

MICROCHIPS LINED WITH HUMAN CELLS NAMED DESIGN OF THE YEAR 2015

Human Organs-on-Chips, designed by Donald Ingber and Dan Dongeun Huh at Harvard University's Wyss Institute, has won the Design Museum Design of the Year Award for 2015.

The Organs-on-Chips are microdevices lined with living human cells that mimic the complex tissue structures, functions and mechanical motions of whole organs, promising to advance personalised medicine, accelerate drug discovery and decrease development costs. This is the first time that a design from the field of medicine has won the top prize in the Design of the Year competition, now in its eighth year.

Previous winners include the London 2012 Olympic Torch, the Plumen lightbulb, and the British government's GOV.UK website. 2014's Design of the Year was the Heydar Aliyev Center by Zaha Hadid Architects.

2015's winner was chosen from over 70 nominated designs by a specially selected jury chaired by the artist Anish Kapoor. All of the nominated projects, which span architecture, digital, graphics, fashion, product and transport design are on display in an exhibition at the Design Museum until 31 March 2016.

Design Museum Director, Deyan Sudjic, comments: 'One of the most important things about the Designs of the Year award is the chance that it gives the museum to explore new territory. The team of scientists that produced this remarkable object don't come from a conventional design background. But what they have done is clearly a brilliant piece of design. They identified a serious problem; how do we predict how human cells will behave, and they solved it with elegance and economy of means, putting technology from apparently unrelated fields to work in new ways. They have perhaps unintentional created something that for a lay man seems to symbolise the essence of life and also happens to be beautiful to look at.'

Gemma Curtin, Designs of the Year 2015 exhibition curator, said: 'This winning design is a great example of how design is a collaborative practice embracing expertise and know how across disciplines. Its selection as Design of the Year 2015 also signifies a desire to recognise and award design that can significantly impact society now and in the future.'

Anish Kapoor, Chair of the jury said: 'A really big idea, it incorporates technology and design to eliminate the problem of having to use animals to test a product. It feels like one of those questions of the future.'

The Human Organs-on-Chips were nominated by Paola Antonelli, MoMA's Senior Curator of Architecture & Design and Director of R&D, who called the project 'the epitome of design innovation – elegantly beautiful form, arresting concept and pioneering application.'

The 2015 Designs of the Year jury are:

Anish Kapoor, Artist (Chair)

Hilary Alexander, Writer and stylist

Alexis Georgacopoulos, Director of Ecole cantonale d'art de Lausanne

Farshid Moussavi, Architect and Professor at Harvard University Graduate School of Design

MEDIA PARTNER:

The 2015 Designs of the Year Category Winners are:

- **ARCHITECTURE:** UC INNOVATION CENTER – ANACLETO ANGELINI
Designed by ELEMENTAL
- **DIGITAL:** THE OCEAN CLEANUP
Designed by Boyan Slat, Jan de Sonnevile PhD and Erwin Zwart
- **FASHION:** THOMAS TAIT AW13/14
Designed by Thomas Tait
- **GRAPHICS:** INGLORIOUS FRUITS & VEGETABLES
Designed by Marcel for Intermarché
- **PRODUCT:** HUMAN ORGANS-ON-CHIPS
Designed by Donald Ingber and Dan Dongeun Huh
- **TRANSPORT:** GOOGLE SELF-DRIVING-CAR
Designed by YooJung Ahn, Jared Gross and Philipp Haban

Members of the public can have their say on Designs of the Year in the Visitor Vote, which allows visitors to the Design Museum to pick their favourite design from the exhibition.

ARCHITECTURE
AWARD SPONSOR:

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DIGITAL
AWARD SPONSOR:



FASHION
AWARD SPONSOR:



GRAPHICS
AWARD SPONSOR:



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OPENING: 10.00 -17.45 daily. Last admission: 17.15

PUBLIC INFORMATION T: 020 7940 8790 W: designmuseum.org

Previous Design of the Year Winners:

- 2014 Heydar Aliyev Center by Zaha Hadid Architects
- 2013 GOV.UK – UK Government website by GDS
- 2012 London 2012 Olympic Torch by Edward Barber and Jay Osgerby
- 2011 Plumen 001 by Samuel Wilkinson and Hulger
- 2010 Folding Plug by Min-Kyu Choi
- 2009 Barack Obama Poster by Shepard Fairey
- 2008 One Laptop Per Child by Yves Béhar

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 Thomas Heatherwick, 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.

For more information, please visit:

designmuseum.org | newdesignmuseum.tumblr.com

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