

The Design Museum launches new Design in Britain campaign

#designinbritain

‘Design in Britain – powering a new industrial age’ is the Design Museum’s campaign to show that design matters politically, economically and publicly. The campaign aims to connect new technologies with world-leading products and services.

Hosted by Lord Mandelson in the House of Commons.

Speakers included: **Sir Paul Smith CBE, Lord Mandelson and Anab Jain.**

Special guests include: Ron Arad, Margaret Calvert OBE, Sir Terence Conran CH, Tom Dixon, Thomas Heatherwick CBE, Asif Khan, Melodie Leung, Paul Priestman, Lord Rogers of Riverside CH, and Sir Paul Smith CBE

Images available on [Getty](#).

On Monday 26 November, in the House of Commons, attendees celebrated the launch of the Design Museum’s new Design in Britain campaign that highlights the importance of design to power a new industrial age.

The evening celebrated Britain as a nation of creators and inventors, builders and makers and shared the Design Museum’s ambition to equip the next generation of designers – as well as their potential clients – with the skills that they need to address the future.

From the future of mobility, to automation and artificial intelligence, the Design Museums believes that how we approach these challenges now, will determine the country’s future.

The Rt Hon. the Lord Mandelson, Chairman of the Board of Trustees, the Design Museum:

“At a time of uncertainty for our country we need to exploit all our assets and chief amongst these are our capacity for excellent design. The impact of technology on how we live and work will present huge industrial opportunities and design is the method we use to make technology work. Design is about implementation, pointing the way to put new technologies to work creating world-beating products and services, and the Design Museum believes passionately that the creative use of design offers Britain its best chance to make the most successful use of the country’s innovative power and skills.”

Deyan Sudjic, Director, the Design Museum:

“Technological, political and social landscapes are shifting – not to mention the environmental challenges we face – and we see this emerging new reality as an opportunity. It is an opportunity to create new knowledge and drive innovation by making clear the vital connections between engineering, technology and design. In so doing, we will aim to tackle the major issues facing Britain and the world today, using design as the essential method to transform inventions into real products, interfaces and systems.”

“Under the Design in Britain campaign, the Design Museum aims to bring together designers, business and policy-makers to help create a future observatory – not just to reflect on the next wave of innovation but to shape it.”

Sir Paul Smith CBE:

“In a world that’s over-supplied in every sense, it’s never been more important to turn creativity into reality.”

Anab Jain, Co-Founder, Superflux:

“Design can become a powerful agent for positive global change. So let’s elevate design on the national agenda and show the world it’s true transformative potential.”

**Gerry McGovern, Chief Design Officer, Land Rover and Ian Callum
Director of Design Jaguar:**

“For us at Jaguar Land Rover, design is at the very core of our business. With two iconic British brands it’s about making people recognise the relevance of good design, not only to make a business successful but also to enrich people’s lives. Design is the conduit of what a brand represents.”

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Notes to Editor

Interviews available with Lord Mandelson, Paul Smith CBE, Deyan Sudjic and Anab Jain on request.

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The Design Museum:

Is the world’s leading design museum and European Museum of the Year for 2018.

Makes the impact of design visible. It is the only place in the UK where the design industry, education and the public can come together to change the

way people think about themselves and the future.

Is a registered charity founded in 1989, that has staged over 100 exhibitions.

Relocated to a spectacular modern landmark in Kensington in 2016 and has welcomed nearly one and a half million visitors since re-opening.