

DESIGN MUSEUM

DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD

TICKETS: Adults £8.50; Concessions £6.50;

Students £5.00; Under 12s free

OPENING: 10.00 -17.45 daily. Last admission: 17.15

PUBLIC INFORMATION T: 020 7940 8790 W: designmuseum.org

ADVANCE BOOKING T: 020 7940 8783 W: ticketweb.co.uk

Media Announcement

Sustainable Futures

— Can design make a difference?

31 March – 5 September 2010

In association with



This exhibition showcases a range of design and architecture projects that explore the most important issues associated with sustainability. Celebrated through a selection of pioneering and forward thinking design approaches, this exhibition places sustainable design centre stage, focusing on how design can lead the way and make a positive contribution towards a more sustainable future.

Curated under five themes: **Cities, Energy and Economies, Food, Materiality** and the **Creative Citizen**, this exhibition will explore projects that are either in the market place or in development, including the **Masdar Development** hailed to be the world's first carbon neutral city in Abu Dhabi designed by **Fosters + Partners**. Fashion designer **Christopher Raeburn** and his **Digital Rainbow Collection** which reuses Ministry of Defense parachute materials will be displayed alongside projects that have not yet been seen by a wider audience, including the **Energy AWARE Clock** designed by the Interactive Institute in Stockholm that monitors the energy consumption in a domestic household, **Local River** by Mathieu Lehanneur, a concept for a domestic 'refrigerator-aquarium' that breeds freshwater fish and grows herbs at the same time, and **Yves Bèhar's** FUSE project for sports brand PUMA which is set to revolutionise their packaging and distribution system.

Visitors will be encouraged to look at their own consumption habits and recognise the individual role they can play in embracing sustainability. The website CanDesignMakeADifference.com will also enable visitors to engage with sustainable issues and share their opinions on sustainability.

Architecture models, products and prototypes will feature alongside material samples, film footage, visuals and interactive displays. The exhibition design, build and graphics will support the use of sustainable and ethically sourced materials where the full lifecycle and minimal impact of materials has been considered.

Jochen Zeitz, Chairman and CEO, PUMA AG comments 'PUMAVision, through our PUMA.Safe program, is honoured to partner with the Design Museum to introduce groundbreaking work in sustainable design. As a business leader in environmental and social initiatives, PUMA's commitment to sustainability is reflected in the exhibition, 'Can design make a difference', which will drive and encourage individuals and corporations to achieve a higher standard of sustainable practice.'



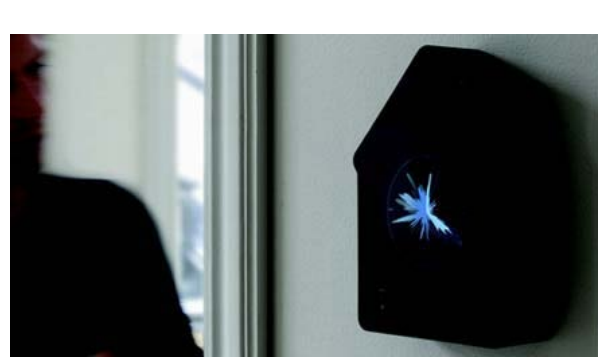


Image credits from top left:

1. C, mm, n – open source hydrogen car designed by the Netherlands Society for Nature and the Environment.
 2. Magno Wooden Radio, Indonesia by Singgih S. Kartono
 3. Energy AWARE Clock designed by the Interactive Institute in Stockholm
- Title Image:** Local River by Mathieu Lehanneur

Notes to Editors:

1. Press Conference 13 April 10am, Design Museum.

To announce the new PUMA Fuse project with Yves Behar

Deyan Sudjic (Director of the Design Museum), Yves Bèhar, Jochen Zeitz (CEO PUMA), Nina Due (Head of Exhibitions – Design Museum).

Register your attendance at media@designmuseum.org

World-renowned industrial designer and fuse project founder Yves Behar is committed to promoting sustainable ways of living and is the mastermind behind innovative designs such as the One Laptop Per Child, the first LED light by Herman Miller, and sustainable products in fashion, lifestyle, sports and technology.

2. The Design Museum Shop will stock a selection of exclusive exhibition merchandise and sustainable products. designmuseum.com

3. Exhibition graphics by Build, exhibition design by Gitta Gschwendtner. Where possible the exhibition has been designed incorporating a sustainable approach using eco friendly materials and paints.

4. Sponsor Statement

At PUMA, we believe that our position as the creative leader in Sport lifestyle gives us the opportunity and the responsibility to contribute to a better world for the generations to come. A better world in our vision—PUMAVision—would be safer, more peaceful, and more creative than the world we know today. The 4Keys is the tool we have developed to help us stay true to PUMAVision, and we use it by constantly asking ourselves if we are being Fair, Honest, Positive, and Creative in everything we do. We believe that by staying true to our values, inspiring the passion and talent of our people, working in sustainable, innovative ways, and doing our best to be Fair, Honest, Positive, and Creative, we will keep on making the products our customers love, and at the same time bring that vision of a better world a little closer every day.

Through the programs of puma.safe (focusing on environmental and social issues), puma.peace (supporting global peace) and puma.creative (supporting artists and creative organizations), we are providing real and practical expressions of this vision and building for ourselves and our stakeholders, among other things, a more sustainable future. For further information please visit <http://vision.puma.com>.

5. Exhibition talks and events programme:

SUSTAINABILITY FORUM - CAN DESIGN MAKE A DIFFERENCE?

May - September

A series of events and talks to support the Sustainable Futures exhibition. This programme of gallery tours, panel discussions, seminars and professional conferences will give a voice to all those interested in how design is, and could be, making a difference to the future of the planet. For information on what's on, who's involved and how to take part see the blog Candesignmakeadifference.com.

SHAPE OF THINGS TO COME - late night opening until 10pm

FRIDAY 16 APRIL

£5 in advance / £8.50 on the door

Boldly go where no one has designed before. Explore the Sustainable Futures and Brit Insurance Designs of the Year exhibitions, with the knowledge of what is right on right now, gaze into the portal of your imagination and predict the future. The perfect night for actual or budding innovators to flourish with workshops, discussions and spacey music all around. Realise your creative potential in our laboratory of ideas and invent a brave new world.

Family Day

Sunday 22 May

Bring the whole family along to the Design Museum for an exciting day of activities and fun with sustainable themed workshops, exhibition trails, games and competitions.

Tickets and booking information:

T 020 7940 8783 E tickets@designmuseum.org W designmuseum.org/events

Press enquires, image and interview requests:

Ashley Woodfield, Press Manager, Design Museum.

Tel: 0207 940 8787

Email: ashley@designmuseum.org

Mich Ahern, Publicist

Tel: +44 7908 507 672

Email: mich.ahern@gmail.com

Sara Gottman, Head of International PR, PUMA

Tel: +1 617.488.2914

Email: sara.gottman@puma.com

Ulf Santjer, Corporate Communications, PUMA

Tel: +49 9132 81 2489

Email: ulf.santjer@puma.com