

Category winners announced for the 2011 Brit Insurance Design Awards

Chair of Jury, Stephen Bayley and the jury panel select the seven category winners who will now contend to be named the Brit Insurance Design of the Year 2011.

London, 28 February 2011: The category winners for the 2011 Brit Insurance Design Awards were announced today. Celebrating international design from the last 12 months, the seven categories winners of the fourth annual Brit Insurance Design Awards features winners from Sweden, Germany, Japan, Italy, USA and two from the UK. These seven winners will now contend to become the overall Brit Insurance Design of the Year 2011 which will be announced at the Design Museum on 15 March.

The winners include London's **TFL's Barclays Cycle Hire** scheme which wins the Transport category, a popular and familiar feature across the capital since its introduction in the summer of 2010. Retail outlet Uniqlo's hugely successful **Jil Sander** collaboration **+J Autumn / Winter 2010 collection** wins the Fashion category and **Ikea's** intriguing take on baking with their Swedish recipe book presented in stunning visual style wins the Graphics category.

Innovative and accessible design was a recurring theme for the 2011 nominations, beautifully demonstrated with the **Plumen** low energy light bulb taking the Product award. The **Flipboard** app, for the Interactive category impressed judges as the world's first social magazine, fundamentally changing how people discover, view and share content across social networks. The elegant **Branca** chair designed by UK design practice Industrial Facility wins the Furniture category and the community focused **Open Air Library** in Germany takes the Architecture award.

Stephen Bayley chair of the 2011 jury commented 'Anything that is made betrays the beliefs, preoccupations and fears of the people who made it. Never more than this year: there's a strong sense of austerity, responsibility and realism here. I wouldn't call it retrenchment, more consolidation. 2011 will be remembered for thoughtfulness rather than exuberance, but that's no bad thing. The best definition of design is, after all, intelligence made visible.'

The seven Brit Insurance Design Awards category winners are:

Brit Insurance Architecture Award 2011

Open Air Library, Magdeburg. By Karo Architekten and Architektur+Netzwerk. Germany

Brit Insurance Fashion Award 2011

Uniqlo +J Autumn/Winter '10. By Jil Sander for Uniqlo. Japan

Cont...

Brit Insurance Furniture Award 2011

Branca. By Industrial Facility, Sam Hecht, Kim Colin and Ippei Matsumoto. Italy

Brit Insurance Graphics Award 2011

Homemade is Best. By Forsman & Bodenfors for Ikea. Sweden

Brit Insurance Interactive Award 2011

Flipboard. By Mike McCue and Evan Doll. USA

Brit Insurance Product Award 2011

Plumen 001. By Hulger and Samuel Wilkinson. UK

Brit Insurance Transport Award 2011

Barclays Cycle Hire. By Transport for London. UK

The seven winning designs will now compete for the coveted overall Brit Insurance Design of the Year 2011 which will be announced at the Awards Lunch at the Design museum on March 15, where the winner will be presented with this year's awards trophy, exclusively designed by Ross Lovegrove.

The winning entries along with the shortlisted designs are currently on show at the Design Museum until August 7 2011.

Ends



Category winners Left to right:

Flipboard; Branca chair; Plumen 001 light bulb, Uniqlo +J; Barclays Cycle Hire, Ikea Homemade is Best; Open Air Library.

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.
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Notes to Editors:

Comments from the judging panel on each winning design are below as well as quotes from selected winners.

Brit Insurance Architecture Award 2011

Open Air Library, Magdeburg. By Karo Architekten and
Architektur+Netzwerk. Germany

‘Thought-provoking creative re-use which energises a tired corner of an exhausted city. Cheap, flexible and dignified, the Magdeburg library presumes citizens are intelligent, interested and responsible. This may be unrealistic, but it’s nonetheless inspiring.’

- Stephen Bayley, 2011 Jury Chair

‘For us architecture is a tool for designing social relations. This new, hybrid typology of an Open Air Library would not have been possible without an extended participation process. It is a social sculpture; architecture that is still in progress and a new, hopefully sustainable village icon, constructed out of an old modernist warehouse facade. We knew that the Open Air Library would be a key project in our experimental practice, but we did not expect for it to become such a key project in the design world.’

- Stefan Rettich, Karo Architekten

Brit Insurance Fashion Award 2011

Uniqlo +J Autumn/Winter '10. By Jil Sander for Uniqlo. Japan

‘The +J collection epitomises that you can buy style, you can buy glamour, you can buy clothes that are well designed for a very reasonable amount of money, in fact it’s quite a democratic approach to fashion.’

- Janice Blackburn, 2011 jury member

‘We are delighted to receive the 2011 Brit Insurance Fashion Award for our +J A/W '10 Collection. To be up against some of the most influential and established designers in the industry, and to win, is a great honour. Uniqlo and Ms. Jil Sander has proved to be a unique partnership over the last two years and this award reaffirms this.’

- Rachel Haworth, UNIQLO UK Ltd.

Brit Insurance Furniture Award 2011

Branca. By Industrial Facility, Sam Hecht, Kim Colin and Ipppei Matsumoto. Italy

'There's justified scepticism about whether the world needs yet another new chair, but this one is too good to dismiss. Ingenious production technology is, for once, turned to genuine advantage.'

- Stephen Bayley, 2011 Jury Chair

'Industrial Facility, Kim Colin and I are thrilled to have been selected to receive this award. The Branca chair has been a labour of love, made possible by the great experience of wood production that is Mattiazzi, and the naivety of me.'

- Sam Hecht, Industrial Facility

Brit Insurance Graphics Award 2011

Homemade is Best. By Forsman & Bodenfors for Ikea. Sweden

'In Homemade is Best there's something that's new, that I haven't seen before, there's a completely and utterly different approach to a cookbook which is aesthetically very pleasing and playful, a deserved winner.'

- Mark Farrow, 2011 jury member

'We just wanted people to eat more cookies. So for us, receiving this prestigious award, and a place in a design museum, is really an unexpected bonus. A big thank you to the jury for making such a brave choice. And a big thank you to IKEA for believing in our idea.'

- Christoffer Persson, Forsman & Bodenfors

Brit Insurance Interactive Award 2011

Flipboard. By Mike McCue and Evan Doll. USA

'This is one of the applications that literally frightened me silly; it's a social experiment more than a magazine and I can just see the spark igniting what will be a massive industry.'

- Simon Waterfall, 2011 jury member

Brit Insurance Product Award 2011

Plumen 001. By Hulger and Samuel Wilkinson. UK

'We like the Plumen light bulb, we like what it's doing for low energy light bulbs, we acknowledge that low energy light bulbs are the way forward. We think the whole idea of the exposed glass and exposed element of the low energy light bulb can be used in an exciting way. And we think Plumen are moving it in that direction. I think the general feeling is it that this is the start of something; it's not the culmination'

- Will Self, 2011 jury member

'The Plumen project has been a very challenging and exciting project, and to win the Product category at the Brit Insurance design awards is fantastic news. Designing a new form for such a symbolic object was extremely daunting. The main aim was always to try to push the boundaries and produce something that really moved forward the vision of low energy bulbs. We are delighted with the reception the bulb has received.'

- Samuel Wilkinson, Designer

Brit Insurance Product Award 2011

Plumen 001. By Hulger and Samuel Wilkinson. UK

“After three years in the making, we're over the moon to have received such high recognition for the design and concept of the Plumen bulb. Developing such ideas is a solitary and uncertain business, so it's wonderful to see the Plumen creating such a positive response.”

- Nicolas Roope, Hulger (concept & design direction)

Brit Insurance Transport Award 2011

Barclays Cycle Hire. By Transport for London and Serco. UK

“The fascinating thing about the ‘Boris Bike’ is that no one thought it was lovely, no one thought it was a gorgeous object – the Boris Bike was designed to be not covetable. It was designed to be disagreeable to ride and designed so that no one would want to steal it. And yet you know the scheme is useful. It's a very intelligent idea; I think one of the definitions of excellence in design is that it's something that evolves. Only things which can be defined as truly excellent are things which are capable of evolution. And that's the Boris Bikes Scheme.”

- Stephen Bayley, 2011 Jury Chair

Further judging panel comments on each winning design are available on request.

Further updates on the awards and exhibition at designsoftheyear.com

2011 Brit Insurance Design Awards Jury:

Stephan Bayley – Jury Chair

Janice Blackburn

Mark Farrow

Penny Sparke

Simon Waterfall

Will Self

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.

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.