

The Design Museum reveals the shortlist for the 2017 Beazley Designs of the Year

DESIGN / 16 AUG 2017 / BY ROSA BERTOLI



Product nominee: 'Remolten', by gt2P (Great Things 2 People) with Friedman Benda is a series of products made from Chilean volcanic lava. *Photography: Aryeh Kornfeld*

London's Design Museum has announced the shortlist for the Beazley Designs of the Year, its annual celebration of the most notable design ideas from the past 12 months. On view at the museum from 18 October in an exhibition designed by London architects Carmody Groarke, the annual award is now in its tenth year, and has previously honoured designs such as David Bowie's *Black Star* album by Jonathan Barnbrook and Thomas Heatherwick's Olympic Cauldron.

The 62 nominations span a wide spectrum of disciplines, including architecture, graphics, product design, fashion, transport and digital. The museum tapped an international panel of creative luminaries to select the nominees, with the final shortlist offering a broad view of contemporary design today.

The projects paint a clear picture of the current state of the world, with several entries concerned with refugees and with the political turmoil of the past year. Case in point, Wolfgang Tillmans' pro-EU, anti-Brexit poster campaign, or the Olympic refugee flag by Yara Said, representing the very first refugee team taking part to an Olympic competition.

A strong focus on socially-driven designs is also evident in nominations such as the Calais Builds Project or Francis Kerè's project for a secondary school in Burkina Faso, as well, the Pussyhat, which has become an iconic symbol of protest spurred by US President Donald Trump's controversially sexist remarks.

Of course, more recreational initiatives are included, such as last year's augmented reality Pokémon Go game, or a new interface for the Premier League's TV branding experience, by DixonBaxi. New

Bertoli, Rosa. "The Design Museum Reveals the Shortlist for the 2017 Beazley Designs of the Year," *Wallpaper**, August 16, 2017.

FRIEDMAN BENDA 515 W 26TH STREET NEW YORK NY 10001
FRIEDMANBENDA.COM TELEPHONE 212 239 8700 FAX 212 239 8760

technologies are also featured in the list, as is an innovative use of materials, such as Max Lamb and Really's recycled textile benches, or Chilean studio gt2P's lava furniture. As in previous years, the selection bolsters the museum's position as a global observatory for creative disciplines, and demonstrates the all-encompassing power of design. The winners will be announced in January next year – watch this space.

Bertoli, Rosa. "The Design Museum Reveals the Shortlist for the 2017 Beazley Designs of the Year," *Wallpaper**, August 16, 2017.

FRIEDMAN BENDA 515 W 26TH STREET NEW YORK NY 10001
FRIEDMANBENDA.COM TELEPHONE 212 239 8700 FAX 212 239 8760