housing (Cambridge, UK)  
Snøhetta, Oslo Opera House (Oslo, Norway)  
Design Indaba, 10x10 Project (Cape Town, South Africa)  
Steven Holl Architects Beijing, Linked Hybrid (Beijing, China)  
Shuhei Endo, Bubbletecture H, Education Centre, (Hyogo, Japan)  
Romera y Ruiz Arquitectos, Eight Inscribed Houses and Three Patios (Spain, Gran Canaria)  
Herzog de Meuron Architects, CaixaForum Cultural Centre (Madrid, Spain)  
West 8 + DTAH, Spadina Wave Deck for Waterfront Toronto (Canada)  
Adjaye Associates, Contemporary Museum of Art (Denver, USA)  
Junya.Ishigami+Associates, Kanagawa Institute of Technology (Kanagawa, Japan)  
McDowell Benedetti, Castleford Bridge (Yorkshire, UK)  
Subarquitectura, Tram Stop – Sergio Cardell Plaza (Alicante, Spain)



Westminster Academy



Oslo Opera House



Eight Inscribed Houses and Three Patios

### Fashion

Helen Storey with Tony Ryan, Wonderland – biodegradable materials  
Italian Vogue: A Black Issue, July 2008  
Linda Grant, The Thoughtful Dresser blog  
Louise Goldin, Spring/Summer 09 – Knitwear  
Basso & Brooke, Spring/Summer 09  
Alber Elbaz, Creative Director, Lanvin, Spring/Summer 08  
Miuccia Prada and James Lima, Trembled Blossom, Fashion Film  
Duckie Brown, Spring/Summer 09 – Menswear  
Maison Martin Margiela, Spring/Summer 09 – 20<sup>th</sup> Anniversary Collection  
Viktor & Rolf, Barbican Art Gallery and Siebe Tettero for The House of Viktor & Rolf  
Prada by Miuccia Prada, Spring/Summer 09



Duckie Brown, Spring/Summer



The House of Viktor & Rolf



Wonderland

## Furniture

Tokuji Yoshioka, Venus Chair  
 Tord Boontje, Fig Leaf for Meta  
 Weiki Somers, Cloakroom, Boijmans Museum, Rotterdam  
 Adam Goodrum, Stitch Chair for Cappellini  
 Ronan/Erwan Bouroullec, Magis Steelwood Family for Magis  
 Konstantin Grcic, MYTO Chair for PLANK  
 Shay Alkalay, Stack Chest of Drawers for Established & Sons  
 Nacho Carbonell, Evolution Series  
 El Ultimo Grito, Composite bench system for UNO  
 Terrence Woodgate and John Barnard, Surface Table for Established & Sons  
 Studio Makkink & Bey, Witness Flat Series for La Galerie de Pierre Bergé et Associés  
 Nendo, Cabbage Chair for the XXI Ct Man Exhibition curated by Issy Miyake  
 Arik Levey, Workit, work station for VITRA



## Graphic Design

Shepard Fairey, Obama Poster  
 Troika, All the Time in the World for British Airways, T5, Heathrow, London  
 Sender LLC and mo/de, official election campaign, Barack Obama Logo  
 Daniel Eatock, Big Brother Logo  
 Kenya Hara, Designing Design Book  
 Lex Reitsma, Jan Bons - A Designer's Freedom  
 The Guardian graphics, illustrating current financial climate  
 Chase and Galley, IsNotMagazine  
 Mevis & Van Deursen, Baghdad Calling  
 Karel Martens & Enrico Bravi, Werkplaatz Typografie Arnhem, Oase #74  
 Lorraine Wild, Martin Kippenberger exhibition catalogue  
 Cornel Windlin, Rebecca Stephany, Marco Müller, Project Vitra  
 Job Wouters aka Letman  
 Engine Service Design, The Social Innovation Lab for Kent County Council  
 March Studio and Aesop, Aesop Stores and Branding



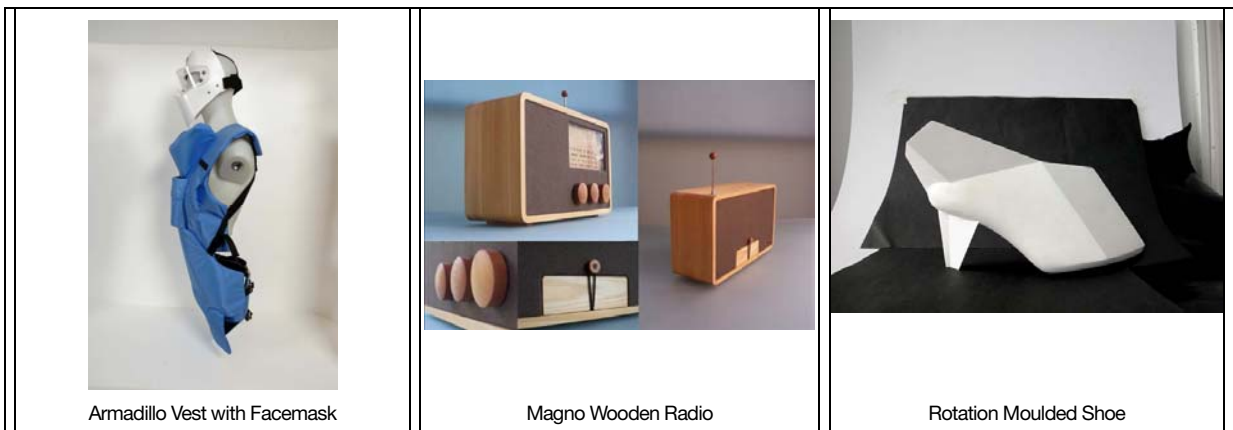
## Interactive

Lucky Bite, Dinner Table Game for Science of Survival, Science Museum  
Joachim Sauter, Art + Com, Kinetic Sculpture for BMW Museum  
Rumpus Room, Video for Pet Shop Boys – Integral  
Troika, Cloud, Digital Sculpture for British Airways, T5, Heathrow, London  
Bartle Bogle Heagarty, BA Terminal 5 “Live” Adverts  
Post-Spectacular, Fid.Gen Bar Codes  
Chris O’Shea, Joel Gethin Lewis, Andreas Muller, This Happened, Events  
Troika, Digital by Design  
The GreenEyl, Appeal  
O’Reilly, Make Magazine  
Media Molecule, Little Big Planet for Playstation  
Jeff Lieberman and Dan Paluska, Absolut Quartet  
Zoo films director James Frost, Radiohead House of Cards



## Product

Tony Mullin, Green Felt Protest Suit  
Marloes ten Bhömer, Rotation Moulded Shoe  
Kode Design, Armadillo Vest with Facemask  
Jorre can Ast, Jar Tops for Royal VKB  
Noam Toran & Onkar Kular, The MacGuffin Library  
Revital Cohen, Life Support  
HomeHero, HomeHero Fire Extinguisher  
Joe Wentworth, Ipogeo light for Artemide  
CinqCinq Designers, Clean  
Francois Azambourg, Pixel for Ligne Roset  
Senz XL Storm Umbrella  
Singgih S. Kartono, Magno Wooden Radio, Manufactured by locals in Java  
Demakersvan The Netherlands, LightWind – Outdoor lamp  
Trent Jansen, 3D Stencil



## Transport

London and Continental Railways, High Speed 1 and St Pancras International  
IDEO, Aquaduct Concept Vehicle for water filtration  
District, Trek District Bicycle  
Daimler, Car2Go – car sharing  
Medellin Metro Cable, Line J, Colombia  
Alp Transit, Lotschberg Base Tunnel, Switzerland  
Richard Jenkins and Dale Vince, Ecotricity Green Bird vehicle  
KTM, Stunt Motor Bike  
Mar Kayaks, K2 Kayak for Nelo  
Eric Larson, Ricky Biddle, Ben Shao and Austin Cliffe, Balance Sport Wheelchair  
New Deal Design, Charge Spots for Better Place  
Think Norway, Think City Electrical Car



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## Contacts

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For further information / Use of pictures / Interviews

Idea Generation: +44(0)20 7749 6853  
Katie Reynolds: [katie.reynolds@ideageneration.co.uk](mailto:katie.reynolds@ideageneration.co.uk)  
Alice Evans: [alice@ideageneration.co.uk](mailto:alice@ideageneration.co.uk)

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## Websites



[www.ideageneration.co.uk](http://www.ideageneration.co.uk)  
For:

- Online Press Office
- Client list
- Company contact detail



[www.designmuseum.org](http://www.designmuseum.org)  
For:

- Background information



[www.britisurance.com](http://www.britisurance.com)  
For:

- Background Information

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## Editor's Notes

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### 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. It demonstrates both the richness of the creativity to be found in all forms of design, and its importance. Design is a hugely fertile field of inventive new work, as well as a key component underpinning the modern economy. It provides a means for understanding the contemporary world, and, potentially, for making it a better place. The Design Museum's mission is to celebrate, entertain, and inform.

Twenty-five years ago, Terence Conran established the forerunner of the Design Museum, the Boilerhouse, in the basement of the Victoria and Albert Museum (V&A) in London. As planned, the Boilerhouse quickly outgrew the V&A and in 1989 it moved on to become the Design Museum, in an architecturally striking transformation of a Thameside warehouse near Tower Bridge. Since then it has emerged as an institution with international status and significance, playing a vital role in making design and architecture a part of the cultural agenda.

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, run in conjunction with displays of its permanent collection of examples of iconic design. 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.

Address: Design Museum, Shad Thames, London, SE1 2YD  
Opening Times: 10.00-17.45 daily (last admission 17.15)  
Public Information: 0870 833 9955, [www.designmuseum.org](http://www.designmuseum.org)

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### Brit Insurance

Brit Insurance is a leading UK-domiciled general insurance and reinsurance group.

Headquartered in London, it has regional offices across the UK and representative offices in Europe and Australia representing the Group's FSA-regulated subsidiary Brit Insurance Limited and Brit's leading Syndicate at the 300 year-old Lloyd's insurance market.

The group is listed on the London Stock Exchange and is a constituent of the FTSE 250.

It insures businesses and individuals worldwide against more than 80 sub-classes of risks, including Property, Liability and Motor.

[www.britinsurance.com](http://www.britinsurance.com)

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## Ends