

Media Announcement

## Stephen Bayley to chair the Brit Insurance Design Awards in 2011

### Stephen Bayley returns to the Design Museum to chair annual design awards

London, 4 January 2011: Prominent design commentator and one of the founders of the Design Museum, Stephen Bayley, has been announced as Chair of Jury for the Brit Insurance Design Awards 2011.

Celebrating design from the past 12 months, the Brit Insurance Design Awards has established itself as one of the most comprehensive design awards in the world. Experts have nominated designs across a range of disciplines including: architecture, fashion, transport, product, graphic, furniture and interactive to reflect a year of design ingenuity.

Stephen Bayley will chair the 2011 jury and will be joined by art and design curator **Janice Blackburn**, graphic designer **Mark Farrow**, novelist **Will Self**, Pro Vice-Chancellor of Kingston University **Penny Sparke** and **Simon Waterfall** co-founder of digital agency Poke.

Over thirty years Stephen Bayley's books, articles and exhibitions have helped frame the contemporary idea of "design". Together with Terence Conran he created The Boilerhouse Project in the V&A. He then went on to become the first Director of the Design Museum and is now a celebrated, outspoken broadcaster and critic.

Stephen Bayley, Chair of Judges, comments, 'In about 1978 Terence Conran and I had a slightly mad vision that the future Design Museum was going to be a high-tech factory in Milton Keynes with robots picking mid-century modern masterpieces off Dexion shelving for the edification of students. I'm delighted it's evolved into something more sophisticated. And I'm equally delighted to chair the influential Brit Insurance Designs of the Year 2011. In '78 design was for a freak minority, wonderful that, thanks to the Design Museum, it's now part of national life'.

**Deyan Sudjic**, Director of the Design Museum said, 'Stephen Bayley's sharp eye and sharper pen make him a natural chair for Brit Insurance Awards 2011, a jury that is looking for design that matters'.

Brit Insurance Chief Executive **Dane Douetil** added, '2011 promises to be another strong year in design and we are delighted that Stephen Bayley is our Chair of Judges. His historic connection with the Design Museum and profile as a cultural commentator makes him the ideal chair. We await the shortlist and category winners with great anticipation'.

The awards shortlist will be announced on **17<sup>th</sup> January 2011** with the exhibition of all shortlisted entries taking place from **16 February – 7 August 2011**. The winner will be announced at the awards dinner on **15 March 2011**.

**Ends**

**DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD**

**OPENING: 10.00 -17.45 daily. Last admission: 17.15**

**Admissions: £10.00 Adults, £9.00 Concessions, £6.00 Students, under 12s Free.**

**PUBLIC INFORMATION T: 020 7940 8790**

**W: [designmuseum.org](http://designmuseum.org)**

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**Notes to Editors:**

**2011 Brit Insurance Design Awards key dates:**

**17 January** Shortlist announced to media

**15 February** Press View at Design Museum 10am – 12pm

**15 February** Nominees Party at Design Museum 7pm – 9pm

**16 February** Exhibition opens to the public

**28 February** Category Winners announced to media

**15 March** Awards Night at Design Museum, overall winner announced

**2. Biographies:**

**Stephen Bayley – Chair of Jury**

Over thirty years Stephen Bayley's books, articles and exhibitions have helped frame the contemporary idea of "design". In 1979 with Terrance Conran he created The Boilerhouse Project in the V&A which became London's most successful gallery of the nineteen-eighties. This was the prototype of The Design Museum which Conran and Bayley opened in 1989. Stephen Bayley's books include *In Good Shape* (1979), *The Conran Directory of Design* (1985), *Sex Drink and Fast Cars* (1986), *Commerce and Culture* (1989), *Taste* (1991), *Moving Objects* (1999), *General Knowledge* (2000), *A Dictionary of Idiocy* (2003), *Cars* (2008) and *Woman as Design* (2009). His next book, *Ugly - the aesthetics of everything*, will be published in 2011. Stephen Bayley is also a creative consultant (with Ford and Coca-Cola among his clients) and an award-winning journalist writing for a range of newspapers and magazines.

**Janice Blackburn** worked at the Saatchi Collection from 1985 until 1994. In 1997 she started the Contemporary Decorative Arts exhibitions at Sotheby's in London and later in New York which she curated till 2003. For the past four years she has curated *Beyond Limits* a collaboration between Sotheby's and Chatsworth – an exhibition of monumental sculpture in the grounds of Chatsworth House. She has curated independent exhibitions at The Bowes Museum County Durham, The Crafts Council and The Crafts Council shop in the V & A. She was consultant to Krug Champagne setting up a series of design salons and consultant curator to Liberty department store. Janice Blackburn is a freelance journalist. In 1998 she won the Mont Blanc Award for arts sponsorship. In 2010 was made an Honorary Fellow of the RCA. She has been a trustee of the CAS and also Arts and Business. Janice Blackburn Currently curates a series called 'small show Huge Talent'.

**Mark Farrow** was named Designer of the Year in the Creative Review Peer Poll in 2004, His career began in the early 1980s designing experimental sleeves and posters for Factory Records, and The Hacienda, which placed him at the forefront of contemporary music graphic design. He has since continued with a longstanding creative partnership with the Pet Shop Boys, and other bands such as Spiritualized. His minimalist approach, and a rigorous, highly precise attention to detail defines his aesthetic, and appeals to a broad spectrum of clients, from museums and galleries to pop music and retail, product designers and architects, to restaurateurs and artists. His practice, Farrow Design, is based in London. In 2009 he was given the honour of Royal Designer for Industry (RDI) by the RSA.

**Will Self** is the author of seven novels, five collections of short stories, three novellas and five works of non-fiction. A prolific essayist and journalist he has contributed to a plethora of publications over the years, from Playboy to the Times Literary Supplement and back again. He has been a regular columnist on the Times, the Observer, the Independent and the Evening Standard, and currently writes two columns for the New Statesman. Self is a frequent broadcaster on radio and television.

**Penny Sparke** is a Pro Vice-Chancellor (Research and Enterprise) and Professor of Design History at Kingston University, London. She has oversight of three Faculties: Art, Design and Architecture, Business and Law, and Arts and Social Sciences and chairs the Research Committee, the Campus Development Board and the Cultural Strategy Group. Penny Sparke graduated in French Literature from Sussex University in 1971 and was awarded her doctorate in 1975. She taught from 1972 to 1982 at Brighton Polytechnic and at the Royal College of Art in London from 1982 to 1999. She has published books and numerous articles over the last twenty-five years including *As Long as It's Pink: The Sexual Politics of Taste* (Pandora, London, 1995), *Elsie de Wolfe: The Birth of Modern Interior Decoration* (Acanthus Press, New York, 2005), *The Modern Interior Reaktion*, London 2008 and *The Genius of Design* which was accompanied by the popular TV series.

**Penny Sparke** is a member of the RIBA's Research and Development group. She is an Honorary Senior Fellow of the Royal College of Art and a Fellow of the Royal Society of Arts.

**Simon Waterfall:** With a Masters degree in Industrial Design from the RCA, Simon established the Deepend studio in 2002, he went on to establish digital agency POKE with offices in London and New York. Simon is a valued contributor at international events and institutions including ICOGRADA (world body), Hyper Island (Sweden), Parsons School of Design (New York), the RSA and ICA. The RSA has honoured him with a fellowship in recognition of his contribution to British design and he is a member of the Art Directors Club of New York and Design and Art Direction Global Awards. In 2005 he became Vice and then President of D&AD, in 2007/8, he was the youngest and also the first digital president. 2006 Simon won his second BAFTA and now sits on the film panel. In 2006 he won the prestigious on-line award "The Webby" in New York, for Alexander McQueen's web site.

2008 USA magazine Creative placed him on the Creative 50. In 2008 Poke was awarded the most respected agency in the UK by the New Media Awards and Simon was voted the most influential person in digital media in the UK. Poke went on to win Agency of the year 2008 / 2009 from New Media Age and Marketing Week. January 2010 he started his new company Fray, "to defend creativity". to find a progressive and honest way to inspire, unite and promote cultural and creative design.

**3. Further updates on the awards and exhibition at [designsoftheyear.com](http://designsoftheyear.com)**

#### **4. 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.

#### **5. 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.