

---

## Inaugural Exhibition and Awards

Celebrating the Best in  
International Design  
Over Last 12 Months

Exhibition Opens **13 February**

7 Category Winners Announced **11 March**

Awards Ceremony and Overall Winner

Announced **18 March**

---

**BRIT  
INSURANCE  
DESIGNS  
OF THE  
YEAR**

---

---

---

The **Design Museum** is delighted to announce an exciting new annual exhibition and awards to celebrate the most innovative and progressive international design over the last 12 months – the first ever **Brit Insurance Designs of the Year** exhibition and **Brit Insurance Design Awards**.

Nominated by a team of internationally respected design experts including **Nick Knight, Philipp Rode** and **Wayne Hemingway**, the comprehensive shortlist reflecting the best designs of the last 12 months is announced today. This spans seven categories to cover all design disciplines: Architecture, Graphics, Fashion, Product, Furniture, Interactive and Transport.

The shortlist of 100 designs will be on show at the inaugural Brit Insurance Designs of the Year exhibition at the Design Museum from 13 February until 27 April 2008. Designs range from Thomas Heatherwick's *East Beach Café*, to SANAA's *New Museum, New York*; United Visual Artists' *Volume*; with sound by *Onepointsix* (3D installation at the V&A) to the Fiat 500 and JCDcaux's *Velib Communal Bicycles, Paris*.

The Brit Insurance Design Awards will recognise the very best in the seven categories, with individual category award winners announced on 11 March to then go forward to compete to be the overall winner, which will be announced at the Awards Dinner on 18 March. This year's shortlist will be judged by a high profile panel including **Nadja Swarovski, Rolf Fehlbaum** and **Antonio Citterio**.

**Deyan Sudjic**, Director of the Design Museum said: "We are delighted to be working with Brit Insurance to make possible what will be one of the key parts of the Design Museum's programme for the future. Their generous sponsorship will make possible the most authoritative international design award in the world and an accompanying unique annual exhibition putting together the best of contemporary design in one place."

Brit Insurance Chief Executive, **Dane Douetil** said: "The Brit Insurance Design Awards and Brit Insurance Designs of the Year Exhibition are an exciting and important new development for us. There is a very clear link between good design and the management of risk, which is critical to our business as insurers. We look forward to working closely with the Design Museum over the coming years and firmly establishing our mutual association with design excellence."

Curator **Nina Due** applauded the strength and diversity of the first shortlist, with nominations for many well-recognised designs from 2007 as well as a wide selection that have not as yet had their work seen on such an international platform.

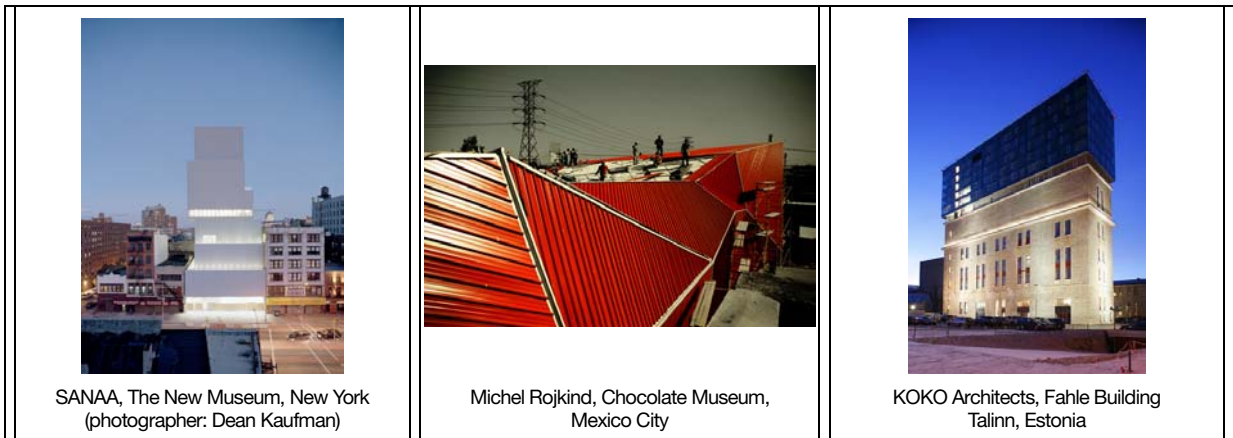
Continued from previous page

<b>Address:</b>	Design Museum, Shad Thames, London, SE1 2YD	<b>Tickets:</b>	Adults £8.50; Concessions £6.50; Students £5.00; Under 12s free
<b>Opening Hours:</b>	10.00 – 17.45 (last admission 17.15)	<b>Public Information:</b>	T: 0870 833 9955; W: designmuseum.org
<b>Advance Booking:</b>	T: 020 7940 8783; W: ticketweb.co.uk	<b>Press View:</b>	12 February, 4-6pm, RSVP to zoe@ideageneration.co.uk

## Shortlisted Designs

### Architecture

- Thomas Heatherwick, East Beach Café (Littlehampton, UK)
- Michel Rojkind, Chocolate Museum (Mexico City)
- KOKO Architects, Fahle Building (Tallinn, Estonia)
- Studio Archea, Municipal Library (Nembro, Italy)
- Coop Himmelb(l)au, BMW Welt (Germany)
- SANAA, The New Museum (New York, USA)
- Eduardo Arroyo, Casa Levene (Spain)
- Adjaye/ Associates, Stephen Lawrence Centre (Lewisham, UK)
- Herzog & de Meuron, National Stadium, Beijing (Beijing, China)
- MAD Studio, MA Yansong, the Hong Luo CLUB (Beijing, China)
- Zaha Hadid Architects, Nordpark Cable Railway (Innsbruck, Austria)

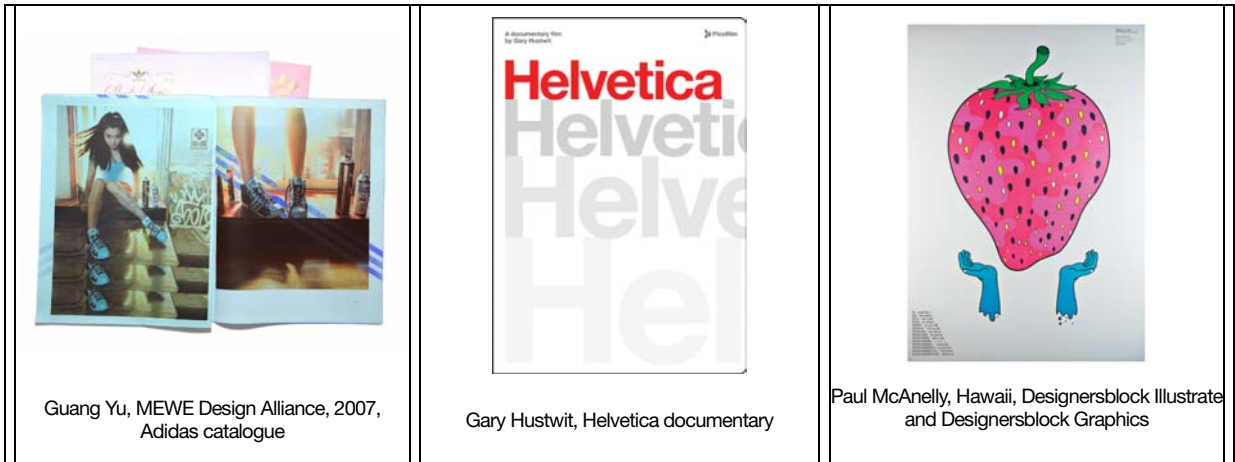


### Graphics

- Non-Format, Varoom Magazine, Association of Illustrators edited by Adrian Shaughnessy
- Peter Bilak, Greta family typeface
- Jeremy Leslie, magCulture website
- Creative Director Paul Buckley, Penguin Classics Deluxe Edition, Penguin Group USA
- Initiative by Sao Paulo municipal, Clean City Law
- Jonathan Ellery, Unrest Exhibition, The Wapping Project
- Mike Mills, Silently
- Titus Nemeth, Nassim ( a Latin/ Arabic script)
- Manuela Pfunder, Swiss Bank Note (Bank of Switzerland)
- AMO, Prada Prototypes Auction, Prada
- Olafur Eliasson, Your House, Kremo
- Jop van Bennekom, The Butt Book, Butt Magazine
- Daniel Mason, Monograph, for Creative Review
- Paul Barnes and Peter Saville, Kate Moss brand logo
- The Partners, The Grand Tour, National Gallery
- Gary Hustwit, Helvetica documentary
- The Museum Fur Gestaltung, Zurich's exhibition poster series
- Peter Saville, Sticker for Creative Review
- Ian Cartlidge, Cartlidge Levene – Wayfinding, Selfridges, Oxford Street

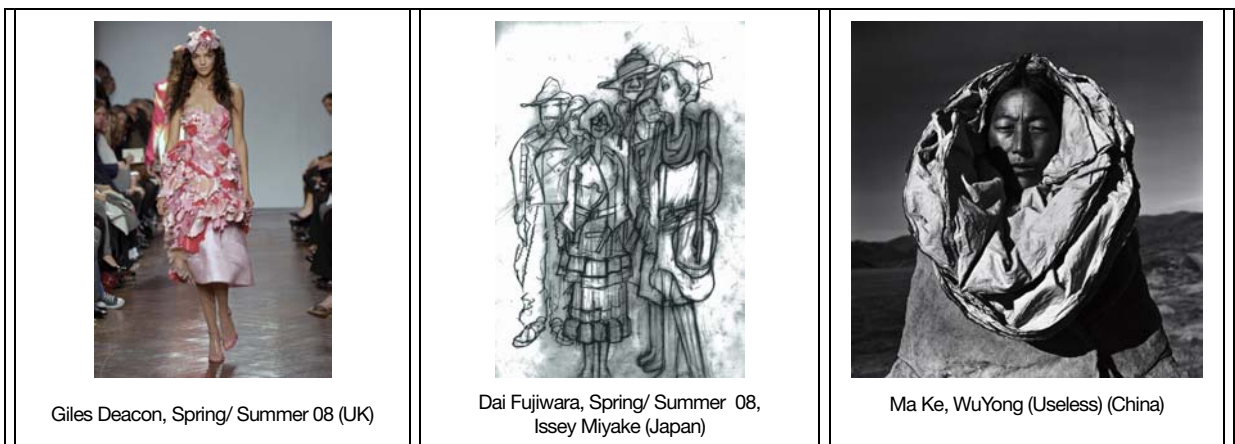
Continued from previous page

- Paul McAnelly, Hawaii, Designersblock Illustrate and Designersblock Graphics
- Guang Yu, MEWE Design Alliance, 2007, Adidas catalogue
- APFEL (A Practice For Everyday Life), Identity for Performa, New York



## Fashion

- Ronaldo Fraga, Autumn/ Winter 07 (Sao Paulo, Brazil)
- Ma Ke, WuYong (Useless) (China)
- Danielle Scutt, Spring/ Summer 07 (UK)
- Osman Yousefzada, Autumn/ Winter 07/08 (UK)
- Peter Ingerswen, Noir Collection, Illuminati (UK)
- John Galliano, Spring/ Summer Haute Couture, Dior (France)
- Hussein Chalayan, Autumn/ Winter 07 (UK) – also in Interactive
- Raf Simons, Spring/ Summer 08, Jil Sander (Germany/ Italy)
- Dai Fujiwara, Spring/ Summer 08, Issey Miyake (Japan)
- Uniqlo, cashmere project with PANTONE, Japan (UK)
- Nick Knight/ Simon Foxtan, Cover Shoot, Summer/ Autumn 07, Arena Homme Magazine (UK)
- Pierre Hardy, Fashion Accessories Spring/ Summer 08 (US/ France)
- Yves Saint Laurent, Downtown tote bag (France)
- Giles Deacon, Spring/ Summer 08 (UK)



## Product

- Anthony Dickens, Fifty Table Light (UK)
- Toyo Ito, Mayhuana Light, Yamagiwa (Japan)
- Barber Osgerby, Tab Light, Flos (Italy/ UK)
- Jasper Morrison, Smithfield Light, Flos (Italy/ UK)
- Ron Arad, PizzaKobra, iGuzzini (Italy/ UK)
- Jonathan Ive + Team, iPhone, Apple Inc. (USA)

Continued from previous page

- Toshio Iwai, Tenori-on Musical Instrument, Yamaha (Japan)
- Naoto Fukasawa, Infobar2 Mobile Phone, KDDI (Japan)
- Tokuhin Yoshioka, Media Skin Mobile Phone (Japan)
- Nintendo, Wii Game Console
- Plus Minus Zero, Electronic Calculator
- Ippei Matsumoto, Ten Key Calculator, IDEA International (Japan)
- Ross Lovegrove, Moun Loudspeakers
- Yves Bhehar, A Laptop per Child/ \$100 Laptop, Quanta Computer (USA/ China)
- Yohei Kuwano, LED Torch, Muji (Japan)
- Yohei Kuwano, Muji, Wind Up Radio (Japan)
- Eva Solo Bin, Eva Denmark. Design by Tools, Henrik Holbæk & Claus Jensen (Denmark)
- Jasper Morrison, Refrigerator, Samsung (Korea/ UK)
- Gear Wrench, XL Xbeam Spanner, (USA)



## Furniture




- Ineke Hans, Neo-Country Chair, Cappellini
- Philippe Starck, Moore Chair, Triade
- Patricia Urquiola, Volant Armchair, Moroso
- Martino Gamper, 100 Chairs in 100 Days
- FRONT, Sketch Furniture
- Campana Brothers, Transplastic Series, Albion Gallery
- Tokuhin Yoshioka, Panna Chair, Moroso
- Thomas Heatherwick, Piggyback table, Magis
- Ron Arad, Wavy Chair, Moroso
- Henrik Tjaerby, Bambu Table and Chairs, Artek
- Peter Marigold, Make/Shift Shelving, Movisi
- Ronan & Erwan Bouroullec, Facett Sofa and Chairs, Ligne-Roset
- El Ultimo Grito, Bench System, Casa Encendida Madrid
- Barber Osgerby, Saturn Coat Stand
- Komplot, Nobody Chair (stackable)



Campana Brothers, Transplastic Series, Albion Gallery	Komplot, Nobody Chair (stackable)	Peter Marigold, Make/Shift Shelving, Movisi
---	-----------------------------------	---

## Interactive

- United Visual Artists, Volume; with sound by Onepointsix, V&A (UK)
- Paul Cocksedge Studio, Private View for Palazzo Trussardi Alla Scala, Trussardi Spa (Italy)
- POKE, Unlimited Web Page, Orange
- Trulia Hindsight website by Stamen, (USA)
- Sharkrunners.co.uk (US)
- Fixmystreet (UK)
- Klaus Obermaier/LPO, Rites for Royal Festival Hall (UK, Germany)
- TED website
- Ross Phillips, SHOWstudio – The Replenishing Body Kiosk (UK)
- Usman Haque, Burble London (UK)
- Hussein Chalayan, Autumn/ Winter 07 (UK) – also in Fashion

 <p>POKE, Unlimited Web Page, Orange</p>	 <p>United Visual Artists, Volume; with sound by Onepointsix, V&amp;A (UK)</p>	 <p>Paul Cocksedge, Private View (UK/ Italy)</p>
--	--	--

## Transport

- JCDecaux, Velib Communal Bicycles (Paris, France)
- Fiat 500 (Italy)
- Tom Tom Go 720 portable Sat Nav device (UK)
- Airbus & Priestman Goode: Concept mock-up for A3XX
- Wheel Chair for Kids for Meyra Ortopedia (Germany)
- Skysail (Germany)
- Streetcar (UK)
- Extension of Congestion Charging (UK)
- Christoph Behling, Serpentine Boat (UK)

 <p>Andrew Nahum, Fiat 500 (Italy)</p>	 <p>Christoph Behling, Serpentine Boat (UK)</p>	 <p>Streetcar (UK)</p>
---	---	---

---

## Editor's Notes

---

### Design Museum

The Design Museum is the world's leading museum devoted to contemporary design in every form from furniture to graphics, and architecture to industrial design. It is working to place design at the centre of contemporary culture. It demonstrates both the richness of the creativity to be found in all forms of design, and its importance. Design is a hugely fertile field of inventive new work, as well as a key component underpinning the modern economy. It provides a means for understanding the contemporary world, and, potentially, for making it a better place. The Design Museum's mission is to celebrate, entertain, and inform.

Twenty-five years ago, Terence Conran established the forerunner of the Design Museum, the Boilerhouse, in the basement of the Victoria and Albert Museum (V&A) in London. As planned, the Boilerhouse quickly outgrew the V&A and in 1989 it moved on to become the Design Museum, in an architecturally striking transformation of a Thameside warehouse near Tower Bridge. Since then it has emerged as an institution with international status and significance, playing a vital role in making design and architecture a part of the cultural agenda.

The Design Museum has created a substantial new audience for the subject, with a programme of popular exhibitions on design disciplines ranging from car design to fashion, and architecture to graphics, run in conjunction with displays of its permanent collection of examples of iconic design. It attracts more than 200,000 people a year through its doors, has a vibrant schools programme, a strong critical reputation and a commitment to academic excellence, demonstrated by its master's degree in curating design run in conjunction with Kingston University.

The museum remains an independent registered charity, run as a charity governed by a board of trustees. It is supported by a vigorous range of income generating activities from ticket sales, its café, its shop and its events programme and by development income. Since 2005 it has also received an annual grant from the Department of Culture, Media and Sport.

Deyan Sudjic, Director, July 2007

Address: Design Museum, Shad Thames, London, SE1 2YD  
Opening Times: 10.00-17.45 daily (last admission 17.15)  
Public Information: 0870 833 9955, [www.designmuseum.org](http://www.designmuseum.org)

### Brit Insurance

Brit Insurance is a leading UK-domiciled general insurance and reinsurance group.

Headquartered in London, it has regional offices across the UK and representative offices in Europe and Australia representing the Group's FSA-regulated subsidiary Brit Insurance Limited and Brit's leading Syndicate at the 300 year-old Lloyd's insurance market.

The group is listed on the London Stock Exchange and is a constituent of the FTSE 250.

It insures businesses and individuals worldwide against more than 80 sub-classes of risks, including Property, Liability and Motor.

[www.britinsurance.com](http://www.britinsurance.com)

---

## Contacts

---

### For further information / Use of pictures / Interviews

Idea Generation: +44(0)20 7749 6850  
Zoë Franklin: zoe@ideageneration.co.uk  
Ida Champion: ida@ideageneration.co.uk

---

## Ends

---

### Websites



[www.ideageneration.co.uk](http://www.ideageneration.co.uk)

For:

- Online Press Office
- Client list
- Company contact detail



[www.designmuseum.org](http://www.designmuseum.org)

For:

- Background information



[www.britinsurance.com](http://www.britinsurance.com)

For:

- Background Information