

# DESIGN MUSEUM

DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD

MUSEUM ENTRY: Adults £7; Concessions £4; Free for Under 12s

OPENING TIMES: 10.00-17.45; Last admission 17.15

PUBLIC INFORMATION: 0870 833 9955 ONLINE: [www.designmuseum.org](http://www.designmuseum.org)

## DESIGNING MODERN BRITAIN

### 3 December 2005 to 26 November 2006

From the visionary design of London Transport in the 1930s, to the ambitious plans for the London 2012 Olympic Games, the Design Museum is telling the story of how inspiring and innovative design has transformed our daily lives in **Designing Modern Britain** which will run for a year from 3 December 2005.

Design is a field in which Britain excels. Many of the most gifted designers of the 20<sup>th</sup> and 21<sup>st</sup> centuries have worked in Britain. Their achievements have shaped the lives of millions of people all over the world. Drawn from the Design Museum Collection and other important archives, this exhibition celebrates Britain's design talent while illustrating how it has modernised British life.

In the early 1900s when designers and architects in France and Germany were experimenting with modernism, Britain remained steeped in the rustic nostalgia of the arts and crafts movement. During the 1930s the British embraced modernism, inspired by the influence of Marcel Breuer, László Moholy-Nagy and other émigré designers who fled to exile in Britain from Nazi Germany.

Designing Modern Britain will reconstruct landmarks in modern British design with original artefacts including a 1930s tube station featuring Harry Beck's first diagrammatic map of the London Underground network, a room in the luxury mid-1930s Highpoint housing complex in north London, part of the 1951 Festival of Britain and the Hacienda nightclub in early 1980s Manchester.

While presenting a history of British graphic design, the exhibition will trace the history of British cars including the first production models of the Mini and Morris Minor, as well as early examples of an Austin Seven and E-Type Jaguar. It ends by exploring the role of design in shaping the British way of life in the 21<sup>st</sup> century: from the regeneration of the Thames Gateway, to model modern homes, schools, prisons and sports stadia for the Britain of the future.

**Supported by the Heritage Lottery Fund.**

**To learn more about the designers featured in Designing Modern Britain, visit the Design at the Design Museum archive on our website at [www.designmuseum.org](http://www.designmuseum.org).**

**For media enquiries contact [media@designmuseum.org](mailto:media@designmuseum.org), for education enquiries [education@designmuseum.org](mailto:education@designmuseum.org) and general enquiries [info@designmuseum.org](mailto:info@designmuseum.org)**