



## the design museum unveils adopt an object campaign

3 August 2016

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### **Design Museum asks the public to help raise final £1 million for its new home.**

On the day that the Design Museum formally left Shad Thames in London, they announced the launch of their fundraising campaign, Adopt an Object. The campaign will attempt to raise over £200,000 towards the £1 million needed to cover the construction costs of their new premises in Kensington High Street.

Following an announcement by Director Deyan Sudjic, a packing crate left Shad Thames and began its journey to the museum's new home, officially commencing the move of the museum's collection. You can see it in August, half way between the two venues in Kings Cross.

Adopt an Object signals a new age of fundraising and audience engagement with a campaign focussed primarily on mobilising the museum's substantial online audience by asking them each to adopt an object for £5. All donations will help to complete the construction of the new Design Museum in the former Commonwealth Institute in Kensington High Street, west London.

In return each adopter will receive a personalised thank you film showing an iconic object from the Design Museum's permanent collection making its own way from Shad Thames to the new Kensington site, where the collection will be on free permanent display for the first time in the

224-238 Kensington High Street  
London, W8 6AG  
T: 020 7148 1787  
info@designmuseum.org

designmuseum.org



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museum's history. The twelve specially commissioned films, which include a pair of Louboutin heels riding a tube escalator and a Dyson vacuum cleaner crossing the road, will be sent to donors, who will also get their name displayed on the museum's award-winning website.

To bring this campaign to life the museum worked with The Mill for film production and Fabrique and Q42 for website development.

Adopt an Object will run alongside the museum's 'On Loan' programme, which will see the museum appear at a number of famous London locations before it reopens in its new location on 24 November. A pop-up exhibition featuring a selection of objects that will be on display in the new museum will open on Exhibition Road in October. The museum is teaming up with Barclaycard, a pioneer in rolling out contactless payments in the UK in 2007, to create a portable, contactless donation box and will be loaning out objects, speakers and even its Director as it works with 100% Design, Tent, Jamie Oliver's Big Feastival, Fresher's Fairs and Designjunction.

Sir Terence Conran and Stephen Bayley opened the Design Museum in 1989 in a former banana warehouse in Shad Thames. The closing of Shad Thames marks a significant point in the history and development of the museum as it prepares to open a new building that will give it three times more space.

Deyan Sudjic, Director of the Design Museum said: 'When the Design Museum opened its doors in a former banana ripening warehouse, transformed into a 'Bauhaus on the Thames', Shad Thames was still a no go area of abandoned warehouses and empty lots. The whole area has been transformed in the last quarter of a century. We will miss the river, and the views, but we are looking forward to a new home that will serve us even better.'

Terence Conran, founder of the Design Museum commented: 'If you asked me to pick the single most rewarding achievement in my long design career then I would not hesitate to say founding the Design Museum in London. It was a hugely important moment for design in the UK at the time and for me personally. Since 1989 the museum has always led the way and been the first to show some of the work and inspirations of many of the most important designers and architects on the planet. Today, we are about to move from Shad Thames to new, bigger premises in Kensington, where all our dreams and ambitions to create the best and most important design museum in the world will become a step closer to reality. It will make my long lifetime in design absolutely worthwhile.'

Josephine Chanter, Head of Communications and External Affairs added: 'A museum has to find the most interesting and compelling ways to engage with its audience to encourage them to become more involved with their public programmes and activities. The Design Museum has to be more self-sustaining than many other cultural organisations and is always looking to explore new funding streams to safeguard its financial future. As an organisation, we truly believe that design has the power to change all of our lives and we hope that the #adoptanobject public campaign is the start of a new and broader base of individual support for the museum going forward.'

The new museum will open on 24 November and will include a free permanent display of its collection in the exhibition Designer Maker User as well as two temporary exhibition spaces, which will open with Designs of the Year and Fear and Love: Reactions to a Complex World.

### **#adoptanobject**

### **Ends**

#### **PRESS ENQUIRIES:**

Jordan Lewis, Design Museum Press and PR Manager

E: [Jordan.Lewis@designmuseum.org](mailto:Jordan.Lewis@designmuseum.org) T: +44 (0)20 3862 5914

#### **Notes to editors:**

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 high heels designed by Christian Louboutin. It has staged over 100 exhibitions, welcomed over five million visitors and showcased the work of some of the world's most celebrated designers and architects including Paul Smith, Zaha Hadid, Jonathan Ive, Miuccia Prada, Frank Gehry, Eileen Gray and Dieter Rams. The Design Museum is relocating to the former Commonwealth Institute building in Kensington, west London. The Design Museum will reopen on 24 November 2016. Leading architectural designer John Pawson has converted 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.

[designmuseum.org](http://designmuseum.org) | [newdesignmuseum.tumblr.com](http://newdesignmuseum.tumblr.com)

#### **Twelve collection objects featured in the personalised videos:**

##### **Pigalle**

**Year: 2004**

**Designer: Christian Louboutin**

With their instantly recognisable glossy red soles, Christian Louboutin's shoes have become an important part of the fashion landscape. Louboutin has built one of the most successful shoe brands in the world with a blend of craftsmanship and a distinctive kind of glamour. From razor sharp stilettos and lace-up boots to studded sneakers and bejewelled pumps, Louboutin's designs carry his unique signature. The Pigalle, named after one of his favourite neighbourhoods in Paris, was one of the first pumps designed by Louboutin and it has become one of his most popular designs.

##### **Vespa Clubman**

**Year: 1946**

**Designer: Corradino D'Ascanio**

You don't get much more iconic than the classic Vespa Clubman. The original 1946 design began Italy's love affair with scooters and helped kick-start the country's post-war economy. The Clubman epitomises chic, sleek Italian style.

### **Phonosuper SK5**

**Year: 1956**

**Designer: Dieter Rams**

Dieter Rams is one of the most influential product designers of all time. Not least because of the sublime SK5 Phonosuper that defined turntables forevermore. The futuristic Perspex cover felt almost other-worldly at the time and led to the German public giving it the nickname 'Schneewittchensarg' ('Snow White's Coffin').

### **Valentine Typewriter**

**Year: 1969**

**Designer: Ettore Sottsass**

The Valentine typewriter is the poster child of 60s Italian design. The bold red case is practical, lightweight, portable and stylish, its modern design reenergised the typewriter market. It bucked the post-modern trend by reminding the world that this classic product still had relevance in an industrial, technologically-advanced world.

### **Cartoon Chair**

**Year: 2007**

**Designer: Fernando and Humberto Campana**

The Cartoon Chair is a truly unique object. The imagination of Brazilian brothers Fernando and Humberto Campana dreamt up this explosion of classic Disney characters. It's a design full of energy and playfulness that brings out everyone's inner child.

### **GPO Tele 150**

**Year: 1924**

**Designer: General Post Office**

The 1920s saw the development of automatic exchange switching technology, eliminating the need for an operator to connect telephone calls. In 1924, the GPO brought this cutting-edge technology to the UK for the first time, cleverly uniting the revolutionary circular dial with the familiar candlestick frame.

### **Anglepoise Lamp**

**Year: 1934**

**Designer: George Carwardine**

It took a combination of an engineer dedicated to the technology of springs and a businessman determined to diversify his product range to bring this striking, yet functional lamp to market. Despite the huge technological advances since its creation in Redditch in 1934, even today you'd be hard pushed to find a desk lamp that doesn't draw on Carwardine's design.

### **G-Force Cyclonic Vacuum Cleaner**

**Year: 1986**

**Designer: James Dyson (Dyson Research Design Development)**

Unable to find support for his invention in the UK, James Dyson licensed his first design for a bagless vacuum cleaner in Japan. The high-tech form, striking colours and Cyclone feature, allowing continuous suction, of the G-Force were a success and in 1993 funded his production of the DCO1.

### **Apple iMac G3**

**Year: 1998-1999**

**Designer: Jonathan Ive**

It's hard to beat Apple when it comes to recognisable products and the 1998 iMac is no exception. This all-in-one monitor and computer has the same visual impact today as it did then. Simple, integrated, easy-to-use designs, crafted with great care and beauty are what Apple does best. The iMac G3 is a landmark of design, both inside and out.

### **Melodic Kettle**

**Year: 1983**

**Designer: Richard Sapper**

Richard Sapper broke from his tradition of disciplined German functional design to make a kitchen appliance with a lot of character. He was inspired by Alberto Alessi's Italian family company that aimed to produce truly artistic items at an affordable price. This beautiful kettle design combines practical Bauhaus geometry with the whimsical melody of a whistle.

### **Block Toaster**

**Year: 2004**

**Designer: Piero Russi for Trabo**

Featuring a sleek yet minimalist design, the Block was the second toaster by Trabo and followed on from the hugely successful Toast design by Gae Aulenti. Still revered as a must-have appliance for the design conscious, Block is a timeless and iconic piece of kitchen design.

### **My First Sony**

**Year: 1992**

**Designer: Sony Design Centre**

The My First Sony range was the Japanese electronics giant's first foray into the children's market. They took inspiration from popular toys to create a product that perfectly combined fun and function. The amplified microphone and tape deck brought cutting-edge technology to children, with its vibrant and minimalist design.