

the  
DESIGN  
MUSEUM

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beazley  
designs of the year



## **Pokémon Go, Kanye West clothing and the Olympic Refugee Flag: Beazley Designs of the Year nominees announced by the Design Museum**

18 October 2017 – 28 January 2018  
the Design Museum, London

**The Design Museum in London announces the shortlist for the tenth anniversary of its annual exhibition and awards celebrating the world's best design**

**Nominees include a hijab designed by Nike and the National Museum of African American History and Culture in Washington D.C designed by the recently knighted Sir David Adjaye**

**A year of political unrest is represented through Wolfgang Tillmans' Remain Campaign, support posters for Jeremy Corbyn and the Pussyhat worn by protesters in the USA following President Trump's sexist comments**

**Other nominations include IKEA furniture that does not require screws or allen keys, the world's first 3D printed self-driving bus and the TV experience design for the English football Premier League**



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**Pokémon Go, IKEA furniture, the Olympic refugee flag and Wolfgang Tillmans' Remain Campaign;** the Design Museum in London announces the contenders for the tenth edition of Beazley Designs of the Year. The annual exhibition and awards, supported by specialist insurer Beazley,

comprises 62 nominations across six categories: **Architecture, Digital, Fashion, Graphics, Product and Transport**. Selected by a panel of distinguished international designers, curators and creatives, the awards showcase the most original and exciting products, concepts and designers in the world today.

Opening 18 October, this year's nominees include a **hijab designed by Nike** and a **clothing line by Kanye West** for his Life of Pablo tour, both included in the Fashion category. **Pokémon Go**, the augmented reality mobile game, was a global sensation in July 2016 and has earned a nomination in the Digital category. The recently knighted **Sir David Adjaye** has been nominated in the Architecture category for his **National Museum of African American History and Culture in Washington D.C** and DixonBaxi's TV graphics design for the **English Premier League**, with an estimated viewer reach of 4.7 billion people worldwide, claimed a Digital nomination.

Activism and protest has proven to be a strong theme in the nominations over the past year and projects in the award shortlist include the **Pussyhat** made and worn in protest of President Donald Trump's sexist remarks, **Wolfgang Tillmans' Remain Campaign** for the Brexit referendum and IC4Design's **Finding Her**, a Where's Wally-style advertisement highlighting low levels of gender equality in Egyptian professions. Other nominations include **Me & EU by Nathan and Sam Smith**, a collection of postcards written and designed by UK-based creatives to be sent across Europe as a means to remain connected post EU-referendum; **professional women emoji** designs for **Google** and **Forensic Architecture** - an interactive 3D recreation of a Syrian torture prison constructed from the memories and descriptions of survivors.

Better Shelter, a flat-packed refugee shelter created with IKEA, was named the Beazley Design of the Year in 2016 and this year has seen further designs that attempt to raise awareness and improve the lives of those impacted by global displacement. The **Avy Search and Rescue Drone** designed to rescue refugees in danger whilst travelling across the Mediterranean Sea; the **Refugee Nation Flag** for the Olympics designed for the first ever Olympic refugee team and the **Calais Builds Project**, providing short-term structures and infrastructure, are just some of the nominations in this year's awards.

The Architecture category features some of the most established practices in the world today including **Zaha Hadid Architects** for their Antwerp Port House, Serpentine Pavilion designer **Francis Kéré** for his Lycée Schorge Secondary School and **OMA's Il Fondaco Tedeschi** development in Venice, Italy.

The Digital category includes **Google Noto**, a collaborative project that has led to the creation of a free, single typeface which can be used for over 800 languages.

**Aitor Throup's** New Object Research 'The Rite of Spring/Summer/Autumn/Winter' has earned a Fashion nomination. His runway show during London Collections: Men presented the highly-anticipated New Object Research collection on six life-size articulated sculpted puppets. Other nominations in the Fashion category include a collaboration between **Levi Strauss & Co. and Google Inc.** developing interactive textiles.

Graphic nominees include the new branding for **Wales Nation Brand** and the Protest Banner Lending Library, a space where people can gain skills to make their own banners.

The Product category includes the **world's first translating earpiece**, Remolten – a **furniture line made from molten lava** – and ink made from air pollution.

The Transport list completes the six categories and includes Olli, the **world's first 3D printed self-driving bus**, **Scewo**, a stairclimbing mobility device, a self-balancing motorcycle by Honda that reduces the chances of falling and space age water taxis designed by SeaBubbles that clean and create energy from the waterways they use. Also included is a new intersection road system developed by **Carlo Ratti at MIT** that could replace traffic lights. The conceptual traffic system would enable driverless vehicles to travel through intersections without colliding, eliminating the need for traffic signals.

Sketches, models, physical pieces, videos and photography will be on display for all nominations and will provide a snapshot into the exciting world of design. Combining the world's most established talent alongside graduates and rising stars, Beazley Designs of the Year provides a rare moment to experience a diverse selection of industries, objects and technologies in one exhibition.

A winner will be selected in each category and one overall winner will be announced on 25 January 2018. Previous winners have included the 2012 Olympic Torch, the Heydar Aliyev Centre by Zaha Hadid and Human Organs-on-Chips, a micro-device lined with living human cells to mimic the complex tissue structures of the human body.

Beazley Designs of the Year will be on display from 18 October 2017 to 28 January 2018.

Ends

**Full list of nominees with descriptions below.**

Notes to editors:

The Design Museum is the world's leading museum devoted to architecture and contemporary 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 high heels designed by Christian Louboutin. It has staged over 100 exhibitions, welcomed over five million visitors and showcased the work of some of the world's most celebrated designers and architects including Paul Smith, Zaha Hadid, Jonathan Ive, Miuccia Prada, Frank Gehry, Eileen Gray and Dieter Rams. On 24 November 2016, The Design Museum relocated to Kensington, west London. Leading architectural designer John Pawson has converted the interior of a 1960s modernist 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 and significantly extend its learning programme.

designmuseum.org | newdesignmuseum.tumblr.com

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Previous Design of the Year Winners:

**2016** Better Shelter by Johan Karlsson, Dennis Kanter, Christian Gustafsson, John van Leer, Tim de Haas, Nicolò Barlera, the IKEA Foundation and UNHCR

**2015** Human Organs-on-Chips by Donald Ingber and Dan Dongeun Huh at Harvard University's Wyss Institute

**2014** Heydar Aliyev Center by Zaha Hadid Architects

**2013** GOV.UK – UK Government website by GDS

**2012** London 2012 Olympic Torch by Edward Barber and Jay Osgerby

**2011** Plumen 001 by Samuel Wilkinson and Hulger

**2010** Folding Plug by Min-Kyu Choi

**2009** Barack Obama Poster by Shepard Fairey

**2008** One Laptop Per Child by Yves Béhar

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2017 Judges:

David Rowan (chair of the jury), Editor-at-large of WIRED's UK edition  
Ozward Boateng OBE, fashion designer

Marcus Engman, Design Manager of IKEA Range and Supply.

Margaret Calvert OBE, typographer and graphic designer

Amanda Leveté, Founder and Principal of AL\_A

Professor Gerry McGovern, Chief Design Officer, JLR

Michael Tchao, VP Product Marketing at Apple Inc.

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Exhibition design:

**2D design: Micha Weidmann Studio**

Micha Weidmann Studio is an art direction and design studio based in London since 2001.

The studio has developed a reputation for working with creators of high-end products to build their brands as well as for consulting with galleries on their exhibitions, publications and online presence.

The studio's creative approach is based on Micha Weidmann's background in Swiss typography and art direction defined through working with a diverse range of luxury brands.

**3D design: Carmody Groarke**

Award-winning architectural studio Carmody Groarke has been commissioned to complete the design for this year's exhibition space.

The brief called for large unformed masses of sourced materials in which the nominated projects could be embedded to create a sense of raw materiality and monumentality. Carmody Groarke explored an organic form sloping up towards the ceiling like mountains of material, completely masking the interior walls of the gallery. The height and plan arrangement will create an immersive experience by forming a route of offset rooms and alcoves within which visitors will proceed through the exhibition.

The material, which is 100% recycled newspaper sprayed insulation, will create a stark juxtaposition to the hi-tech immateriality of many of the nominated designs. This traditional material used in a new and unusual way will create a fascinating and curious back drop to the designs on display.

Full list of nominees:

## ARCHITECTURE

**Name:** Mrs Fan's Plug-In House

**Designers:** People's Architecture Office

**One line description:**

The Plug-In House improves living standards for an affordable price by replacing parts of an old house and adding new functions

**Paragraph description:**

The Plug-In House is built with a proprietary building renovation system developed as a result of the challenging context of Beijing hutong areas. The price of real estate in central Beijing makes owning a house difficult for many. However, the Plug-In House costs 30 times less than a typical apartment. Plug-In replaces part of a previously existing dwelling and adds new functions. These prefabricated modules incorporate insulation, interior and exterior finish into one moulded part.



**Name:** Warka Water

**Designers:** Arturo Vittori

**One line description:**

A structure designed to harvest potable water from the atmosphere

**Paragraph description:**

Warka Water is a vertical structure designed to harvest potable water from the atmosphere (it collects rain, harvests fog and dew). It relies only on gravity, condensation and evaporation and doesn't require any electrical power. At a time when a quarter of the world's population lacks access to safe drinking water, Warka Water tower is designed to harvest drinkable water from the atmosphere.



**Name:** Hegnhuset, memorial and learning centre on Utøya, Norway, 2016

**Designers:** Blakstad Haffner Architects

**One line description:**

The recreation of a café and local centre following the terrorist attacks of 2011 that struck the island of Utøya

**Paragraph description:**

Response to Norwegian terrorist attacks of 2011 that struck the island of Utøya, where 69 people – mostly teenagers – were murdered in one of two politically motivated attacks by far-right terrorist. The cafe building where 13 people tragically lost their lives during the attack has been enshrined within a new learning centre. The architect's response was to preserve one section of the cabin-like building – the rooms directly affected during the massacre – but to completely enclose it within a new pine structure. The outer layer is made up of 495 wooden slats, one for every person on the island that survived the attack, while the glazed inside layer is framed by 69 columns that pay tribute to every fatality.



**Name:** Smithsonian National Museum of African American History and Culture in Washington D.C.

**Designers:** Adjaye Associates, The Freelon Group, Davis Brody Bond, SmithGroupJJR for the Smithsonian Institution

**One line description:**

The National Museum of African American History and Culture (NMAAHC) in Washington D.C. is the culmination of a decades-long struggle to recognise the importance of the black community in the social fabric of American life.

**Paragraph description:**

The museum was inaugurated by President Obama in September 2016 and is a long-awaited symbol for the African American contribution to the nation's history and identity. The museum houses galleries, administrative spaces, theatre space and collections storage space. Sir David Adjaye's approach created a meaningful relationship to this unique site as well as a strong conceptual resonance with America's longstanding African heritage. The 313,000-square-foot building comprises a three-tiered structure covered in bronze plates. Designed to shade the glazed facades behind, the filigree cladding is patterned to reference the history of African American craftsmanship



**Name:** Wind and Rain Bridge

**Designers:** Donn Holohan with students from the University of Hong Kong and Peitian Community Craftsmen

**One line description:**

Situated on the outskirts of an isolated region of southern China, which was dislocated after a major flooding in 2014; Wind and Rain Bridge is a interlocking timber structure constructed without the use of mechanical fasteners.

**Paragraph description:**

Wind and Rain Bridge draws on the long tradition of wooden buildings in the region. Peitian is one of a number of isolated rural villages distributed throughout the mountainous regions of southern China, which, following severe flooding in early 2014 saw much of the infrastructure linking its disparate communities destroyed. This project aims to reconnect Peitian villages to the historic network of routes that link these isolated settlements.



**Name:** Sala Beckett Theatre and International Drama Centre

**Designers:** Flores & Prats

**One line description:**

A project that has been five years in the making, this scheme by Catalan architects Ricardo Flores and Eva Prats transformed Barcelona's Old Peace and Justice Cooperative Building into a new home for the Theatre Sala Beckett.

**Paragraph description:**

The project is a renovation and extension of the former worker's club "Pau i Justícia", deeply rooted in the memory of the Barcelona neighbourhood Poble Nou, a space where long ago neighbours had celebrated marriages, first communions and parties, which was then abandoned for many years. The new building maintained the spatial characteristics of the original



building while also expanding and adapting the space to accommodate a new programme of exhibitions and activities.



**Name:** The Calais Builds Project

**Designers:** Gráinne Hassett with migrants living in the Calais Jungle and students of Architecture from the University of Limerick

**Paragraph description:**

The Calais Builds Project captured the needs, culture and hopes of its residents. In 2016, architect Grainne Hassett along with students from the University of Limerick and local migrants designed and built a major community infrastructure, including a Women's and Children's Centre and the Baloo's Youth Centre. These were demolished in 2016 by the French Government and its inhabitants displaced.



**Name:** Croft Lodge Studio

**Designers:** Kate Darby Architects and David Connor Design

**One line description:**

The preservation of an 18th century cottage and the creation of a new house and studio

**Paragraph description:**

The strategy was not to renovate or repair the 300 year old listed building but to preserve it perfectly. The ruin is protected from the elements within a new high performance outer envelope. The new outer shell, which retains the shape of the existing cottage is clad in black corrugated iron, reflecting the common use of this material in Herefordshire for agricultural buildings.



**Name:** Lycée Schorge Secondary School

**Designers:** Kéré Architecture

**One line description:**

A secondary school in Burkina Faso built from locally sourced materials.

**Paragraph description:**

Located in the third most populated city in Burkina Faso, the Lycée Schorge Secondary School sets a new standard for educational excellence in the region. The design for the school consists of 9 modules which accommodate a series of classrooms and administration rooms in a radial layout which wrap around a central public courtyard. The architecture not only functions as a marker in the landscape, it is also a testament to how local materials, in combination with creativity and team-work, can be transformed into something significant with lasting effects.



**Name:** Weltsadt- Refugees' Memories and Futures as Models

**Designers:** Schlesische27 International Youth, Arts and Culture Center in collaboration with Raumlaborberlin and the SRH Hochschule der Populären Künste – hdpk.

**Paragraph description:**

The exhibition features models of buildings made by people from Africa and the Middle East who came to Germany as refugees. The buildings are homes, schools, offices, workshops and houses of prayer which are displayed as a walk-through cityscape, a 'world city'. Made of cardboard, wood and found materials, the models reflect on the lost spaces and trusted

memories but equally of new beginnings of the people who build the models. Visitors can see each of the 1:10 scale buildings up close.



**Name:** The Environmental Enhancement of the Five Dragons Temple

**Designers:** Urbanus

**One line description:**

An example of historic preservation in China that has reconnected an important, rare, and once derelict Tang dynasty building with its community

**Paragraph description:**

Situated in Ruicheng County, Shanxi Province, the Five Dragons Temple is listed as a class A cultural relic. Built in 831 A.D. during the Tang Dynasty, it is the oldest surviving Taoist temple. In 2015, Vanke Group initiated the "Long Plan" to raise funds to revitalise the environment of the Five Dragons Temple. This plan also helped to raise the public awareness of this historical preservation project. This initiative would then go on to become the first time where the government and private funds cooperated for the preservation of cultural relics, as well as the promotion of cultural protection through the platforms of internet and the international Expo.

**Name:** Port House

**Designers:** Zaha Hadid Architects

**One line description:**

A glass extension added to a disused fire station in Antwerp's docks

**Paragraph description:**

The new Port House in Antwerp repurposes, renovates and extends a derelict fire station into a new headquarters for the port – bringing together the port's 500 staff that previously worked in separate buildings around the city. The waterside site offered sustainable construction benefits, allowing materials and building components to be transported by water, an important requirement to meet the port's ecological targets. The old fire station is heritage listed so had to be integrated into the new project. ZHA's design is an elevated extension, rather than a neighbouring volume which would have concealed at least one of the existing facades.



**Name:** Il Fondaco Tedeschi, Venice

**Designers:** OMA

**Paragraph description:**

First constructed in 1228, and located at the foot of the Rialto Bridge across from the fish market, the Fondaco dei Tedeschi is one of Venice's largest and most recognizable buildings. It was used as a trading post for German merchants, a customs house under Napoleon, and a post office under Mussolini. Depicted by Canaletto and other masters, and photographed countless times as the impressive but anonymous backdrop of the Rialto bridge, the Fondaco stands as a mute witness of the Venetian mercantile era, its role diminished with the progressive depopulation of Venice. The Fondaco dei Tedeschi can now unlock its potential as a major destination and vantage point for tourists and Venetians alike; a contemporary urban department store staging a diverse range of activities, from shopping to cultural events, social gatherings and everyday life. OMA's renovation, both

subtle and ambitious, avoids nostalgic reconstructions of the past and it demystifies the 'sacred' image of a historical building.

## DIGITAL

**Name:** Premier League on-air branding

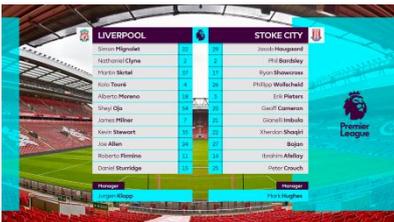
**Designers:** DixonBaxi

**One line description:**

A global TV experience for Premier League, designing show titles, infographics and a motion graphics system inspired by the movement of the game

**Paragraph description:**

The Premier League is the world's most watched football league. With an estimated viewing audience of over 2 billion fans it has a potential to reach 4.7 billion viewers worldwide. The radically new Premier League TV experience encompasses everything on-air from the show titles, in-match graphics, augmented-reality, touch-screen and studio graphics. A custom motion graphics system called 'Field of Play' is inspired by the movement of the game – coloured blocks, tables, player profiles, team line-ups and score cards rise, fall and slide across the screen at varying speeds, referencing short passes, long balls, corners and dribbles



**Name:** Pierre Chareau: Modern Architecture and Design

**Designers:** Diller Scofidio + Renfro

**Paragraph description:**

The exhibition proposes a fresh look at the internationally recognised designer and examines his work in the Parisian cultural context between the wars to highlight his circle of influential patrons, engagement with the period's foremost artists, and designs for the film industry. Scofidio & Renfro created four V.R experiences that can be viewed alongside actual objects. The settings are based on archival photographs of Chareau's furniture, interiors and architecture, and on contemporary research done in Paris.



**Name:** Saydnaya: Inside a Syrian Torture Prison

**Designers:** Forensic Architecture and Amnesty International

**One line description:**

An interactive 3D recreation of Saydnaya, a Syrian torture prison near Damascus, constructed through the memories and descriptions of survivors as part of a wider campaign to allow independent monitoring of detention centres

**Paragraph description:**

Forensic Architecture is one of the most intriguing contemporary research agencies bridging the fields of design, politics and jurisdiction. Borrowing methodologies from the realm of architecture, design, film, activism and theory; their research in spatial reconstruction provides evidence for international prosecution teams, political organisations, NGOs and the United Nations. For Saydnaya – Inside a Syrian Torture Prison, Forensic Architecture researchers worked together with prison survivors to reconstruct the architecture of the Saydnaya prison and their experiences within, using architectural and acoustic modelling. The prison model and the audio-visual documents resulting from it offer an intimate and chilling



confrontation with the reality of Syrian prisons and detention facilities. Run by the Syrian government, these places are black holes; tens of thousands of people have been tortured, thousands have died, un-monitored. The project is part of a wider campaign led by Amnesty International calling on the Syrian government to allow independent monitors into its detention centres and urging other key players to weigh in on the debate.

**Name:** Meet Graham: The only person designed to survive on our roads

**Designers:** Patricia Piccinini for Transport Accident Authority (TAC)

**One line description:**

Graham is an interactive lifelike sculpture demonstrating human vulnerability and the bodily features that would be needed to withstand a car crash

**Paragraph description:**

What if our bodies were built to survive a low impact crash? What might we look like? Part interactive sculpture, part educational tool and ultimately a catalyst for conversation, Graham shows us how the human body would need to change to survive a car crash.



**Name:** Pokémon GO

**Designers:** Niantic

**One line description:**

A virtual mobile game played in the physical world through augmented reality (AR)

**Paragraph description:**

In Pokémon GO, users ('trainers') around the globe use their smartphones to explore their surroundings to find and catch wild Pokémon hiding in their local environment. Once players have encountered a Pokémon, they can catch it by using their smartphone's touch screen to throw a Poké Ball. Poké Balls and other special items can be found at PokéStops located at interesting places, such as public art installations, historical markers and monuments. Pokémon GO has been downloaded more than 750 million times however daily user dropped from 28 million to 5 million in April 2017.



**Name:** Rapid Liquid Printing

**Designers:** Self-Assembly Lab, MIT in collaboration with Steelcase

**One line description:**

Rapid Liquid printing is an experimental new fabrication process and a breakthrough in 3D printing technologies

**Paragraph description:**

Rapid Liquid printing (RLP) physically draws in 3D space within a gel suspension, and enables the creation of large scale, customized products made of real-world materials. 3D printing hasn't taken off as a mainstream manufacturing process as it is too slow compared to conventional processes, is limited by scale and the materials are typically low-quality. RLP addresses these limitations: it is incredibly fast (producing structures in a matter of minutes), designed for large scale products (you can print an entire piece of furniture) and uses real-world, industrial-grade materials.





**Name:** OTHR

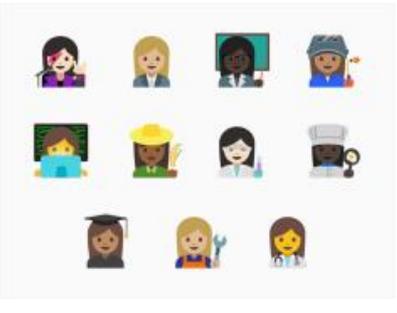
**Designers:** Joe Doucet, Dean DiSimone and Evan Clabots

**One line description:**

3D printing company creating functional products for the home

**Paragraph description:**

OTHR is the first company dedicated to creating functional products for the home using 3D printing. OTHR transitions 3D printing from novelty to mainstream by partnering with the world's leading designers and brands to develop unique, beautiful, and useful products using transformative technologies and sold on-demand via OTHR's online platform.



**Name:** Professional Women Emoji

**Designers:** Agustin Fonts, Rachel Been, Mark Davis, Nicole Bleuel and Chang Yang

**One line description:**

Emojis targeting the representation of women in the workforce

**Paragraph description:**

During a workshop to propose a new visual Emoji identity, a small cross-functional team at Google determined that the representation of professional women within Emoji was lacking. From there, the team put together a proposal specifically targeting representation of women in the workforce across three main economic sectors, making sure role diversity and global appropriateness were considered.

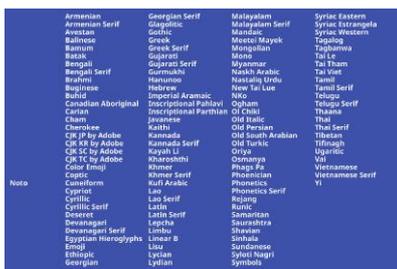


**Name:** Refugee Text

**Designers:** Kåre M. S. Solvåg, Caroline Arvidsson, Ciarán Duffy

**One line description:**

Text message service to provide refugees with live updates on policy changes and practical information.



**Name:** Google Noto

**Designers:** Google and Monotype

**One line description:**

Collaborative project that has led to the creation of a free, single typeface which can be used for 800 languages and scripts from Latin, Cyrillic and Hebrew to Egyptian Hieroglyphs, Cherokee and Emoji

**Paragraph description:**

One of the biggest typeface projects in history, the result of five years' work. One of the aims of the project is to digitally preserve rarely-spoken languages to enable global communication.

## FASHION

**Name:** Pussyhat Project

**Designers:** Krista Suh, Jayna Zweiman, Kat Coyle and Aurora Lady

**One line description:**

The pussyhat is a symbol of support and solidarity for women's rights and political resistance

**Paragraph description:**

The Pussyhat Project instigated a social justice craftivist movement by organizing women all around the world to knit and wear the now iconic pink pussyhat for the Women's March on January 21, 2016.

The project started with the aims to serve as a visual representation of unhappiness with the Trump residency. What started as a small project among friends at the Little Knittery in Atwater village has turned into a global affair meaning that women who are unable to attend the march can still show their support.



**Name:** New Object Research 'The Rite of Spring/Summer/Autumn/Winter'

**Designers:** Aitor Throup

**Paragraph description:**

On the 12th of June 2016 during London Collections: Men, Aitor Throup presented his highly-anticipated 'New Object Research' collection, titled 'The Rite of Spring/Summer/Autumn/Winter', on six life-size articulated sculptures. The articulated sculptures - acting as performing puppets during the show, aided by a team of London's best puppeteers - physically expressed the emotion and energy in Throup's autobiographical narrative. From the 14th June until the 6th of July 2016, Aitor Throup exhibited all six of the life-sized articulated sculptures from the runway show on the ground floor of Dover Street Market in London.



**Name:** Ecoalf

**Designers:** Ecoalf

**One line description:**

Ecoalf aims to remove the marine waste from the bottom of The Mediterranean Sea to create a new 100% recycled material entirely manufactured in Spain.

**Paragraph description:**

Searching for the most efficient way of preserving the planet's natural resources, Ecoalf has embarked on an ambitious project to help clean the oceans of debris through fishermen. It's a unique, complex and ground-breaking project which aims to transform the plastic debris found in the Mediterranean into thread to make fabric. The fabric is made of 43% recycled polyester from the Mediterranean Sea, 29% post-industrial linen, 22% Tencel, and 6% post-industrial cotton.



**Name:** Life of Pablo merchandise and pop-up stores

**Designers:** Kanye West and Mat Vlasic for Bravado

**One line description:**

A series of 21 pop-up stores in different cities worldwide selling products to tie in with West's latest album.

**Paragraph description:**

From August 19th – 21st, 2016, Kanye West in partnership with Bravado, opened 21 pop-up shops in various locations around the world to sell products tied to West's latest album, The Life of Pablo. This was the first simultaneous, global pop-up event, spanning the U.S, Europe, Africa, Australia and Asia. Each temporary store carried a broad line of Kanye's Pablo merchandise as well as limited edition designs exclusive to that city. The venues were announced 24 hours before they opened in each city, with the British pop-up located in Old Street.



**Name:** Levi's® Commuter™ Trucker Jacket with Jacquard™ by Google

**Designers:** Levi Strauss & Co. and Google Inc.

**One line description:**

Collaboration between Levi Strauss & Co. and Google Inc. which adds touch and gesture interactivity into textiles

**Paragraph description:**

In collaboration with Google Inc., Levi's® has reimaged their iconic trucker Jacket into an interactive, connected garment that allows wearers to access a variety of mobile services tailored to the needs of an urban commuter, such as music and ETA, by simply swiping or tapping the jacket sleeve. This allows fashion designers to embed digital interactivity and connectivity into the apparel as part of their natural design process, using standard industrial looms, making technology a new "material" for their creative expression.



**Name:** Nike Pro Hijab

**Designers:** Rachel Henry, Baron Brandt and Megan Saalfeld for Nike

**One line description:**

A performance hijab by Nike that could change the face of sport for Muslim women

**Paragraph description:**

Nike has worked alongside a team of athletes to develop a single-layer stretchy Hijab inspired by Sarah Attar's win for Saudi Arabia at the 2012 Olympics. It was unveiled two days before International Women's Day.



## GRAPHICS

**Name:** Protest Banner Lending Library

**Designers:** Aram Han Sifuentes in collaboration with Verónica Casado Hernandez, Ishita Dharap, and Tabitha Anne Kunkes

**Paragraph description:**

The Protest Banner Lending Library is a space for people to gain skills to learn to make their own banners. Set up by Aram Han Sifuentes, a fiber-based social practice artist, she began making protest banners toward



social justice in her Chicago apartment after the surprising upset of the November 2016 American election.

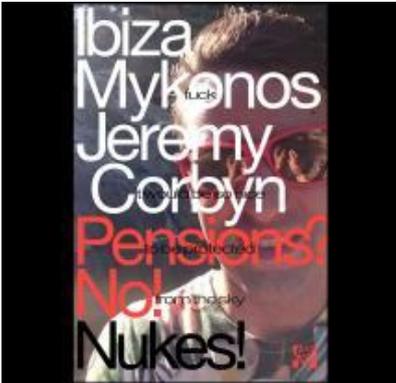


**Name:** Finding Her

**Designers:** IC4DESIGN with DDB Dubai for UN Women Egypt

**One line description:**

A campaign designed by Japanese illustrators IC4 Design for UN Women in Egypt and draws attention to the lack of women in Egyptian male-dominated industries: politics, science and technology.



**Name:** Ibiza Mykonos Jeremy Corbyn (Political Posters)

**Designers:** Michael Oswell

**Paragraph description:**

“Ibiza Mykonos Jeremy Corbyn (Political Posters)” is a series of 40+ hypothetical posters, begun in reaction to the announcement of an early general election. The project reflects a time of discursive collapse – the boundaries between public and private communication being continually eroded and blurred.

**Name:** New logo and Identity for Reykjavik Art Museum

**Designers:** karlssonwilker inc

**One line description:**

New Logo and Identity for Listasafn Reykjavíkur (Reykjavik Art Museum)

**Paragraph description:**

Karlssonwilker partnered with Listasafn Reykjavíkur (The Reykjavik Art Museum), the preeminent art museum in Iceland, to develop a new identity and design system as part of its revitalizing effort. They worked on a visual system that would provide the museum with the tools to express its diversity in programming and to show the general public the connection between its three distinct houses: the Contemporary Art museum located in Hafnarhús, a Modern Art museum located at Kjarvalsstaðir, and a Sculpture museum dedicated to the late Ásmundur Sveinsson, housed in Ásmundarsafn.



**Name:** N.A.A.F.I design identity

**Designers:** Alberto Bustamante a.k.a. Mexican Jihad

**One line description:**

N.A.A.F.I is a record label and music collective currently leading the Mexican underground dance music scene

**Paragraph description:**

N.A.A.F.I (aka No Ambition And Fuck-all Interest) is a club night and record label founded in 2010. It is a musical community that magnetizes people and projects throughout Mexico. Through their comprehensive idea of design, N.A.A.F.I expands the understanding of the graphic field in a way that truly captures the spirit of a growing generation of a new and progressive creative community.





**Name:** Me & EU

**Designers:** Nathan Smith and Sam T Smith

**One line description:** A collection of postcards designed post EU referendum as a means to remain connected

**Paragraph description:**

ME & EU is a collection of postcards written and designed by UK-based creatives to be sent across Europe as a means to remain connected post EU-referendum. Set up in the weeks after the release of the election result, the project aimed to build on a sense of unity. The project never wished to change political discourse or action but aspired to provide an outlet for those wishing to remain in touch. The postcards were sent out across all 27 EU countries on the trigger date of Article 50. With an overarching spirit of positivity and good humour, postcards acted as an intimate medium for individuals to express their message with the intention of initiating a dialogue.



**Name:** Real Review

**Designers:** Jack Self, Editor-in-Chief, and OK-RM (Oliver Knight and Rory McGrath), Creative Directors

**Paragraph description:**

The editorial and design agenda of the magazine focuses on understanding the everyday objects and spaces that enforce and reinforce social, economic and political power relations. It pursues the contemporary through the format of the review. Printed on square pages, the addition of a vertical fold down the centre means each double spread is divided into four 'pages' instead of two.



**Name:** Wales Nation Brand

**Designers:** Smörgåsbord

**One line description:**

New national brand identity for Wales

**Paragraph description:**

The re-visioned Wales nation brand was developed in response to the Welsh Government's ambitions to develop a refreshed and integrated strategy for promoting Wales to the world as a place to visit, trade, invest and live. At its heart is a contemporary and reductive rendering of the familiar dragon icon that re-establishes the link with the national flag. Another brand cornerstone is the bespoke typeface, Cymru Wales Sans, inspired by the Welsh typographical heritage and which incorporates digraphs that are unique to the Welsh language.





**Name:** 'Fractured Lands', The New York Times Magazine, 14 August 2016

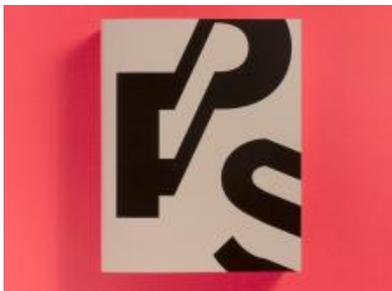
**Designers:** Jake Silverstein, Editor-in-Chief, Gail Bichler, Design Director, and Matt Willey, Art Director, for *The New York Times Magazine*

**One line description:**

'Fractured Lands' was a one-off, ad-free issue of The New York Times Magazine devoted to the last ten years in the Middle East

**Paragraph description:**

The Fractured Lands issue contained a single, very long (42 thousand word), nonfiction narrative by Scott Anderson and 20 photographs by Paolo Pellegrin. The product of some 18 months of reporting, it tells the story of the catastrophe that has fractured the Arab world since the invasion of Iraq 13 years ago, leading to the rise of ISIS and the global refugee crisis. The story gives the reader a visceral sense of how it all unfolded, through the eyes of six characters in Egypt, Libya, Syria, Iraq and Iraqi Kurdistan.

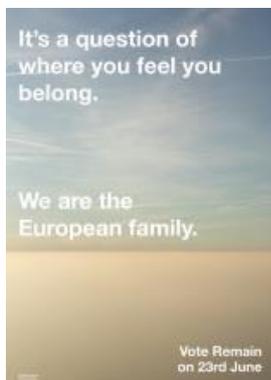


**Name:** Unit Editions

**Designers:** Tony Brook, Adrian Shaughnessy and Patricia Finegan

**Paragraph description:**

Tony Brook, his wife Patricia Finegan and friend Adrian Shaughnessy all love books. They all had frustrations working on books with contemporary publishers, finding them 'controlling and risk averse' and not disposed to treating design seriously. So, the trio founded Unit Editions to make new books as well as they can possibly be made. Their mantra is: design books that no one else would think to publish. They operate out of the studio of SPIN: Brook and Finegan's design group. They use the internet to create their buying audience. Whether it be Kickstarter projects, social media launches or sales on their website, this independence from the conventional publishing model also gives them freedom from the conventional publishing approach to content.



**Name:** Pro-EU anti-Brexit Campaign

**Designers:** Wolfgang Tillmans, Between Bridges

**One line description:**

Anti-Brexit poster campaign designed by artist Wolfgang Tillmans

**Paragraph description:**

A series of posters, t-shirt designs and campaign images urging British voters to remain in the EU, distributed by Tillmans but also available to download for free on his website. Campaign targeted young voters in particular, who were less likely to take part in the referendum but would ultimately be most affected by it.



**Name:** The Refugee Nation flag

**Designers:** Yara Said with The Refugee Nation for Amnesty International

**One line description:**

Flag designed by Yara Said to mark the participation of the first ever refugee team in the 2016 Olympics

**Paragraph description:**

The flag for The Refugee Nation, a team of ten refugees competing in the Rio Olympics, draws its colour scheme and design from lifejackets. Designed by Syrian artist and refugee Yara Said, the flag is a vivid orange

with a single black stripe. The flag serves to highlight the status of refugees as displaced persons, creating a sense of solidarity and awareness of the difficulties facing refugees.

## PRODUCT

**Name:** Avy Search and Rescue Drone

**Designers:** Paul Vastert, David Wielemaker, Christian McCabe and Patrique Zaman

**One line description:**

A rescue drone for refugees in danger whilst travelling across the Mediterranean Sea

**Paragraph description:**

Last year alone, 3,500 refugees perished attempting to cross the Mediterranean Sea. The Avy Search and Rescue Drone is specifically designed to help refugee boats. The drone is capable of flying long distances, detecting vessels, and can drop life jackets, life buoys, food supplies, medication and communication devices.



**Name:** Dansbana! Vårby gård

**Designers:** Dansbana! (Anna Fridolin, Anna Pang and Teres Selberg) for Huddinge kommun

**One line description:**

Dansbana! Vårby gård is a public place for dance carefully detailed with a high-quality sound system made of bright and beautiful metal-clad speakers that anyone can connect their phone via Bluetooth to the system and dance.

**Paragraph description:**

Dansbana! is an organization working to create public places for dance. Dansbana! Vårby gård is located under a subway bridge and consists of a 10x10m space and a set of columns with an integrated sound system. Dancers can connect with their phones, play music and dance.



**Name:** BuffaloGrid

**Designers:** Daniel Becerra

**Paragraph description:**

750 million people have mobile phones but not regular access to electricity. For many, getting their phone charged and connecting to the network is a daily challenge. BuffaloGrid believes everyone has the right to be included in our digital world and is working to help the next billion get connected and stay connected. Using the BuffaloGrid Hub, Cloud Platform and Agent Network, they are providing mobile power, internet and services to customers in North India.



**Name:** Alphabet of Light

**Designers:** BIG – Bjarke Ingels Group for Artemide

**One line description:**

Danish firm BIG has created a modular lighting system that can be rearranged to form different letters of a bespoke typeface

**Paragraph description:**

A series of wall-mounted letters are formed from bent and straight elements of LED strip light joined together by magnets, with the intention to make assembly easy for the user. The system's entire innerworkings are concealed, leaving only a minimalist and elegant product on display. The light can be customised for any wall, ceiling or space within minutes.



**Name:** Flax Chair

**Designers:** Christien Meindertsma for LABEL/BREED

**One line description:**

Christien Meindertsma's Flax Chair shows is a surprising and radically innovative piece of furniture. The chair is constructed from boards that are made out of flax and a sustainable glue. After being cut out of this board, the pieces are bent into their form.



**Name:** AIR-INK

**Designers:** Graviky Labs

**One line description:**

AIR-INK is the first commercially available ink made from air pollution

**Paragraph description:**

AIR-INK is a clean-tech company that has industrialized the process of capturing and recycling air pollution emissions into advanced pigments and inks.



**Name:** Remolten

**Designers:** gt2P (great things 2 People) with Friedman Benda

**One line description:**

The design and production of a series of objects made of 'remolten', Chilean volcanic lava

**Paragraph description:**

Chile has the second largest and most active chain of volcanoes in the world. Throughout the Chilean mainland, there are at least 2,000 volcanoes. "Remolten" ("Re-molten") is the second collaboration of the Chilean studio gt2P with the New York-based gallery Friedman Benda. It is mainly a practical research project to develop a physical parametric methodology (Paracrafting) for the production of objects in "Remolten" volcanic lava.





**Name:** Wedge Dowel

**Designers:** IKEA

**One line description:**

A type of joint that is shaped as a small, ribbed protrusion that requires no tools or glue

**Paragraph description:**

The wedge dowel is a small plastic or wooden fitting with milled grooves all around, which looks much like a threaded screw. It clicks into pre-drilled holes, making screws and tools unnecessary and lowering the assembly time for a piece of furniture by 50-80%.



**Name:** Solid Textile Board Benches

**Designers:** Max Lamb for Really

**Paragraph description:**

A collection of 12 benches made entirely from Solid Textile Board, designed as a showcase to demonstrate and celebrate the unique properties of this new sustainable material manufactured from end-of-life textile waste.



**Name:** Nimuno Loops

**Designers:** Anine Kirsten, Max Basler and Jaco Kruger

**One line description:**

A flexible tape to allow Lego builders to place their creations on any surface

**Paragraph description:**

Nimuno Loops tape has been developed to allow Lego builders to place their creations on the walls, the ceiling, furniture and pretty much anywhere. It can be cut and it bends sideways as well. It is an extension of playing with Lego and allows for an even more creative engagement with an abundance of possibilities.



**Name:** The Pilot translating earpiece

**Designers:** Waverly Labs

**One line description:**

The world's first translating earpiece

**Paragraph description:**

The Pilot earpiece translates between users speaking different languages. It currently works with 15 different languages but can be updated with more. It uses two microphones for noise cancellation and translates simultaneously without interruption. It was part of a crowdfunding campaign that raised more than 5 million dollars for pre-sale.



**Name:** SNOO Smart Sleeper

**Designers:** Yves Béhar and fuseproject for Dr Harvey Karp's Happiest Baby

**One line description:**

The world's safest baby bed, Snoo Smart Sleeper is a mechanised bassinet that gently rocks babies back to sleep at the push of a button

**Paragraph description:**

Lack of sleep for new parents is an everyday norm, and a serious issue which can quickly become a health problem for both parents and the baby.

SNOO is the world's safest baby bed. SNOO keeps a baby safe while parents sleep. When the baby cries, a parent can simply push SNOO's button, and it will respond to the baby with increased sound and motion for three minutes, until the baby falls asleep again. SNOO also helps a baby establish circadian rhythms to establish a day-night sleep schedule faster.

**Name:** Sufferhead Original Stout

**Designers:** Emeka Ogboh

**One line description:**

An African-inspired stout that has taken over the German market

**Paragraph description:**

Sufferhead Original is a craft beer inspired by the experience of African immigrants living in Europe, especially Germany, and communicates some of the received stereotypes, politics of difference and integration associated with their expatriate fate through the brewing and branding of the beer. The name 'Sufferhead' derives from the 1981 track by Fela Kuti, 'Original Suffer Head', in which Fela sings about the deplorable political and economic situation in Nigeria at that time. The name also plays on the beer's strength, with a high alcohol by volume (ABV), and the possibility of a suffering head the day after.



## TRANSPORT

**Name:** Autonomous Rail Rapid Transit (ART)

**Designers:** CRRC

**One line description:**

Autonomous Rapid Transit system, which earlier this year underwent a much-publicised test-run in Zhuzhou, China, is a self-driving, electric tram that's guided not by tracks, but a double-dashed line painted on the street.

**Paragraph description:**

ART system is an intelligent rail system that runs on sensors and rubber wheels creating a cross between a train, tram and bus. The new type tram has a dual redundant multi-axle steering system that ensures the vehicle is traveling along the fixed track and has a lane departure warning system that reminds the driver to pay attention to safety when the vehicle deviates from the track.



**Name:** Mahjouba Initiative

**Designers:** Eric van Hove

**One line description:** An electric moped created using Moroccan craft techniques and materials

**Paragraph description:**

The Mahjouba Initiative is an on-going Morocco-based project by artist Eric van Hove. The aim of the initiative is to design an electric moped for the local market using mainly Moroccan craft techniques and materials.





**Name:** Olli

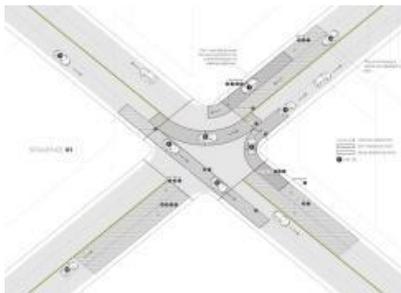
**Designers:** Local Motors

**One line description:**

The world's first self-driving, 3D printed, electric bus

**Paragraph description:**

Olli is the world's first electric, self-driving vehicle. It can carry up to 12 passengers, serving as a single vehicle solution or as part of a network of smart vehicles all working together. Olli's vision and purpose is to be the first vehicle in a self-driving system to integrate sensors, cognitive intelligence, autonomy, electromobility, 3D printing and several other technologies.



**Name:** Light Traffic

**Designers:** Carlo Ratti at Senseable City Lab, Massachusetts Institute of Technology (MIT)

**One line description:**

Light Traffic is a slot-based intersection that could replace traditional traffic lights, significantly reducing queues and delays.

**Paragraph description:**

Researchers from MIT, the Swiss Institute of Technology and the Italian National Research Council have developed a conceptual traffic system that would enable driverless vehicles to drive through intersections without colliding, eliminating the need for signals.



**Name:** SeaBubbles

**Designers:** Alain Thebault and Anders Bringal

**One line description:**

A new design for water taxis that have zero noise, zero CO2 emission, and a self-charging dock that gives back energy to the grid and cleans the waterways

**Name:** Honda Moto Riding Assist

**Designers:** Honda

**One line description:**

A self-balancing motorcycle that greatly reduces the possibility of falling over while the motorcycle is at rest

**Paragraph description:**

The Honda Moto Riding Assist motorcycle leverages Honda's robotics technology to create a self-balancing motorcycle that lowers the possibility of falling over while the motorcycle is at rest, reducing the number of accidents in slow-moving traffic. Powered by a digital system, the technology disengages the handlebar from the front forks when the motorcycle is travelling at speeds below three miles-per-hour, allowing a computer to take control.





**Name:** Scewo

**Designers:** Thomas Gemperle, Adrien Weber, Naomi Stieger, Stella Mühlhaus, Bernhard Winter, Pascal Buholzer at the Swiss Federal Institute of Technology

**One line description:**

Scewo is a stairclimbing mobility device

**Paragraph description:**

Scewo is a stairclimbing mobility device that will allow disabled and elderly persons to be more flexible and independently reach locations that were previously inaccessible. Scewo is a stairclimbing mobility device developed by a group of students at the Swiss Federal Institute of Technology. Using a retractable set of rubber tracks, the wheelchair can safely and smoothly travel both up and down stairs, while an extra pair of wheels at the rear of the chair allows users to raise the chair up so that they can engage with others at eye level.



**Name:** Gita

**Designers:** Piaggio Fast Forward

**One line description:**

The company behind the Vespa scooter has made its first move into autonomous transportation with a robotic personal helper that carries your belongings for you. With an action reminiscent of Star Wars' R2-D2, the two-wheeled Gita can track its owner and roll along behind them.