

Stylish low energy light bulb wins the 2011 Brit Insurance Design of the Year

Beautifully innovative UK entry wins coveted international design award

London, 15 March 2011: British designer Samuel Wilkinson and product design company Hulger, have won the Brit Insurance Design of the Year 2011 for their stunning redesign of the low energy light bulb. Beating over 90 entries to claim the winning title, 2011 Jury Chair Stephen Bayley presented the award at today's awards ceremony held at the Design Museum.

The Plumen 001 is an imaginatively sculpted energy saving light bulb, its beautiful silhouette and organic form was chosen as the overall winner from the seven category winners as the Brit Insurance Design of the Year.

Stephen Bayley, 2011 Jury Chair said of the winning entry 'The Plumen light bulb is a good example of the ordinary thing done extraordinarily well, bringing a small measure of delight to an everyday product.'

Low-energy light bulbs have never been regarded as a stylish product, the Plumen addresses this by creating an aesthetic bulb which works just like any low-energy bulb. By bending the glass tubes of a light bulb, Plumen have designed a product that uses 80% less energy and lasts eight times longer than an incandescent bulb. Compared with the standard fluorescent light, Plumen 001 is a beautiful light bulb designed to be seen.

Deyan Sudjic, Director of the Design Museum commented: 'A worthy winner that is both beautiful and smart. It does away with the superfluous to achieve maximum economy of means. It's a bulb that doesn't need a shade and so goes a long way to make up for the loss of the Edison original.'

Jury member Will Self added: 'I don't think any of the judges feel this is the dernier cri in terms of what will be done with the low-energy light bulb, but if you'll forgive the pun - they are definitely a light leading the way. 2011 was not a year to reward high-end design devised purely for conceptual reasons or added-value results. We felt these bulbs were neat, appealing and covetable in the right, affordable way. Light is, of course, primary to design, without it there can be very little, if any. The design of light sources is thus an elemental component of a design aesthetic.'

The Plumen 001 along with the other shortlisted designs are currently on show at the Brit Insurance Designs of the Year exhibition at the Design Museum until August 7 2011.

Ends



Brit Insurance Design Awards category winners:

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

Brit Insurance Furniture Award 2011

Branca. By Industrial Facility, Sam Hecht, Kim Collin 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

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:

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

The Brit Insurance Design Awards were designed by Ross Lovegrove with Fernando Gutierrez and produced by Materialise and Endpoint.

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.