

# DESIGN MUSEUM

DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD  
TICKETS: Adults £7; Students + Concessions £4; Free to Under 12s  
OPENING: 10.00-17.45 Daily. Last Admission: 17.15  
PUBLIC INFORMATION: 0870 833 9955. [designmuseum.org](http://designmuseum.org)  
ONLINE ADVANCE BOOKING: [ticketweb.co.uk](http://ticketweb.co.uk)



## 25/25

### - Celebrating 25 Years of Design 29 March to 22 June 2007

2007 marks 25 years since the opening of the Boilerhouse, the original incarnation of the Design Museum. To celebrate this significant anniversary, as plans are being made for a major expansion programme, the Design Museum has invited 25 designers and individuals with an interest in design, each to select an object that they believe represents the best, or the most characteristic design of the period.

From the 1983 Alessi Whistling Kettle, to the 2001 iPod designed by Jonathan Ive for Apple, the 25 selected designs, representing the best of industrial design, graphics, furniture, and fashion, designed or first manufactured between 1982 and 2007, will be exhibited at the Design Museum in **25/25 – Celebrating 25 Years of Design from 29 March to 22 June 2007**. The exhibition will offer a fascinating overview of the most important moments and developments in design during this period, as well as an insight into the thoughts of these key designers and design commentators, including Terence Conran, founder of the Boilerhouse, fashion designer Paul Smith, designers David Mellor, Jaime Hayon, and the Design Museum's Director Deyan Sudjic.

Other selectors include architect Richard Rogers and designer Ab Rogers, industrial designer Dieter Rams, product designers Richard Seymour and Dick Powell of SeymourPowell, world renowned graphic designer, visual artist, and computer scientist John Maeda, and Dutch designer Maarten Baas.

Established by Terence Conran in 1981 in the basement of the Victoria & Albert Museum, the aim of the Boilerhouse was to put design at the centre of contemporary culture. It was a move to demonstrate both the richness of the creativity to be found in all forms of design, and its importance. Quickly outgrowing the V&A, in 1989 it moved on to become the Design Museum, in an architecturally striking transformation of a Thameside warehouse. Since then the Design Museum has emerged as an institution with international significance, playing a vital role in placing design and architecture on the cultural agenda.

To request further information and images please contact Amelia Webb on 020 7940 8787 or email [media@designmuseum.org](mailto:media@designmuseum.org)

**EDITORS' NOTES**  
**25/25 THE SELECTORS**

Maarten Baas  
Product designer

Mario Bellini  
Architect, furniture and industrial designer

Ronan and Erwan Bouroullec  
Industrial and product designers

Terence Conran  
Designer, restaurateur, retailer, writer and founder of the Design Museum,

Matali Crasset  
Designer

Ilse Crawford  
Design strategist

James Dyson  
Inventor and entrepreneur

Stefano Giovannoni  
Architect, product and interior designer

Konstantin Grcic  
Product designer

Gitta Gschwendtner  
Product and exhibition designer

Martí Guixé  
Industrial and product designer

Jaime Hayon  
Product and interior designer

Sam Hecht  
Designer and founding partner of Industrial Facility

John Hegarty  
Chairman & Worldwide Creative Director of advertising agency, Bartle Bogle  
Hegarty

Gill Hicks  
Ambassador for Peace Direct

Matthew Hilton  
Furniture designer

James Irvine  
Industrial and product designer

John Maeda  
Graphic designer, visual artist and computer scientist

David Mellor  
Designer, manufacturer, craftsman and retailer

John Pawson  
Architect and designer

Dieter Rams  
Industrial designer

Ab Rogers  
Designer

Richard Rogers  
Architect

Richard Seymour and Dick Powell  
Senior partners of industrial design firm Seymour Powell

Paul Smith  
Fashion designer and retailer

Deyan Sudjic  
Director of the Design Museum

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