

DESIGN MUSEUM

DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD
TICKETS: £6 Adults; Concessions £4; Free for Under 12s
OPENING TIMES: 10.00-17.45; Last admission 17.15
LATE OPENING ON FRIDAY until 21.00. Last admission 20.30
INFORMATION: 0870 833 9955
ONLINE: www.designmuseum.org

THE EUROPEAN DESIGN SHOW 28 May to 4 September 2005

From Team McLaren Mercedes' world-beating Formula One cars and the latest advances in rapid prototyping technology, to beautifully designed books and a newly invented shade of black, the Design Museum is showcasing the most inspiring design innovations to have been developed in Europe in the past two years in **The European Design Show** from **28 May to 4 September 2005**.

By exploring every area of design – from fashion and furniture, to ingenious websites, innovative product design and ice cream packaging – The European Design Show will showcase the Design Museum's selection of the most exciting developments in contemporary design. The exhibition will celebrate design's diversity and its potential to make our lives more efficient and enjoyable. Some exhibits will be chosen for aesthetic reasons or for innovative technology; and others for functionality, sustainability, inclusivity – or for fun.

The heart of the exhibition will be a series of design stories deconstructing the development of five landmark design projects from concept to completion. These stories will illustrate the development of a new ceramics project by Hella Jongerius for Royal Tichelaar Makkum, the first chair to be made using rapid prototyping and Team McLaren Mercedes' latest Formula One technology. The Reading Room will feature the best-designed books and the Media Room the most compelling newspapers, magazines, video games and websites.

This is the second in the biennial series of The European Design Shows to be presented at the Design Museum. The first in 2003 was among the museum's most popular exhibitions. Once again visitors will be encouraged to question their perceptions of 'good' and 'bad' design by voting for what they consider to be the best – and worst – examples of design selected for the show.

Discover more about the designers, architects and technologies featured at the Design Museum in our Design at the Design Museum online archive at www.designmuseum.org

For media enquiries contact media@designmuseum.org, for education enquiries education@designmuseum.org and general enquiries info@designmuseum.org