

Most Comprehensive
Design Awards in the
World Announces
Shortlist

BRIT
INSURANCE
DESIGN
AWARDS
2009

Exhibition Opens: 12 Feb – 14 June 2009

Press View: 11 Feb, 10am-12pm

Awards Night: 18 March

What do the Big Brother logo, a school, Heathrow Terminal 5 Live Adverts and Obama's campaign logo have in common?

They are all on the shortlist for the Brit Insurance Design Awards. Following the tremendous success of their inaugural year in 2008, Brit Insurance Design Awards and supporting Brit Insurance Designs of the Year exhibition return for their second year, making them an annual fixture on the design industry calendar.

The world's most interesting and forward looking designs have been nominated by industry experts spanning seven categories: Architecture, Fashion, Furniture, Graphics, Interactive, Product and Transport, to be judged by a high profile panel, chaired by **Alan Yentob** and including the designer and environmentalist Karen Blincoe, and the architect Peter Cook.

The shortlist will be on show at the Brit Insurance Designs of the Year Exhibition from 12 February until 14 June at the Design Museum in London. From this comprehensive list, the panel will decide the category winners in each of the seven disciplines to be announced at the end of February. These finalists will go forward to vie for the 2009 Brit Insurance Design of the Year, to be revealed at the Awards Dinner on 18 March 2009.

Brit Insurance Design Awards recognise the important achievements in design over the past twelve months as well as bringing lesser known design triumphs to the fore. Public participation has also been encouraged this year, with a People's Choice Vote open from 1 January 2009 and a blog for the general public to express their views at <http://www.designsoftheyear.com>.

Deyan Sudjic, Director of the Design Museum said, "Design touches every aspect of our daily lives. This exciting shortlist reflects its impact on politics as well as fashion. It highlights great architecture, and smart technology. In the midst of economic chaos, creative thinking is more important than ever. Alan Yentob makes an excellent chair for an international jury that is going to have its work cut out choosing winners."

Brit Insurance Chief Executive **Dane Douetil** added, "Sustainability and efficiency are clearly growing in importance, underlining the important role that intelligent design has in the reduction of risk. The shortlist for this year's Brit Insurance Design Awards certainly lives up to the exceptional standards set by last year's 100 nominees and last year's winner, One Laptop per Child. We look forward to seeing which design the judges will choose from the very wide range on this year's shortlist."

Address:	Design Museum, Shad Thames, London, SE1 2YD	Tickets:	Adults £8.50; Concessions £6.50; Students £5.00; Under 12s free. Includes entrance to all exhibitions
Opening Hours:	10.00 – 17.45 (last admission 17.15) Late opening April 2009 – gallery open until 22:00	Public Information:	T: 020 7940 6933; W: designmuseum.org
Advance Booking:	T: 020 7940 8783; W: ticketweb.co.uk	Press View:	11 February, 10am-12pm

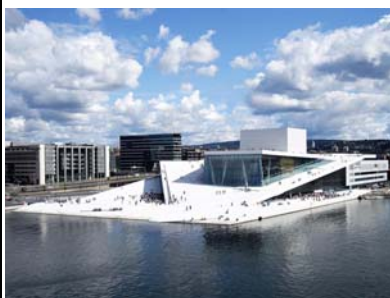
Shortlisted Designs

Architecture

Allford Hall Monaghan Morris, Westminster Academy (London, UK)
Feilden Clegg Bradley Architects, Alison Brooks Architects, Maccreanor Lavington Architects, Accordia Housing (Cambridge, UK)
Snøhetta, Oslo Opera House (Oslo, Norway)
Design Indaba, 10x10 Project (Cape Town, South Africa)
Steven Holl Architects Beijing, Linked Hybrid (Beijing, China)
Shuhei Endo, Bubbletecture H, Education Centre, (Hyogo, Japan)
Romera y Ruiz Arquitectos, Eight Inscribed Houses and Three Patios (Spain, Gran Canaria)
Herzog de Meuron Architects, CaixaForum Cultural Centre (Madrid, Spain)
West 8 + DTAH, Spadina Wave Deck for Waterfront Toronto (Canada)
Adjaye Associates, Contemporary Museum of Art (Denver, USA)
Ishigami+Associates, Kanagawa Institute of Technology (Kanagawa, Japan)
McDowell Benedetti, Castleford Bridge (Yorkshire, UK)
Novartis Campus Masterplan (Basel, Switzerland)
Subarquitectura, Tram Stop – Sergio Cardell Plaza (Alicante, Spain)



Westminster Academy



Oslo Opera House



Eight Inscribed Houses and Three Patios

Fashion

Helen Storey with Tony Ryan, Wonderland – biodegradable materials
Italian Vogue: A Black Issue, July 2008
Linda Grant, The Thoughtful Dresser blog
Louise Goldin, Spring/Summer 09 – Knitwear
Basso & Brooke, Spring/Summer 09
Alber Elbaz, Creative Director, Lanvin, Spring/Summer 08
Miuccia Prada and James Lima, Trembled Blossom, Fashion Film
Duckie Brown, Spring/Summer 09 – Menswear
Maison Martin Margiela, Spring/Summer 09 – 20th Anniversary Collection
Barbican Centre and Siebe Tettero, The House of Viktor & Rolf Retrospective
Prada by Miuccia Prada, Spring/Summer 09



Duckie Brown, Spring/Summer



The House of Viktor & Rolf



Wonderland

Furniture

Tokujin Yoshioka, Venus Chair
 Tord Boontje, Fig Leaves for Meta
 Weiki Somers, Cloakroom, Boijmans Museum, Rotterdam
 Adam Goodrum, Stitch Chair for Cappellini
 Ronan/Erwan Bouroullec, Magis Steelwood Family for Magis
 Konstantin Grcic, MYTO Chair for PLANK
 Shay Alkalay, Stack Chest of Drawers for Established & Sons
 Nacho Carbonell, Evolution Series
 El Ultimo Grito, Composite bench system for UNO
 Terrence Woodgate and John Barnard, Surface Table for Established & Sons
 Jurgen Bey, Witness Flat series for La Galerie de Pierre Bergé et Associés
 Nendo, Cabbage Chair for the XXI Ct Man Exhibition curated by Issy Miyake
 Arik Levey, Workit, work station for VITRA



Graphic Design

Shepard Fairey, Obama Poster
 Troika, All the Time in the World for British Airways, T5, Heathrow, London
 Sender LLC and mo/de, official election campaign, Barack Obama Logo
 Daniel Eatock, Big Brother Logo
 Kenya Hara, Designing Design Book
 Jan Bons, A Designer's Freedom
 The Guardian graphics, illustrating current financial climate
 Chase and Galley, IsNotMagazine
 Mevis & Van Deursen, Baghdad Calling
 Karel Martens & Enrico Bravi, Werkplaats Typografie Arnhem, Oase #74
 Lorraine Wild, Martin Kippenberger exhibition catalogue
 Cornel Windlin, Rebecca Stephany, Marco Müller, Project Vitra
 Job Wouters aka Letman
 Engine Service Design, The Social Innovation Lab for Kent County Council
 March Studio and Aesop, Aesop Stores and Branding
 Beattie McGuinness Bungay, Carling i-pint application
 Zoo films director James Frost, Radiohead House of Cards



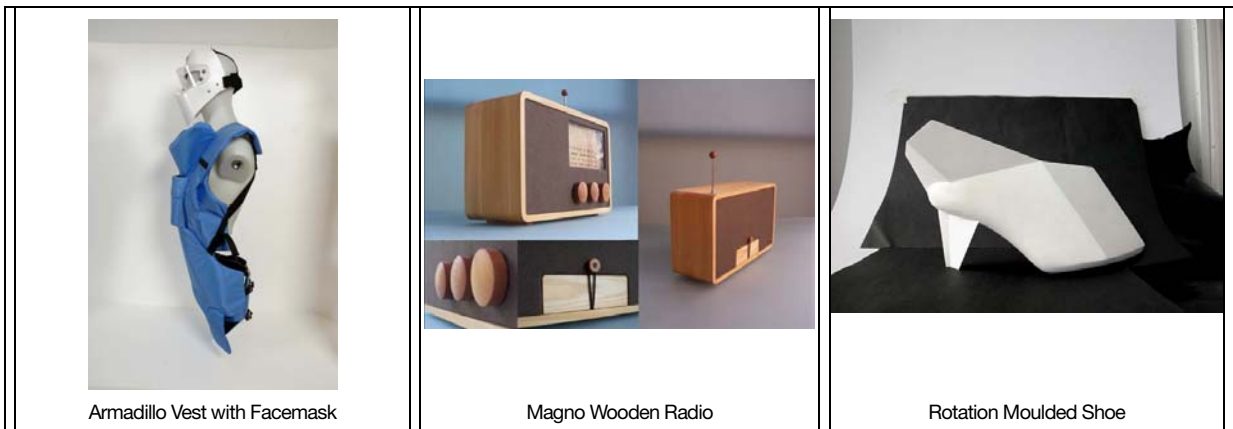
Interactive

Lucky Bite, Dinner Table Game for Science of Survival, Science Museum
Joachim Sauter, Art + Com, Kinetic Sculpture for BMW Museum
Rumpus Room, Video for Pet Shop Boys – Integral
Troika, Cloud, Digital Sculpture for British Airways, T5, Heathrow, London
Bartle Bogle Heagarty, BA Terminal 5 “Live” Adverts
Post-Spectacular, Fid.Gen Bar Codes
Chris O’Shea, Joel Gethin Lewis, Andreas Muller, This Happened, Events
Troika, Digital by Design
The GreenEyl, Appeal
O’Reilly, Make Magazine
Media Molecule, Little Big Planet for Playstation
Jeff Lieberman and Dan Paluska, Absolut Quartet



Product

Tony Mullin, Green Felt Protest Suit
Marloes Ten Bohmer, Rotation Moulded Shoe
Kode Design, Armadillo Vest with Facemask
Jorre can Ast, Jar Tops for Royal VKB
Noam Toran & Onkar Kular, The MacGuffin Library
Revital Cohen, Life Support 2008
HomeHero, HomeHero Fire Extinguisher
Joe Wentworth, Ipogeo light for Artemide
CinqCinq Designers, Clean
Francois Azambourg, Pixel for Ligne Roset
Senz XL Storm Umbrella
Singgih S. Kartono, Magno Wooden Radio, Manufactured by locals in Java
Demakersvan The Netherlands, LightWind – Outdoor lamp
Trent Jansen, 3D Stencil



Transport

London and Continental Railways, High Speed 1 for St Pancras
IDEO, Aquaduct Concept Vehicle for water filtration
District, Trek District Bicycle
Daimler, Car2Go – car sharing
Medellin Metro Cable, Line J, Colombia
Alp Transit, Lotschberg Base Tunnel, Switzerland
Richard Jenkins and Dale Vince, Ecotricity Green Bird vehicle
KTM, Stunt Motor Bike
Mar Kayaks, K2 Kayak for Nelo
Eric Larson, Ricky Biddle, Ben Shao and Austin Cliffe, Balance Sport Wheelchair
New Deal Design, Charge Spots for Better Place
Think Norway, Think City Electrical Car



Contacts

For further information / Use of pictures / Interviews

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Websites



www.ideageneration.co.uk
For:

- Online Press Office
- Client list
- Company contact detail



www.designmuseum.org
For:

- Background information



www.britisurance.com
For:

- Background Information

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.

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

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

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