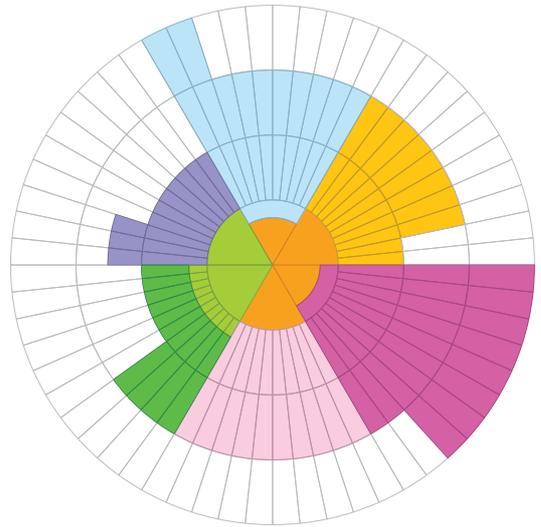


DESIGN MUSEUM

DESIGN MUSEUM, SHAD THAMES
LONDON SE1 2YD
TICKETS: Adults £8.50; Concessions £6.50;
Students £5.00; Under 12s free
OPENING: 10.00 -17.45 daily. Last admission: 17.15
PUBLIC INFORMATION T: 020 7940 8790
W: designmuseum.org
ADVANCE BOOKING T: 020 7940 8783
W: ticketweb.co.uk



Media Announcement

The Design Museum and Beefeater 24 present

Super Contemporary

Celebrating visionary design from London's creative mavericks
3 June – 4 October

Super Contemporary is the spirit of London design, past, present and future. The exhibition celebrates and examines the creative magnetism of London and its enduring reputation as a beacon of design. The Design Museum has joined forces with Beefeater 24 to showcase 15 new commissions from London's most dynamic creatives to explore what it is that attracts the world's leading designers to study, work and live in the city.

The 15 commissions from London's future stars and its current elite, including fashion designer Paul Smith, designer Thomas Heatherwick and product designer Ron Arad, form the centre of the exhibition. Their brief was to give something back to the metropolis in which they have made their name, and their designs, to be revealed in the exhibition, reflect acute and varied observations on London life.

A unique collection of personal maps will also be on show, giving a rare peek into London's creative networks and what excites and drives them. A media-rich timeline, beginning in the 1960s and charting London's defining creative moments in architecture, fashion, product design and communication will tell of pivotal events and key figures such as the Lloyds of London building by Richard Rogers, the first ZX80 Sinclair personal computer and Katherine Hamnett's '58% Don't Want *Pershing!*' t-shirt, alongside the schools, exhibitions and cultural events that have shaped London into one of the most creative centres of the world.

Deyan Sudjic, Director of the Design Museum comments, "There is no London style, it's the city in which designers can be themselves. It's where art and fashion, architecture and design mix with combustible results. And this is a moment to look at what makes London special, and what lies in store"

Ends.

Notes to Editors:

1. Beefeater 24



Beefeater is London born and bred. Having created its new luxury gin, Beefeater 24, in 2008, it wanted to celebrate its own achievements as well as those of other creatively-minded Londoners. Collaborating closely with the Design Museum on Super Contemporary has offered up the perfect opportunity; a way to support and shine a light on the triumphs of this creative community, which, like Beefeater, is constantly inspired by its London home

2. Press conference and media preview, 2 June 10am – 1pm

Press Conference 10am – 11am Hear the designers talk about their new commissions for London alongside Deyan Sudjic (Director of the Design Museum), Daniel Charny (Guest Curator), Nick Blacknell (International Brand Director – Beefeater Gin)

Photocall 11am Photograph the new designs for London with the designers

Media preview 11.15am – 1pm Be the first to see the 15 commissions

3. The 24 Events

To accompany the exhibition Beefeater 24 will enable a series of London-wide events from late night openings to talks with key designers. See designmuseum.org for latest updates

4. Exhibition Design

The exhibition design is a collaboration between furniture designer Martino Gamper, and graphic design consultancy Bibliothèque.

5. Daniel Charny, Guest Curator.

Daniel Charny is a curator, designer and tutor with industrial design training. He is a strategic consultant and Senior Tutor at the Royal College of Art in London. In 2002 Daniel started The Aram Gallery, a unique design gallery in central London dedicated to experimental and new work. In 2009 he co-founded the creative projects consultancy 'From Now On'. Danielcharny.com

To request further information, images, and interviews please contact Ashley Woodfield at the Design Museum Press Office on 020 7940 8787: email ashley@designmuseum.org

To request further information on Beefeater Gin please contact Jim Long on 020 8250 1641: email jim.long@chivas.com