



# MASTERS OF INVENTION

'We wanted to launch an award to celebrate the UK's design talent. We hope it will raise public awareness of design, just as the Turner Prize has with contemporary art.' So says Alice Rawsthorn, director of the Design Museum, of the £25,000 Designer of the Year award, sponsored by The Times. The four cutting-edge inventors on this year's shortlist, featured here, are hoping to attract acclaim rather than controversy, and become household names (like Jonathan Ive, last year's victor with his iMac). And the winner is... for you to decide. Turn to page 43 and let the judging commence

REPORT HILARY ROSE PHOTOGRAPHS TIM O'SULLIVAN

Rose, Hillary. "Master of Invention", The Times Magazine, February 21, 2004

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