

The Olympic Torch, the Royal Wedding Dress and a wind-propelled Landmine Detonator. The 2012 Designs of the Year are announced.



**Designs of the Year 2012 exhibition runs
8 February – 15 July, Design Museum, London**

London, 11 January 2012: The Design Museum announces the longlist for the fifth annual Designs of the Year Awards. Showcasing a year in design, the 2012 longlist is a celebration of the best in global designs. Industry experts have nominated innovative and engaging designs across seven categories: Architecture, Digital, Fashion, Furniture, Graphics, Product and Transport.

The longlist covers an eclectic mix of designs including the **Olympic Torch 2012 for London**, designed by Barber Osgerby, **the Duchess of Cambridge's Wedding Dress**, designed by Sarah Burton for Alexander McQueen and a wind-propelled **Landmine Detonator** which cost \$40 to produce. Nominations also include the **Kinect for Xbox 360**, the first ever **Virtual Tesco Store**, the **Olympic 2012 Velodrome** and a **pop-up cinema** (Folly for a Flyover) in Hackney, East London.



Yves Béhar winner of the inaugural Design of the Year in 2008 for his One Laptop per Child, continues his run of being nominated in each year since the awards inception, this year Béhar is nominated for his JAMBOX wireless music speaker. Bethan Laura Wood, a previous Designer in Residence at the Design Museum, receives her first two nominations in this year's awards, her Totem Chandelier and Moon Rock tables, both of which were showcased at Milan's Salone del Mobile in 2011 are nominated in the Product and Furniture category.

All of the nominations will be on show at the Designs of the Year exhibition at the Design Museum from **8 February – 15 July 2012**. From this comprehensive list of nominations, a prestigious jury will select the seven category winners and an overall winner for the Design of the Year 2012. **The winners will be announced at an Awards Night held at the Design Museum on 24 April.**



Exhibition curator Ria Hawthorn comments 'From the everyday practicality of a carefully crafted dining chair to the thought-provoking solar powered 3D printing machine that points to the future, this year's nominees reflect the diversity of design in all its forms, showcasing designs that will have an impact on our everyday and future lives'.

Details of the jury and Awards Night will be announced shortly.

Ends

DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD

OPENING: 10.00 -17.45 daily. Last admission: 17.15

Admissions: £10.00 Adults, £9.00 Concessions, £6.00 Students, under 12s Free.

2012 NOMINATIONS

ARCHITECTURE

Butaro Hospital, Butaro, Rwanda
MASS Design Group

Folly for a Flyover, London, UK
Assemble CIC

Guangzhou Opera House, Guangzhou, China
Zaha Hadid Architects

Hepworth Wakefield, Wakefield, UK
David Chipperfield Architects

Home for Senior Citizens, Huise-Zingem, Belgium
Sergison Bates Architects LLP

Maggies Centre, Gartnavel, Glasgow, UK
OMA

National Park of Mali Buildings, Bamako, Mali
Diébédo Francis Kéré of Kéré Architecture

Moses Bridge, Fort de Roovere, Netherlands
RO&AD Architects

Olympic 2012 Velodrome, London, UK
Hopkins Architects

Spaceport America, New Mexico
Foster + Partners

The Iron Market, Port-au-Prince, Haiti
John McAslan + Partners

Youth Factory, Mérida, Spain
Selgascano, Gestaltskate and Jarex



2012 Olympic Velodrome
Hopkins Architects



Guangzhou Opera House, China
Zaha Hadid Architects
Photography by Iwan Baan

DIGITAL

BBC Homepage Version 4, London, UK
BBC

Beck's Green Box project
Beck's

Face Substitution, New York, USA
Arturo Castro and Kyle McDonald

Guardian iPad edition, London, UK
Guardian News and Media in consultation with Mark Porter

High Arctic, National Maritime Museum, London, UK
United Visual Artists

Homeplus Tesco Virtual Store, Seoul, South Korea
Homeplus Tesco

Letter to Jane, Portland, USA
Tim Moore

Microsoft Kinect and Kinect SDK
Microsoft Games Studios, Microsoft Research and Xbox, UK and USA

Musicity, London, UK
Concept by Nick Luscombe and Simon Jordan and designed by Jump Studios

The Stanley Parable, California, USA
Written and created by Davey Wreden

Suwappu, London, UK
Dentsu London, UK, in consultation with BERG



Homeplus Tesco Virtual Store, Seomyeon Subway Station,
South Korea

FASHION

Alexander McQueen: Savage Beauty, The Costume Institute at the
Metropolitan Museum, New York, USA

**Andrew Bolton with the support of Harold Koda of The Costume
Institute, New York, USA**

The Duchess of Cambridge's Wedding Dress, London, UK

Sarah Burton for Alexander McQueen

Céline Autumn/Winter '11, Paris, France

Phoebe Philo at Céline

Late Night Chameleon Café, London, UK

**Store design: Gary Card, Creative director: John Skelton, Brand
director: Dan Mitchell**

Mary Katrantzou Autumn/Winter '11, London, UK

Mary Katrantzou

Melissa + Gaetano Pesce Boot and Flip Flop, New York, USA

Gaetano Pesce, Manufactured by Melissa, Brazil

Oratory Jacket, London, UK

Will Carleymith, Head of Design at Brompton Bicycle Ltd

Suno Spring/Summer '11, New York, USA

Suno

Vivienne Westwood Ethical Fashion Africa Collection, Autumn/Winter '11

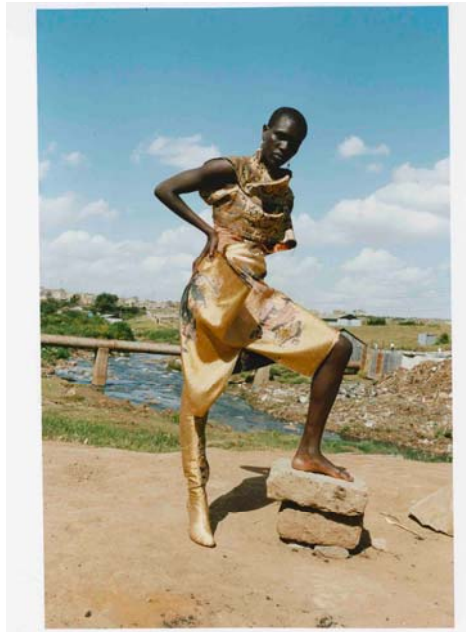
Vivienne Westwood, London, UK

132.5, Tokyo, Japan

Miyake Design Studio



Alexander McQueen: Savage Beauty,
The Costume Institute at the Metropolitan Museum, New York, USA
Courtesy of Alexander McQueen - Sølve Sundsbø - Art + Commerce



Vivienne Westwood Ethical Fashion Africa Collection, A/W '11
Vivienne Westwood, London, UK

FURNITURE

Balsa Furniture, London, UK
Kihyun Kim

Chassis, Munich, Germany
Stefan Diez

The Crates, Beijing, China
Naihan Li & Co

Earthquake Proof Table, Jerusalem, Israel
Arthur Brutter and Ido Bruno

Harbour Chair, London, UK
André Klauser and Ed Carpenter

Hemp Chair, Berlin, Germany
Studio Aisslinger

Lightwood, London, UK
Jasper Morrison

Moon Rock Tables, London, UK
Bethan Laura Wood

Not So Expanded Polystyrene (NSEPS) , London, UK
Attua Aparicio & Oscar Wanless at SILO

Oak Inside, Rotterdam, Netherlands
Christien Meindertsma

Osso, Paris, France
Ronan and Erwan Bouroullec

Textile Field at the Victoria and Albert Museum, London
Ronan and Erwan Bouroullec, fabric by Kvadrat

Tip Ton, London, UK
Edward Barber & Jay Osgerby

Waver, Munich, Germany
Konstantin Grcic

XXXX_Sofa, Eindhoven, Netherlands
Yuya Ushida



Harbour Chair, London, UK
André Klauser and Ed Carpenter



Textile Field at the Victoria and Albert Museum, London.
Ronan and Erwan Bouroullec, fabric by Kvadrat

GRAPHICS

AA Files, London, UK
John Morgan Studio

Beauty is in the Street, London, UK
Four Corners Books, Cover designed by John Morgan
Book interior designed by Pierre Le Hors

Bloomberg Businessweek, New York, USA
Bloomberg Businessweek

The Comedy Carpet, Blackpool, UK
Gordan Young and Why Not Associates

Cover artwork and video for Join Us by They Might Be Giants, New York, USA
Paul Sahre

Cut it Out, London, UK
Noma Bar with Outline Editions

Matthew Hilton identity and website, London, UK
Spin

Nokia Pure Font, London, UK
Dalton Maag

One Thousand Cranes for Japan
Concept by Anomaly and Unit 9, London, UK

Photo-Lettering, Yorklyn, USA

House Industries

Promotional sample book for GF Smith, London, UK
SEA Design

Stockmann packaging, Helsinki, Finland

Kokoro & Moi

Self Service

Editor-in-chief: Ezra Petronio

What Design Can Do! , Amsterdam, Netherlands

De Designpolitie

Your Browser Sent A Request That This Server Could Not Understand,
Rotterdam, Netherlands

Koen Taselaar



Video for Join Us by They Might Be Giants, New York, USA

Life-Size Paper Monster Hearse

Paul Sahre



Comedy Carpet, Blackpool

Gordon Young and Why Not Associates

PRODUCT

Ascent, London, UK
Edward Barber and Jay Osgerby

A-frame and Corbs
Ron Arad

Botanica, Eindhoven, Netherlands
Studio Formafantasma

Carbon Black Wheelchair
Andrew Slorance

Defibtech Lifeline VIEW™ Automated External Defibrillator (AED), LLC
Guilford, USA
Defibtech

Heracleum, Schiedam, Netherlands
Studio Bertjan Pot

Hövding Invisible Cycle Helmet
Hövding

Jawbone JAMBOX, San Francisco, USA
Yves Béhar, Fuseproject

The Learning Thermostat, USA
Nest, Palo Alto

Mine Kafon, Eindhoven, Netherlands
Massoud Hassani

Olympic Torch 2012, London, UK
Edward Barber and Jay Osgerby

Orb-it
Black and Decker

Shade, London, UK
Simon Heijdens

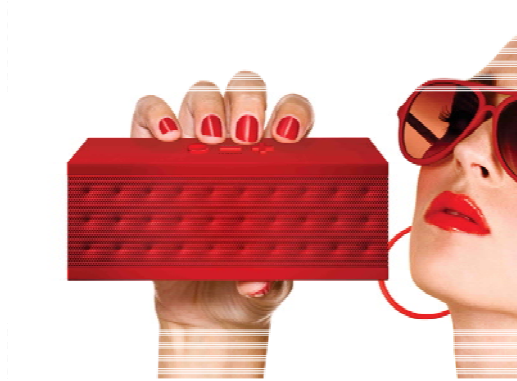
Solar Sinter, London, UK
Markus Kayser Studio

Thixotrope, London, UK
Conny Freyer, Sebastien Noel and Eva Rucki of Troika

TMA-1 Headphones
KIBiSi

Totem, London, UK
Bethan Laura Wood in collaboration with Pietro Viero

White Collection, Finland
Ville Kokkonen



Jawbone JAMBOX
Yves Béhar, Fuseproject
Image courtesy of Fuseproject



Totem no. 5
Ruy Teixeira, 2011
Bethan Laura Wood in collaboration with Pietro Viero

TRANSPORT

787 Dreamliner
Boeing

Autolib' 3000, Paris, France
Bertrand Delanoë, Mayor of Paris, France

Bike Hanger - Bicycle Storage, New York, USA
Manifesto Architecture

Mia Electric Car
Mia Electric

Re-design for Emergency Ambulance, London, UK
**Helen Hamlyn Centre for Design and Vehicle Design Department,
Royal College of Art**

T27 Electric Car, Surrey, UK
Gordon Murray Design

Taurus Electro G4
Pipistrel doo Ajdovscina



T.27 Electric Car
Gordon Murray Design Limited



The Boeing 787 Dreamliner
Ed Turner

Ends

Notes to Editors:

Exhibition Press View 7 February 11am – 1pm

2011 Design Awards key dates:

7 February Press view 11am – 1pm

7 February Nominees Party at Design Museum 7pm – 9pm

8 February Exhibition opens to the public

24 April Awards Night at the Design Museum, Category Winners and Overall winner announced

Design of the Year Award- Previous Winner's:

- **2008 - One Laptop per Child** – Yves Béhar of Fuseproject
- **2009 - Barack Obama Poster** – Shepard Fairey
- **2010 - Folding Plug** – Min-Kyu Choi
- **2011 - Plumen Lightbulb 001** - Samuel Wilkinson

Further updates on the awards and exhibition at designsoftheyear.com

Press enquires, image and interview requests:

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