DESIGN MUSEUM

TEACHER EXHIBITION NOTES
DESIGNS OF THE YEAR

25 MARCH - 23 AUGUST 2015

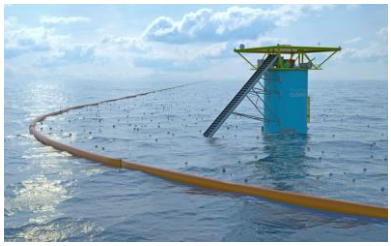

Image: Ocean Cleanup, theoceancleanup.com

INTRODUCTION

The eighth annual **Designs of the Year** exhibition celebrates design that promotes or delivers change, enables access, extends design practice or captures the spirit of the year. The exhibition showcases 74 projects from the last year across six categories: Architecture, Digital, Fashion, Product, Graphics, and Transport.

Exhibits are nominated by designers, academics and experts from across the world. A specially selected jury, chaired by Anish Kapoor, will choose a winner for each category and one overall winner.

HIGHLIGHTS FROM THE EXHIBITION

ARCHITECTURE

Image: Waterbank Campus, pitch-africa.org

Waterbank Campus, Kenya - Designed by PITCHAfrica for the Annenberg Foundation, USA

1 billion people worldwide still do not have access to clean drinking water. The Waterbank Campus addresses this problem in a semi-arid region of Kenya. The design combines a national passion for football with local community need including educational provision, sanitation and water storage. The campus includes separate dormitories for girls and boys, classrooms, a 1500-seater stadium, a canteen and latrines. Alongside improving educational facilities, the site has the capacity to harvest and store an excess of 2 million litres of water per year, providing year-round drinking water as well as irrigation for local agriculture.

Project summary: A school campus that stores the rain and builds peace

DIGITAL

Image: Responsive Street Furniture, rossatkin.com

Responsive Street Furniture - Designed by Ross Atkin and Johnathan Scott (Marshalls), UK

This project uses digital technology to make streets work better for people. The aim was to brings the adaptability of digital devices like tablet computers to the fabric of the city itself, allowing it to adapt to meet the needs of the specific individuals using it. These changes include brighter street lighting, audio information, extra places to sit and more time to cross the road. Responsive Street Furniture is a good example of user-centered design, since a key aspect was that disabled people were observed as they moved through the streets and this informed the designs.

"Working on research shadowing disabled people as they move through public space I was struck by how much of the design of our streets was defined by a tradeoff between the needs of different people." (Ross Atkin)

Project Summary: A bespoke digital aid for pedestrians

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FASHION

Satu Maaranen SS15 collection, Geometry of Futufolk - Designed by Satu Maaranen, Finland

This is the work of a young designer based in Helsinki who graduated in 2012. Maaranen's Futufolk collection combines a visual style borrowed from the Space Age with folk-inspired pattern and distinct cuts. Her handmade textile prints are produced through a mix of techniques including silkscreen and digital prints. Natural Finnish elements such as birch bark and granite provide inspiration for the unique textures and patterns of the garments.

Project Summary: A mix of Space Age silhouettes and folk traditions

Image: Inglorious Fruits and Vegetables, itm.marcelww.com/inglorious

GRAPHICS

Inglorious Fruits and Vegetables - Designed by Marcel for Intermarché, France

This supermarket campaign uses bold, simple graphics to communicate a new idea to its customers: that misshapen fruit and vegetables are okay. More than just a way of promoting a product, Inglorious Fruits and Vegetables sparked a debate about food waste and consumerism in France. Tons of food is wasted in developed countries every year because it doesn't 'look' good. This campaign celebrated the flaws in misshapen produce, using large images and a bold sans serif typeface to present fruit and veg in a playful way. By doing this, Intermarché could give farmers a better deal, reduce costs to consumers and reduce food waste.

Project Summary: A witty supermarket campaign to reduce food waste

PRODUCT

Project Daniel - Designed by Not Impossible, USA

Designer Mick Ebeling made a personal journey from America to Southern Sudan to support Daniel Omar a fourteen year old who lost both hands in a bomb blast. Through digital design and 3D printing, Ebeling and his team were able to make Daniel a simple plastic prosthetic arm, enabling did not stop there - this experience with Daniel led to a capacity-building programme to leave the required skill and technology with local people so that a new prosthetic limb is printed every week in the lab left by the Not Impossible team.

Project Summary: A South Sudan lab that 3D-prints prosthetics

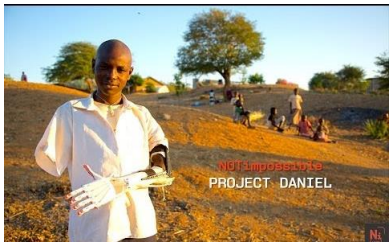

Image: Project Daniel, notimpossiblelabs.com

TRANSPORT

Loopwheels - Designed by Sam Pearce / Jelly Products, UK

The mission to re-invent the wheel endlessly fascinates designers. Conventionally small wheels on folding bicycles have resulted in a somewhat bumpy ride but the Loopwheel addresses the comfort issue by taking a new approach to suspension. The wheel uses loops of springy carbon fibre in place of traditional spokes. The loops within the wheels are rigid and have no moving parts. They absorb the shock of bumps in the road, and make maintenance of wheels much easier since there are less parts to break and no punctures to repair in the solid tyre. The results were initially designed for bicycles but have proved invaluable to wheelchairs too, providing a smoother ride over uneven surfaces for a wide range of users.

Project Summary: A Wheel that's its own shock-absorber

Image: Loopwheels, Loopwheels.com

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PREVIOUS WINNING DESIGNS OF THE YEAR:
2014 Heydar Aliyev Center by Zaha Hadid Architects
2013 GOV.UK – UK Government website by GDS
2012 London 2012 Olympic Torch by Edward Barber and Jay Osgerby
2011 Plumen 001 by Samuel Wilkinson and Hulger
2010 Folding Plug by Min-Kyu Choi
2009 Barack Obama Poster by Shepard Fairey
2008 One Laptop Per Child by Yves Béhar

Further details can be seen here:
http://designmuseum.org/design/designs-of-the-year

A selection of past winners and nominees can be seen on the Design Museum's web-based interactive learning resource for KS2 and 3 including:
- One Laptop Per Child
http://discover.designmuseum.org/object-page/one-laptop-child-olpc

- Plumen Lightbulb
http://discover.designmuseum.org/object-page/light-bulb

ACTIVITY SUGGESTIONS
There are many different aspects of the exhibition that can be explored - if students are studying a particular design discipline, they may find it enjoyable to identify their favourite projects relating to their studies.

The use of sketchbooks and pencils is welcomed in the gallery, and will support all of the suggested activities listed below. Students are also encouraged to take photographs (without flash) to record their visit.

The following activities are starting points for school and sixth form groups visiting the exhibition:

Nominate
Invite each student to explore the exhibition and choose their own favourite Design of the Year. Encourage students to record and annotate their chosen exhibit by sketching it. What factors make it a winning design? Hold a class vote to decide your group's over all design of the year. You might want to compare your class's vote to the public vote in the exhibition (which can be seen on a score board in the back left hand corner of the gallery).

Design your own
Invite students to explore the exhibition and then create a winning design of their own in one of the six award categories: Architecture, Digital, Fashion, Graphics, Product or Transport. How will the design make an impact? How could it address a problem or meet a particular need? What materials and technologies would be used?

Research and Discussion
Notable Designs of the Year in the past have been more powerful as ideas than as functioning products. They have introduced new ways of thinking, making and designing even if the product itself never made it to mass-manufacture. Select three designs that are in the early stages of their development and discuss what important idea the design represents:

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Here are some suggested designs to review:

- **Google Self-Driving Car** - a concept car powered by Google Drive software that eliminates the need for a driver.

- **The Ocean Cleanup** - a project initiated d by a Boyan Slat when he was just 17 years old, to remove floating plastic rubbish from the ocean in a sustainable, cost-effective and non-invasive way.

- **Human Organs-on-Chips** - experimental technology that simulates the behaviour of human organs. This technology may eventually eliminate the need to test drugs on people or animals.

Make a difference

Good design has the power to improve quality of life by making a positive impact on individuals, society or the wider environment. Choose a design explore what problem it solves.

Some suggested designs to review include:

- **Project Daniel -** A South Sudan lab that 3D-prints prosthetics
- **The Ocean Cleanup -** A campaign to rid the sea of plastic waste
- **Blue Diversion Toilet -** A sanitation system for those who are off the grid.
- **Sabi Space** - an easy-to-install range of bathroom products that make enable people with disabilities to adapt their bathrooms.
- **Field Experiments -** A project to support local crafts

Discover Design

A generic free downloadable gallery activity worksheet for students, can be downloaded from the museum's online resource:
Discover.designmuseum.org

EXHIBITION GUIDANCE

Objects in the exhibition are on open display rather than in cases. Care should be taken when moving around the exhibition and most objects should not be touched. Any objects that can be touched will be clearly signed. We would be grateful if you could brief your students accordingly.

Depending on your group and your itinerary for the visit, we would recommend that you set aside approximately 30 minutes to explore this exhibition.

Photography is permitted without flash; however filming is strictly prohibited in the exhibition.

Please ensure that you read our school visit Terms and Conditions document before making your visit.

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