

DESIGNMUSEUM.ORG WINS WEBBY PEOPLE'S VOICE AWARD

The Design Museum has won a prestigious Webby Award. The 2015 Webby People's Voice Award for Best Navigation / Structure was voted for by the public and saw the Design Museum's recently re-launched website triumph over Google's Customer Barometer, NASA's GeneLab, ESPN's Anatomy of a Pitch and WE THE ECONOMY. The museum has also been selected as an Official Honouree in the Websites: Charitable Organizations/Non-Profit category.

Designmuseum.org was launched in September 2014 and was designed by agency Fabrique together with technical partner Q42.

Josephine Chanter, Head of Communications and External Affairs at the Design Museum said: 'We are very pleased to receive this award and eternally grateful to everyone who voted for us. As anyone who has launched a new website knows, it is a huge piece of work – to be recognised in this way by our peers and the voting public is a genuine honour.'

The Webby Awards are internationally recognised and have been described as 'the internet's highest honour' by The New York Times. The awards are presented by the International Academy of Digital Arts and Sciences (IADAS), a body comprised of over a thousand leading web experts, business figures, luminaries, visionaries and creative celebrities, as well as Associate Members who are former Webby Winners, Nominees and other internet professionals.

The Webby Awards present two honours in each award category — The Webby Award and The Webby People's Voice Award. Members of the International Academy of Digital Arts and Sciences (IADAS) select the Nominees for both awards in each category, as well as the Winners of The Webby Awards. The Webby People's Voice is awarded by the voting public and garners millions of votes from all over the world each year.

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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, showcase its world class collection and significantly extend its learning programme.