50 YEARS OF BRITISH ROAD SIGNS
AT THE DESIGN MUSEUM
19 September – 25 October 2015

The Design Museum celebrates the 50th anniversary of the Calvert and Kinneir British road signage system with a free installation of new and original signs, and archive material curated by MADE NORTH.

Display includes newly commissioned signs designed by Peter Blake, Julian Opie, Kenneth Grange and Jock Kinneir’s son Ross; as well as a special one-off sign created by Margaret Calvert.

In 1965 one of the most ambitious and effective information design projects was launched in Britain. The new British Road Sign appeared for the very first time 50 years ago, when Margaret Calvert and Jock Kinneir standardised the road network, creating a graphic system we can still see today and producing two new typefaces: Transport and Motorway. Today, their instantly recognisable road signage system is as respected by designers as it is familiar to road users.

To celebrate this anniversary, MADE NORTH has brought together leading designers and artists to create their own reinterpretations of the circle, triangle and square signs. More than forty of these new signs are on display in the Design Museum’s Tank and Riverside Hall, including work by Sir Peter Blake, Sir Terence Conran, Sir Kenneth Grange, Betty Jackson and Julian Opie.

The Design Museum Tank also shows a number of Calvert and Kinneir’s original signs, including a one-off version of the Road Works sign, specially created by Margaret Calvert.

The project is part of the London Design Festival, more of the newly designed anniversary signs can be seen at venues across the city, and at britishroadsignproject.co.uk.

An exclusive set of limited edition prints of the 1965 original designs chosen by Margaret Calvert are available in the Design Museum Shop, along with a commemorative set of button badges.

A publication featuring the origins and development of the British Road Sign and the 50 signs created by contemporary designers and artists is available from November.

On Monday 21 September, Margaret Calvert will visit the Design Museum to sign a large scale version of the Children Crossing sign on the museum wall.

The project is curated by Patrick Murphy, Director of MADE NORTH.

The designers and artists creating new signs for the Design Museum display are (in alphabetical order):

A Practice for Everyday Life
Andy Altmann - Why Not Associates
Ian Anderson - The Designers Republic
Jonathan Barnbrook
Nick Bell
Sir Peter Blake
Neville Brody
Tony Brook - Spin
Anthony Burrill
Ben Casey - The Chase
Sir Terence Conran
Ilse Crawford
Sara De Bondt
Mike Dempsey
Gert Dumbar
Alan Dye - NB Studio

Daniel Eatock
FUEL
Malcolm Garrett
Mark Bonner - GBH
Kate Gibb
Sir Kenneth Grange
Graphic Thought Facility
Betty Jackson
Ben Kelly
Frith Kerr
Ross Kinneir
Henrik Kubel
Jeremy Leslie

Dominic Lippa
Lundgren Lindqvist
Lewis Moberly
Morag Myerscough
Quentin Newark
Amelia Noble
Humphrey Ocean
Vaughan Oliver
Julian Opie
Pearson/Lloyd
Aubery Powell - Hipgnosis
Rob Ryan

Ends

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Open: 10.00 -17.45 daily. Last admission: 17.15
Admission prices, inclusive of donations:
Adult £13.00
Student/Unemployed £9.75
Child, 6-15 yrs £6.60
Child, under 6 yrs free
Public information T: 020 7940 8790 W: designmuseum.org

Notes to editors:
The Design Museum is building 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 the Duchess of Cambridge’s wedding dress. It has staged over 100 exhibitions, welcomed over five million visitors and showcased the work of some of the world’s most celebrated designers including Paul Smith, Zaha Hadid, Jonathan Ive, Miuccia Prada, Frank Gehry, Eileen Gray and Dieter Rams.

The Design Museum is relocating from its current home at Shad Thames to the former Commonwealth Institute building in Kensington, west London. The project is expected to be completed by 2016. Leading designer John Pawson will convert the interior of the Commonwealth Institute 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.

designmuseum.org I newdesignmuseum.tumblr.com

MADE NORTH provides a creative platform that actively encourages and promotes understanding of contemporary northern design. It represents a network of designer/makers who it collaborates with to showcase the finest quality contemporary designs, materials, skills and products the north of England has to offer. MADE NORTH carefully curate their selection and seek out designer/makers and objects that illustrate a sense of place, personality and provenance from our region and its accepted values of industry, honesty, integrity and innovation.

MADE NORTH brings together the industry in an annual design conference that brings together designers, design thinkers and manufacturers for a day of thought and debate provoking talks and networking. They also curate and programme Sheffield Design Week, and curate work for display in a range of venues including the MADE NORTH design gallery in the heart of Sheffield.

madenorth.co.uk I madenorthgallery.co.uk I britishroadsignproject.co.uk