

Media Announcement

Angry Birds, Concrete Shelters and Chandeliers: meet the 2011 Brit Insurance Design Awards shortlist

Brit Insurance Design Awards nominations announced across seven design categories

London, 17 January 2011: Showcasing a year in design, the fourth annual Brit Insurance Design Awards features an international shortlist ranging from Yves Behar's Swarovski Chandeliers to concrete Emergency Shelters designed in Wales. Nominations also include the Apple iPad as well as six different app's including the popular Angry Birds game.

Industry experts have nominated innovative and engaging designs from around the world across seven categories: Architecture, Fashion, Furniture, Graphics, Interactive, Product and Transport. **Stephen Bayley** will chair the 2011 jury and will be joined by art and design curator **Janice Blackburn OBE**, graphic designer **Mark Farrow**, novelist **Will Self**, Pro Vice-Chancellor of Kingston University **Penny Sparke** and **Simon Waterfall** co-founder of digital agency Poke.

The nominations will be on show at the Brit Insurance Designs of the Year Exhibition at the Design Museum from **16 February – 7 August 2011**. From this comprehensive list, the jury will select the seven category winners to be announced on **28 February 2011**. The overall Brit Insurance Design of the Year will be announced at the Awards Dinner on **15 March 2011** and this year's awards trophy will be exclusively designed by **Ross Lovegrove**.

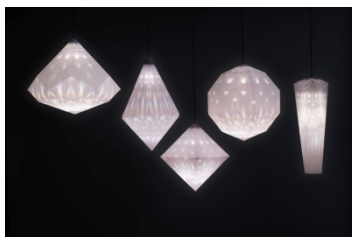
Alex Newson, curator of the Brit Insurance Designs of the Year exhibition comments, "The sheer breadth of the shortlist reaffirms the importance of good design and how it can help improve daily lives or even refresh the familiar. Whether it is through ingenious temporary home solutions or a new cycle scheme for London, it is a fascinating list of nominees."



ANGRY BIRDS



CONCRETE CANVAS SHELTER



AMPLIFY CHANDELIER

Ends

2011 Nominations:

ARCHITECTURE

1111 LINCOLN ROAD, MIAMI BEACH, USA
ROBERT WENNETT // HERZOG & DE MEURON

A FOREST FOR A MOON DAZZLER, GUANACASTE, COSTA RICA
BENJAMIN GARCIA SAXE

BALANCING BARN, SUFFOLK, UK
MVRDV // Co-architect: MOLE ARCHITECTS // Client: LIVING
ARCHITECTURE

BURJ KHALIFA, DUBAI, UNITED ARAB EMIRATES
SKIDMORE, OWINGS & MERRILL LLP (SOM) // Client: EMAAR

CONCRETE CANVAS SHELTERS, UK
CONCRETE CANVAS (Peter Brewin, William Crawford and Phillip Greer)

**LADAKH COMMONWEALTH PEACE PAVILION AND CLASSROOM,
TIBET**
SERGIO PALLERONI // BASIC INITIATIVE

MEDIA-TIC BUILDING, BARCELONA
ENRIC RUIZ-GELI // CLOUD 9

NOTTINGHAM CONTEMPORARY, UK
CARUSO ST JOHN ARCHITECTS // Client: NOTTINGHAM CITY COUNCIL

OPEN-AIR-LIBRARY MAGDEBURG, GERMANY
KARO ARCHITEKTEN // ARCHITEKTUR+NETZWERK // Client:
LANDESHAUPSTADT MAGDEBURG

STONEBRIDGE HILLSIDE HUB, GREATER LONDON
EDWARD CULLINAN ARCHITECTS // Client: HYDE HOUSING
ASSOCIATION/HILLSIDE ACTION TRUST

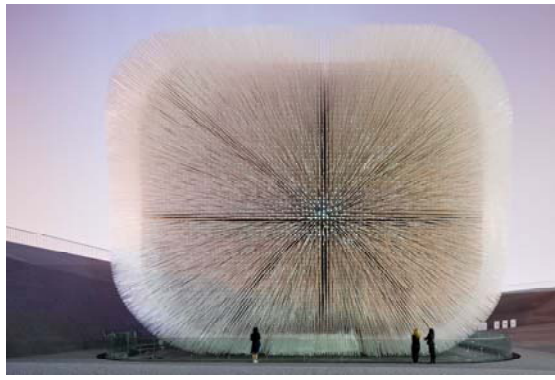
TAPE INSTALLATIONS, AUSTRIA // CROATIA
NUMEN / FOR USE

UK PAVILION, SHANGHAI EXPO 2010, CHINA
HEATHERWICK STUDIO

UNIVERSITY OF OXFORD: DEPARTMENT OF EARTH SCIENCES, UK
WILKINSON EYRE ARCHITECTS // Client: UNIVERSITY OF OXFORD

VITRAHAUS - WEIL AM RHINE, GERMANY
HERZOG & DE MEURON // Client: VITRA VERWALTUNGS GMBH

VOID HOUSE, BELGIUM
GON ZIFRONI in collaboration with POM-ARCHI
FASHION



UK PAVILION, SHANGHAI EXPO 2010, CHINA
THOMAS HEATHERWICK STUDIO



11 11 LINCOLN ROAD, MIAMI BEACH, USA
ROBERT WENNETT // HERZOG & DE MEURON

FASHION

COMME DES GARÇONS TRADING MUSEUM TOKYO, JAPAN
Designed and conceived by REI KAWAKUBO

GARETH PUGH SPRING/SUMMER '11, UK
Designed by GARETH PUGH

LANVIN SPRING/SUMMER '11, FRANCE
Designed by ALBER ELBAZ

MARGARET HOWELL PLUS SHIRT, UK
Designed by KENNETH GRANGE and MARGARET HOWELL

MELONIA SHOE, SWEDEN
Designed by NAIM JOSEFI and SOUZAN YOUSOUF

OHNE TITEL SPRING/SUMMER '11, USA
Designed by FLORA GILL and ALEXA ADAMS

ORGANIC JEWELLERY COLLECTION, BRAZIL
Designed by FLAVIA AMADEU

TESS GIBERSON SPRING/SUMMER '11, SHIFT
Designed by TESS GIBERSON

UNIQLO +J AUTUMN/WINTER '10
Designed by JIL SANDER for UNIQLO



GARETH PUGH SPRING/SUMMER '11, UK

Designed by GARETH PUGH



OHNE TITEL SPRING/SUMMER '11, USA

Designed by FLORA GILL and ALEXA ADAMS

FURNITURE

BRANCA, ITALY

Designed by INDUSTRIAL FACILITY, SAM HECHT, KIM COLIN, IPPEI MATSUMOTO //

COLLEC+ORS COLLECTION, AUSTRALIA

Designed by KHAI LIEW // KIRSTEN COELHO // GWYN HANSSON PIGOTT // BRUCE NUSKE // PRUE VENABLES // JULIE BLYFIELD // JESSICA LOUGHLIN

DROP TABLE, ITALY

Designed by JUNYA ISHIGAMI // Manufactured by LIVING DIVANI

DUNE, AUSTRIA

Designed by RAINER MUTSCH // Manufactured by ETERNIT

ENDLESS, NETHERLANDS

Designed by DIRK VANDER KOOIJ

ORIGIN PART I: JOIN, NETHERLANDS

Designed by BCXSY in collaboration with MR TANAKA

PLYTUBE, UK

Designed by SEONGYONG LEE

SAYL TASK CHAIR, USA

Designed by YVES BEHAR and FUSEPROJECT // Manufactured by HERMAN MILLER

SOLO BENCH, BRAZIL

Designed by DOMINGOS TOTORA // Manufactured by TOUCH

SPUN, ITALY

Designed by HEATHERWICK STUDIO // Manufactured by MAGIS

THIN BLACK LINES, JAPAN

Designed by NENDO // Exhibited by PHILLIPS DE PURY & COMPANY at THE SAATCHI GALLERY, LONDON

VIGNA CHAIR, ITALY

Designed by MARTINO GAMPER // Manufactured by MAGIS



THIN BLACK LINES, JAPAN

Designed by NENDO // Exhibited by PHILLIPS DE PURY & COMPANY at THE SAATCHI GALLERY, LONDON



VIGNA CHAIR, ITALY

Designed by MARTINO GAMPER // Manufactured by MAGIS

GRAPHICS

A LOVE LETTER FOR YOU, USA

Designed by STEPHEN POWERS with the CITY OF PHILADELPHIA
MURAL ARTS PROGRAM

COALITION OF THE WILLING, UK

Direction and production by KNIFE PARTY // written by TIM RAYNER //
voice over artist COLIN TIERNE

DESIGN CRIMINALS EDIBLE CATALOGUE, AUSTRIA

Designed by ANDREAS POHANCENIK

FOUR CORNERS FAMILIARS SERIES, UK

Designed by JOHN MORGAN STUDIO and collaborators

HOMEMADE IS BEST, SWEDEN

Designed by FORSMAN & BODENFORS for IKEA

IRMA BOOM: BIOGRAPHY IN BOOKS, NETHERLANDS

Designed by IRMA BOOM // Published by GRAFSICHE
CULTUURSTICHTING

I WONDER, CANADA

Written, illustrated and designed by MARIAN BANTJES // Published by
THAMES & HUDSON

LONDON COLLEGE OF COMMUNICATION 'POWER OF TEN' SUMMER SHOWS 2010 UK

Designed by STUDIO MYERSCOUGH

THE LIFE AND OPINIONS OF TRISTRAM SHANDY, GENTLEMAN, UK

Designed by A PRACTICE FOR EVERYDAY LIFE // Published by VISUAL
EDITIONS

UNIT EDITIONS, UK

TONY BROOK and ADRIAN SHAUGHNESSY



A LOVE LETTER FOR YOU, USA

Designed by STEPHEN POWERS with the CITY OF PHILADELPHIA
MURAL ARTS PROGRAM

THE ELEMENTS IPAD APP, USA

Designed by TOUCHPRESS // Written by THEODORE GRAY

THE JOHNNY CASH PROJECT, USA

CHRIS MILK // AARON KOBLIN // RADICAL MEDA // RICK RUBIN // THE CASH ESTATE

WALLPAPER* CUSTOM COVERS, UK

Art Direction by Meirion Pritchard // Interaction design and programming by KIN

ANTHONY BURRILL, JAMES JOYCE, HORT, KAM TANG and NIGEL ROBINSON

WIRED MAGAZINE APP, USA

Designed and developed by SCOTT DADICH and JEREMY CLARK // CONDE NAST DIGITAL



PAINT, UK

Designed by GREYWORLD for NOKIA



WALLPAPER* CUSTOM COVERS, UK

Designed by MEIRION PRITCHARD // Developed by KIN // Content by ANTHONY BURRILL, JAMES JOYCE, HORT, KAM TANG and NIGEL ROBINSON

PRODUCT

ACT FIRE EXTINGUISHER, NORWAY

Designed by SIGRUN VIK

AMPLIFY CHANDELIER, USA

Designed by YVES BEHAR and FUSEPROJECT for SWAROVSKI

APPLE IPAD, USA
Designed by APPLE

BLUEWARE COLLECTION, UK
Designed by STUDIO GLITHERO

CONTEMPLATING MONOLITHIC DESIGN
SONY DESIGN and BARBEROSGERBY // Exhibition design by
UNIVERSAL DESIGN STUDIO

UNIVERSAL GOWN, UK
Designed by BEN DE LISI

DIAMANT COFFIN SERIES, DENMARK
Designed by JACOB JENSEN DESIGN // Manufactured by TOMMERUP
KISTER

DYSON AIR MULTIPLIER FAN, UK
Designed by JAMES DYSON

FREECOM CLS MOBILE DRIVE, BELGIUM // GERMANY
Designed by SYLVAIN WILLENZ // Manufactured by FREECOM

FLYING FUTURE, GERMANY
Designed by INGO MAURER

IN-BETWEENING CLOCK, UK
Designed by HYE-YEON PARK

INTIMATE RIDER, USA
Designed by ALAN THOLKES

LEVERAGED FREEDOM CHAIR, USA
Designed by MIT MOBILITY LABORATORY

ONE ARM DRIVE SYSTEM, UK
Designed and developed by MARK OWN and JON OWEN // Manufactured
by NOMAD WHEELCHAIRS LTD

PAVEGEN, UK
Designed by PAVEGEN SYSTEMS LTD

PLAYING WITH LEGO® BRICKS AND PAPER, JAPAN // DENMARK
Designed by MUJI // LEGO®

PLUMEN 001, UK
Concept and design direction: HULGER // Design: SAMUEL WILKINSON

PRAMPACK, NORWAY
Designed by KADABRA PRODUKTDESIGN // Invented by ANNE
MORKEMO // Manufactured by STOKKE

QUARZ SERIES, UK
Designed by MAX LAMB // Manufactured by J & L LOBMEYR, AUSTRIA

SEE BETTER TO LEARN BETTER, USA // MEXICO
Designed by YVES BEHAR and FUSEPROJECT // In partnership with
AUGEN OPTICS

WALL PIERCING, ITALY

Designed by RON GILAD // Manufactured by FLOS

YII, TAIWAN

Conceived by NATIONAL TAIWAN CRAFT RESEARCH INSTITUTE (NTCRI) and TAIWAN DESIGN CENTER (TDC) // Creative direction by Gijs Bakker



DYSON AIR MULTIPLIER FAN, UK

Designed by JAMES DYSON



IN-BETWEENING CLOCK, UK

Designed by HYE-YEON PARK

TRANSPORT

BARCLAYS CYCLE HIRE, UK

TRANSPORT FOR LONDON

DEZIR, FRANCE

Designed by LAURENS VAN DEN ACKER for RENAULT

EN-V, USA

Designed by GENERAL MOTORS

FIAT 500 TWINAIR, ITALY

Designed and developed by FIAT STYLE and FPT FIAT POWERTRAIN

RIVERSIMPLE, UK

Designed by RIVERSIMPLE

VANMOOF No 5, NETHERLANDS

Designed by VANMOOF

YIKEBIKE, NEW ZEALAND

Designed by GRANT RYAN



YIKEBIKE, NEW ZEALAND

Designed by GRANT RYAN



RIVERSIMPLE, UK

Designed by RIVERSIMPLE

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

For more information please contact:

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Notes to Editors:

2011 Brit Insurance Design Awards key dates:

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 event at Design Museum, overall winner announced

2011 exhibition design by David Kohn Architects

2011 exhibition graphics by Multistorey

Brit Insurance

Brit Insurance is an international general insurance and reinsurance group specialising in commercial insurance. The Group writes a diverse portfolio 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.

britinsurance.com