

## The Olympic Torch, the Royal Wedding Dress and a wind-propelled Landmine Detonator. The 2012 Designs of the Year are announced.

**Designs of the Year 2012 exhibition runs  
8 February – 4 July, Design Museum, London**

**London, 11 January 2012:** The Design Museum announces the longlist for the fifth annual Designs of the Year Awards. Showcasing a year in design, the 2012 longlist is a celebration of the best in global designs. Industry experts have nominated innovative and engaging designs across seven categories: Architecture, Digital, Fashion, Furniture, Graphics, Product and Transport.

The longlist covers an eclectic mix of designs including **The London 2012 Olympic Torch**, designed by Barber Osgerby, **the Duchess of Cambridge's Wedding Dress**, designed by Sarah Burton for Alexander McQueen and a wind-propelled **Landmine Detonator** which cost \$40 to produce. Nominations also include the **Kinect for Xbox 360**, the first ever **Virtual Tesco Store**, the **London 2012 Velodrome** and a **pop-up cinema** (Folly for a Flyover) in Hackney, East London.

Yves Béhar winner of the inaugural Design of the Year in 2008 for his One Laptop per Child, continues his run of being nominated in each year since the awards inception, this year Béhar is nominated for his JAMBOX wireless music speaker. Bethan Laura Wood, a previous Designer in Residence at the Design Museum, receives her first two nominations in this year's awards, her Totem Chandelier and Moon Rock tables, both of which were showcased at Milan's Salone del Mobile in 2011 are nominated in the Product and Furniture category.

All of the nominations will be on show at the Designs of the Year exhibition at the Design Museum from **8 February – 4 July 2012**. From this comprehensive list of nominations, a prestigious jury will select the seven category winners and an overall winner for the Design of the Year 2012. **The winners will be announced at an Awards Night held at the Design Museum on 24 April.**

Exhibition curator Ria Hawthorn comments 'From the everyday practicality of a carefully crafted dining chair to the thought-provoking solar powered 3D printing machine that points to the future, this year's nominees reflect the diversity of design in all its forms, showcasing designs that will have an impact on our everyday and future lives'.

Details of the jury and Awards Night will be announced shortly.

**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**



## **2012 NOMINATIONS**

### **ARCHITECTURE**

Butaro Hospital, Butaro, Rwanda  
**MASS Design Group**

Folly for a Flyover, London, UK  
**Assemble, supported by The Bank of America Merrill Lynch CREATE Art Award**

Guangzhou Opera House, Guangzhou, China  
**Zaha Hadid Architects**

Hepworth Wakefield, Wakefield, UK  
**David Chipperfield Architects**

Care Home, Huise-Zingem, Belgium  
**Sergison Bates Architects LLP**

Maggies Centre, Gartnavel, Glasgow, UK  
**OMA**

National Park of Mali Buildings, Bamako, Mali  
**Diébédo Francis Kéré of Kéré Architecture**

Moses Bridge, Fort de Roovere, Netherlands  
**RO&AD Architects**

London 2012 Velodrome, London, UK  
**Hopkins Architects**

Spaceport America, New Mexico  
**Foster + Partners**

The Iron Market, Port-au-Prince, Haiti  
**John McAslan + Partners**

Youth Factory, Mérida, Spain  
**Selgascano, Gestaltskate and Jarex**



London 2012 Velodrome  
Hopkins Architects



Guangzhou Opera House, China  
Zaha Hadid Architects  
Photography by Iwan Baan

## **DIGITAL**

BBC Homepage Version 4, London, UK  
**BBC**

Beck's - The Green Box Project  
**Designed for Anheuser-Busch InBev by Mother London, Jason Bruges Studios and Motim Technologies**

Face Substitution, New York, USA  
**Arturo Castro and Kyle McDonald**

Guardian iPad edition, London, UK  
**Guardian News and Media in consultation with Mark Porter**

High Arctic, National Maritime Museum, London, UK  
**United Visual Artists**

Homeplus Tesco Virtual Store, Seoul, South Korea  
**Homeplus Tesco**

Letter to Jane, Portland, USA  
**Tim Moore**

Microsoft Kinect and Kinect SDK  
**Microsoft Games Studios, Microsoft Research and Xbox, UK and USA**

Musicity, London, UK  
**Concept by Nick Luscombe and Simon Jordan and designed by Jump Studios**

The Stanley Parable, California, USA  
**Written and created by Davey Wreden**

Suwappu, London, UK  
**Dentsu London, UK, in consultation with BERG**



Homeplus Tesco Virtual Store, Seomyeon Subway Station,  
South Korea

## FASHION

Alexander McQueen: Savage Beauty, The Costume Institute at the  
Metropolitan Museum, New York, USA

**Andrew Bolton with the support of Harold Koda of The Costume  
Institute, New York, USA**

The Duchess of Cambridge's Wedding Dress, London, UK

**Sarah Burton for Alexander McQueen**

Film for Gareth Pugh, Spring/Summer 2012, London, UK

**Directed by Ruth Hogben**

Céline Autumn/Winter '11, Paris, France

**Phoebe Philo at Céline**

Late Night Chameleon Café, London, UK

**Store design: Gary Card, Creative director: John Skelton, Brand  
director: Dan Mitchell**

Mary Katrantzou Autumn/Winter '11, London, UK

**Mary Katrantzou**

Melissa + Gaetano Pesce Boot and Flip Flop, New York, USA

**Gaetano Pesce, Manufactured by Melissa, Brazil**

Oratory Jacket, London, UK

**Brompton Bicycle Ltd**

Suno Spring/Summer '11, New York, USA

**Suno**

Vivienne Westwood Ethical Fashion Africa Collection, Autumn/Winter '11

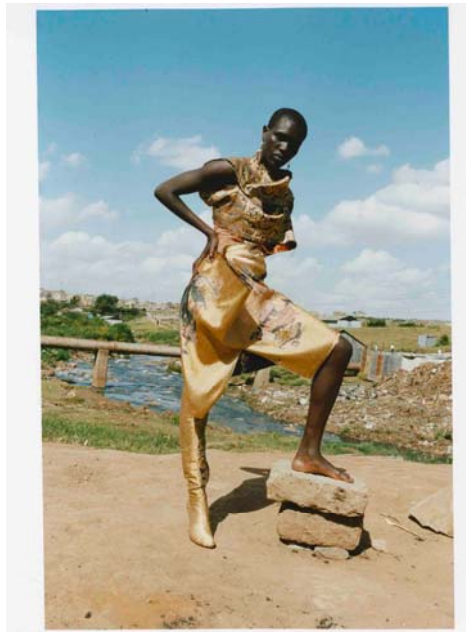
**Vivienne Westwood, London, UK**

132 5. ISSEY MIYAKE

**Miyake Design Studio, Tokyo, Japan**



Alexander McQueen: Savage Beauty,  
The Costume Institute at the Metropolitan Museum, New York, USA  
Courtesy of Alexander McQueen - Sølve Sundsbø - Art + Commerce



Vivienne Westwood Ethical Fashion Africa Collection, A/W '11  
Vivienne Westwood, London, UK

## **FURNITURE**

Balsa Furniture, London, UK  
**Kihyun Kim**

Chassis, Munich, Germany  
**Stefan Diez**

The Crates, Beijing, China  
**Naihan Li & Co**

Earthquake Proof Table, Jerusalem, Israel  
**Arthur Brutter and Ido Bruno**

Harbour Chair, London, UK

**André Klausner and Ed Carpenter at Very Good & Proper, London, UK**

Hemp Chair, Berlin, Germany

**Werner Aisslinger**

Lightwood, London, UK

**Jasper Morrison**

Moon Rock Tables, London, UK

**Bethan Laura Wood**

Not So Expanded Polystyrene (NSEPS) , London, UK

**Attua Aparicio & Oscar Wanless at SILO**

Oak Inside, Rotterdam, Netherlands

**Christien Meindertsma**

Osso, Paris, France

**Ronan and Erwan Bouroullec**

Textile Field at the Victoria and Albert Museum, London

**Ronan and Erwan Bouroullec, Paris, France, in collaboration with  
Kvadrat, Denmark**

Tip Ton, London, UK

**Edward Barber & Jay Osgerby**

Waver, Munich, Germany

**Konstantin Grcic**

XXXX\_Sofa, Eindhoven, Netherlands

**Yuya Ushida**



Harbour Chair, London, UK

**André Klausner and Ed Carpenter**



Textile Field at the Victoria and Albert Museum, London.  
Ronan and Erwan Bouroullec, in collaboration with Kvadrat

## GRAPHICS

AA Files, London, UK  
**John Morgan Studio**

Beauty is in the Street, London, UK  
**Four Corners Books, Cover designed by John Morgan**  
**Book interior designed by Pierre Le Hors**

Bloomberg Businessweek, New York, USA  
**Bloomberg Businessweek**

The Comedy Carpet, Blackpool, UK  
**Gordon Young and Why Not Associates**

Cover artwork and video for Join Us by They Might Be Giants, New York, USA  
**Paul Sahre**

Cut it Out, London, UK  
**Noma Bar**

Matthew Hilton identity and website, London, UK  
**Spin**

Nokia Pure Font, London, UK  
**Dalton Maag**

One Thousand Cranes for Japan  
**Concept by Anomaly and Unit 9, London, UK**

Photo-Lettering, Yorklyn, USA  
**House Industries**

GF Smith Digital Campaign, London, UK  
**SEA Design**

Stockmann packaging, Helsinki, Finland  
**Kokoro & Moi**

Self Service Magazine  
**Petronio Associates**

What Design Can Do! , Amsterdam, Netherlands  
**De Designpolitie**

Your Browser Sent A Request That This Server Could Not Understand,  
Rotterdam, Netherlands  
**Koen Taselaar**



Video for Join Us by They Might Be Giants, New York, USA  
Life-Size Paper Monster Hearse  
Paul Sahre



Comedy Carpet, Blackpool  
Gordon Young and Why Not Associates

## PRODUCT

Ascent, Haunch of Venison, London, UK  
**Edward Barber and Jay Osgerby**

pq Eyewear designed by Ron A-frame line and Corbs line  
**Ron Arad**

Botanica, Eindhoven, Netherlands  
**Studio Formafantasma**

Carbon Black Wheelchair, I Imagine, UK  
**Andrew Slorance**

Defibtech Lifeline VIEW™ Automated External Defibrillator (AED), LLC  
Guilford, USA  
**Defibtech**

Heracleum, Schiedam, Netherlands  
**Bertjan Pot powered through Electrosandwich By Marcel Wanders for Moooi**

Hövding Invisible Cycle Helmet  
**Hövding**

Jawbone JAMBOX, San Francisco, USA  
**Yves Béhar, Fuseproject**

The Learning Thermostat, USA  
**Nest, Palo Alto**

Mine Kafon, Eindhoven, Netherlands  
**Massoud Hassani**

The London 2012 Olympic Torch, UK  
**Edward Barber and Jay Osgerby, commissioned by the London Organising Committee of the Olympic and Paralympic Games**

Orb-it  
**Black and Decker**

Shade, London, UK  
**Simon Heijdens**

Solar Sinter, London, UK  
**Markus Kayser Studio**

Thixotrope, London, UK  
**Conny Freyer, Sebastien Noel and Eva Rucki of Troika**

TMA-1 Headphones  
**KIBiSi**

Totem, London, UK  
**Bethan Laura Wood in collaboration with Pietro Viero**

White Collection, Finland  
**Ville Kokkonen**



Jawbone JAMBOX  
Yves Béhar, Fuseproject  
Image courtesy of Fuseproject



Totem no. 5  
Ruy Teixeira, 2011  
Bethan Laura Wood in collaboration with Pietro Viero

## **TRANSPORT**

787 Dreamliner  
**Boeing**

Autolib' Paris, France  
**Bertrand Delanoë, Mayor of Paris, France**

Bike Hanger - Bicycle Storage, New York, USA  
**Manifesto Architecture**

Mia Electric Car  
**Mia Electric**

Re-design for Emergency Ambulance, London, UK  
**Helen Hamlyn Centre for Design and Vehicle Design Department,  
Royal College of Art**

T27 Electric Car, Surrey, UK  
**Gordon Murray Design**

Taurus Electro G4  
Pipistrel doo Ajdovscina



T.27 Electric Car  
Gordon Murray Design Limited



The Boeing 787 Dreamliner  
Ed Turner

## Ends

### Notes to Editors:

**Exhibition Press View 7 February 11am – 1pm**

### 2012 Design Awards key dates:

**7 February** Press view 11am – 1pm

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

**8 February** Exhibition opens to the public

**24 April** Awards Night at the Design Museum, Category Winners and Overall winner announced

### Design of the Year Award Previous Winner's:

- **2008 - One Laptop per Child** – Yves Béhar of Fuseproject
- **2009 - Barack Obama Poster** – Shepard Fairey
- **2010 - Folding Plug** – Min-Kyu Choi
- **2011 - Plumen Lightbulb 001** - Samuel Wilkinson with Hulger

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

**Press enquires, image and interview requests:  
Ashley Woodfield, Press Manager, Design Museum.**

