



## The Conran Effect

Opens 4 October 2021

@DesignMuseum

#TheConranEffect

**The Design Museum unveils free display celebrating the life and work of its founder, Sir Terence Conran, to mark what would have been the 90th birthday of the acclaimed British designer**

**One of the most influential design-led entrepreneurs of his generation, Sir Terence Conran, who died last year, was a champion of design education and the creative industries in Britain throughout his life. He founded the Design Museum in 1989**

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Opening on what would have been Sir Terence Conran's 90th birthday, Monday 4 October 2021, the Design Museum celebrates the memory of its founder with this look back at his extraordinary achievements, featuring early furniture designs, his influential restaurants and the establishment of Habitat.

Through a series of parallel careers, Conran had a wider impact on everyday life in contemporary Britain than any other designer of his era. He is credited with changing the way we eat, shop, and live today; from espresso and duvets to flat-pack furniture, his designs were shaped by the premise that form and function could come together in a timeless way to improve the quality of life. This display highlights some of those achievements, including Conran's contributions as a designer, retailer, entrepreneur and founder of the Design Museum, which he later described as one of his proudest achievements.

Visitors can expect to see personal photographs, iconic fabric designs from the early 1950s, furniture – including the Cone Chair, one of his most popular designs – books and prints, and memorabilia from the launch of Habitat and the Conran Design Group. Habitat presented an image of a complete way of life, putting furniture, fabrics and cookware together. When it first launched in 1964, its staff were dressed by Mary Quant.

The display is accompanied by the launch of a new book, *Terence Conran: Making Modern Britain* by Deyan Sudjic, Director Emeritus of the Design Museum.

**Deyan Sudjic, Director Emeritus of the Design Museum said:**

*“Terence had so many different careers, from craftsman potter, to the chairman of a £2 billion public company, to a restaurateur. As a student he was close to the art world. By the time that he was 25 he had opened five restaurants, started a furniture manufacturing business and a textile company, worked on the Festival of Britain, and for the artist Eduardo Paolozzi. He became one of Britain’s most influential taste makers through Habitat”.*

*The Conran Effect* opens today, Monday 4 October 2021. The display is free to visit and no pre-booking is required.

**-Ends-**

**Notes to Editor**

**PRESS ENQUIRIES:**

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**Terence Conran: Making Modern Britain**

Terence Conran offered a glimpse of a way of life that many of his fellow Britons were keen to share vicariously. From the founding of Habitat in the sixties to the establishment of the Design Museum in the eighties, his influence would eventually reach shops in Japan and Korea, France and the Netherlands, as well as restaurants in America and Sweden. But perhaps more than anyone, Terence shaped the culture of everyday life in Britain for more than four decades.

Written by Deyan Sudjic, this book is an account of Terence’s life and work. It explores seven themes, from his early influences to his own work as a

designer, and from food to business, which convey a truly complex yet unique character. While Terence may have been a maker, a designer, a manufacturer, a retailer, a philanthropist and a restaurateur, he was above all a tastemaker – one who made a lasting impact on the making of modern Britain.

[designmuseumshop.com/products/terence-conran-making-modern-britain](http://designmuseumshop.com/products/terence-conran-making-modern-britain)

**About the Design Museum:**

The Design Museum is the world's leading museum devoted to contemporary architecture and 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 seven million visitors and showcased the work of some of the world's most celebrated designers and architects including Paul Smith, Zaha Hadid, Jonathan Ive, Frank Gehry, Eileen Gray and Dieter Rams. On 24 November 2016, The Design Museum relocated to Kensington, west London. 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](http://designmuseum.org)