

## THIS IS DESIGN

24 August 2011 – 22 January 2012



MOULTON BIKE, CIRCA 1960



ANGELPOISE LAMP TYPE 1227  
DESIGNED IN 1934



MARGARET CALVERT & JOCK KINNEIR ROAD  
SIGNAGE, 1965



CANDLESTICK TELEPHONE, CIRCA 1920

This is Design is a celebration of the Design Museum's Collection, which examines the impact of design on the modern world, whilst also exploring the consequences of design and how it shapes our lives and contemporary culture.

The Collection has been in storage for over five years and during this period it has been catalogued, conserved and documented. The Collection contains pieces ranging from early items of mass manufacture through to cutting edge contemporary design and includes furniture, fashion, transport, products, ceramics and graphics.

Design can help us absorb and adapt to change and make positive use of a modern world which could otherwise be confusing. By using themes such as Identity, Manufacturing Innovations, the Digital Revolution and Lifecycle the exhibition will look at how design provides a visual language to help use the objects around us.

Prototypes, drawings, couture samples, models, first editions and finished industrial objects will be on display demonstrating the design process and subsequent influence of design on the contemporary culture. The exhibition will also explore 'quiet' design, demonstrating how design surrounds us and how whether accidental or subtle, design plays a role in shaping the way we live and enables us to understand the world around us.

Highlights from the Collection include the Anglepoise lamp, UK road signs, UK traffic lights and the Moulton bicycle, these will be displayed alongside an original Mini, large scale architectural models to include Norman Foster's HSBC Bank headquarters in Hong Kong, couture garments and street furniture.

Supplemented by loans and gifts, and celebrating new acquisitions to the collection, the exhibition also looks at the changing role of collecting design and future developments of the Design Museum Collection as it prepares to move to a new home at the former Commonwealth Institute. The new museum will provide dedicated gallery space to display the collection and celebrate the importance of design through a permanent display.

### 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)**

## **Notes to Editors:**

1. The Design Museum has amassed a world leading collection, consisting of over 2000 objects the Collection is an important record of the key designs which have shaped the modern world. The exhibition demonstrates the full range of the museum's interests across all design discipline and explaining and understanding the impact of design.

## **2. Exhibition Merchandise**

The Design Museum shop will stock a selection of exclusive exhibition Merchandise and prints, further details to be announced.

## **3. Talks & Events.**

The Design Museum will hold a series of exhibition related talks and events, further details to announced.

4. Exhibition graphics by Bibliotheque

## **Press Enquires:**

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