



Image credit: Loop.pH

Mind-powered airship to fly in the Design Museum's atrium for London Design Festival

24 July 2018
the Design Museum, London

The Design Museum has announced a major new London Design Festival installation, Mind-Pilot, an airship that can be controlled by visitors

Register your interest to experience Mind Pilot: pr@designmuseum.org

For eight days during the festival, the spatial laboratory Loop.pH will animate the Design Museum's atrium with an interactive, site-specific installation called Mind Pilot. Visitors to the museum will have the opportunity to pilot the textile airship using the power and focus of their minds.

One visitor at a time will be connected via a headset to a series of personal monitoring devices. These will detect the visitor's heart rate and brain activity, controlling the robotics that move the balloon. This installation encourages the idea of an inclusive future where people with varying physical abilities can use thought control to operate flight.

Mind Pilot is commissioned by Ameena M. McConnell, Curator at Large of the Design Museum with support from Arts Council England's Change Makers Fund.



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

Ends.

The Design Museum London Design Festival 2018 Listings

Beazley Designs of the Year exhibition 2018

12 September – 6 January 2019

Now in its eleventh year, Beazley Designs of the Year is the Design Museum's annual celebration of the most innovative and impactful products, concepts and designers in the world today – which for the first time will coincide with the festival.

Showcasing this year's round up of world class innovation, the international awards and exhibition present design projects from the previous 12 months across six categories: Architecture, Digital, Fashion, Product, Graphics, and Transport. Design experts, practitioners and academics from across the world are asked by the Design Museum to suggest potential projects, from which the museum selects over 80 for nomination and display in the exhibition. This year's shortlist will be announced on 11 September 2018. A high-profile jury chooses a winner for each category and an overall winner – to be announced on 15 November 2018.



Re-considering Canon display with Kingston School of Art

In collaboration with Gallery FUMI, emerging curators from the MA in Curating Contemporary Design at Kingston School of Art presents a display that explores current perceptions of design canons. Re-considering Canon showcases a series of newly commissioned work within the context of selection and collecting in contemporary design curation. Contributing designers include Max Lamb, Glithero and Thomas Lemut.

Gallery FUMI is a contemporary design gallery based in Mayfair, London established by Sam Pratt and Valerio Capo in 2008. The MA in Curating Contemporary Design is a collaboration between Kingston University and the Design Museum has grown into one of the world's foremost MA programmes for design curators.

Free Entry to the display

**Kingston
School
of Art**

Light Bulb Moment in the High Street Shop by Plumen

Saturday 15 September – Sunday 21 October

Celebrating the reinvention of The Plumen 001, winner of Beazley Designs of the Year 2011, this installation will illuminate the Design Museum Shop's facade. Dimmable and available in a range of colour temperatures, the LED 001 has the same distinctive shape as the original, yet underneath it has been radically improved

Re-Considering Canon in a Diverse World

Saturday 15 September 2018, 14:00-17:00

This half-day event comprising talks, round table discussions and screenings brings together leading curators and designers to explore how institutional canons are formed.

Adult: £10

Student/concession: £5

Members: £7

The #I_BELONG Salon

Tuesday 18 September 2018, 11:00-18.00

'Design, how can we use it to create a sense of belonging?' a salon programme that invites you to explore this question through a series of visual talks and interactive panel discussions with some of London's leading designers, artists and creative practitioners across the fields of beauty, fashion and music.

The #I_BELONG Salon programme, including Beauty by Design - the MamaSia story, Style Armour: Rude-boys, Windrush to present and Breaks, Beats & Basslines, runs alongside the commissioned installation Mind Pilot designed by Loop.pH and curated by Ameena M. McConnell, Curator at Large for the Design Museum, London and supported by [Arts Council England's Change Makers fund](#).

Free entry

Design Connections: 10X10

Wednesday 19 September 2018, 18:00-20:00

In collaboration with the British Council's Architecture, Design, Fashion team, the Design Museum is hosting the 2018 edition of Design Connections: 10x10 - an event showcasing 10 emerging designers in the UK.

Adult: £10

Student/concession: £5

Members: £7



NOTES TO EDITOR:

Beazley

As a specialist insurer, Beazley is well placed to understand the value of good design. It sees first-hand the consequences when things go wrong and its products and services are expertly designed to help people and businesses when they most need help.

Loop.pH

A London-based spatial laboratory operating at the convergence of art, architecture and ecology by creating spectacular experiences and environments that radically rethink our future. As artists and activists, they use the power of imagination and storytelling to offer a radical and light-footed vision for living on this planet. The studio was founded in 2003 by artists Rachel Wingfield and Mathias Gmachl to form a new creative practice that reaches beyond specialist boundaries that explores the role of art and design in public space by working outside of the gallery, museum and laboratory.

Ameena M. McConnell

Ameena is currently Curator at large of the Design Museum & Change Maker Associate supported by Arts Council England's Change Makers Fund. As a Contemporary Independent Design Curator, Ameena's narrative champions the voice of designers and artists whose creativity and influence is obscured from the wider mainstream. She is founder of Creative Fruits, which produces all her curatorial projects.

PRESS ENQUIRIES:

Rioco Green, Media and PR Manager
the Design Museum, 224-238 Kensington High Street, London, W8 6AG
E: rioco.green@designmuseum.org T: +44 (0)20 3862 5914

OPENING TIMES AND TICKET INFORMATION:

Open daily 10:00 – 18:00 (last admission 17:00)
Free entry to the museum and its permanent collection

Exhibitions:

Adult £12.00 – £16.00
Child (6 - 15 years) £6.50 - £8.00
Student/concession* £9.50 - £12.00
Family (1 adult + 3 children) £18.50 - £24.00
Family (2 adults + 3 children) £27.50 - £36.00
Children under 6 years free
Members free

For more information on ticket prices refer to the [website](#)

About the Design Museum:

The Design Museum is the world's leading museum devoted to architecture and design, its work encompasses all elements of design, including fashion, product and graphic design. Since it opened its doors in 1989 the museum has displayed everything from an AK-47 to high heels designed by Christian

Louboutin. It has staged over 100 exhibitions, welcomed over five million visitors and showcased the work of some of the world's most celebrated designers and architects including Paul Smith, Zaha Hadid, Jonathan Ive, Miuccia Prada, Frank Gehry, Eileen Gray and Dieter Rams. On 24 November 2016, The Design Museum relocated to Kensington, west London. Leading designer John Pawson has converted the interior of a 1960s modernist building to create a new home for the Design Museum giving it three times more space in which to show a wider range of exhibitions and significantly extend its learning programme.

The Design Museum's relocation to Kensington was made possible through the generosity of major donors, trusts and foundations, statutory bodies and corporate partners as well as donations from many individual donors and supporters, including all Design Museum Trustees.

Thanks to National Lottery players, the Heritage Lottery Fund supported the project with a grant of £4.9 million and Arts Council England awarded a capital grant of £3 million.

designmuseum.org