

PRESS RELEASE

11 APRIL 2012

DESIGNED TO WIN

26 JULY – 18 NOVEMBER

In association with



Designed to Win celebrates the ways in which design and sport are combined, pushing the limits of human endeavour to achieve records and victories of increasing significance and wonder. From the design of F1 cars to running shoes, racing bikes to carbon fibre javelins, the quest for enhanced performance and function is endless. Designed to Win explores the various ways in which design has shaped the sporting world, celebrating the introduction of revolutionary new materials such as Neoprene and carbon fibre, new technologies, fashions and sporting equipment, all of which have transformed sporting enterprise.

Designed to Win demonstrates the process of designing sporting equipment and its various influences, including material innovations, sporting constraints, nature and science. With new innovations and continued refinement, athletes have become faster, stronger and fitter, in turn transforming the role of sport beyond the sporting arena and now encompassing areas as diverse as fashion, advertising, art, film, design, business and politics.

The exhibition explores key moments where design has played a significant role in progressing sport and looks at themes of safety and performance. The exhibition highlights examples where sporting bodies have intervened to limit the effects of 'technological doping', where new equipment is deemed to give some athletes an unfair advantage over others. Raising the question, where does human ability stop and the contest between designers, scientists and engineers begin? By examining celebrated sporting moments and the sense of shared celebration and spectacle, the exhibition will look at not just how design can influence sport, but also how sport has influenced design, art and culture.

Global marketing campaigns and sports fashion lines reap huge financial rewards and in a profession where the difference between winning and losing can be as little as a fraction of a second, the importance of design is of paramount importance. Advances in sports training, sportswear and health science have resulted in enhanced performance and a greater understanding of the human body. Design to Win also looks at how design has revolutionised sports opportunities for people with physical disabilities. Film clips, photography, models and interviews will be on display alongside interactive displays, sporting equipment and timelines.



Ends

DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD

OPENING: 10.00 -17.45 daily. Last admission: 17.15

Admissions: £10.00 Adults, £9.00 Concessions, £6.00 Students under 12s Free.

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

Image Credits:

1. Lotus type 108 Olympic Pursuit bike, 1992
2. London 2012 Velodrome, Hopkins Architects
3. Audi R18 E-Tron Quattro. Photographer Bernhard Spöttel. Image courtesy of Audi AG

Notes to Editors:

Media View 25 July 10am – 1pm

Alex Newson Exhibition Curator will be available for interview at the Media View. Interviews should be requested in advance.

Exhibition Merchandise

The Design Museum shop will stock a selection of exclusive Christian Louboutin exhibition merchandise – further details to be announced.
Designmuseumshop.com

Talks & Events

Exhibition related talks and events to be announced shortly.



Oakley statement

'We are honoured to be part of the Designed to Win exhibition at the famed Design Museum in London,' said Oakley CEO Colin Baden. 'From the time of our founding, Oakley has been obsessed with pushing the limits of possibility beyond all reasonable bounds by wrapping science in art to offer athletes the very best in form and function. With its reinvention of performance and ongoing cultural influence, our heritage of design exemplifies leading themes of this unique exhibition, and we are proud to showcase Oakley innovation from the past, present and future' Colin Baden, Oakley CEO

About the Design Museum

The Design Museum is the world's leading museum devoted to architecture and industrial design. It is working to place design at the centre of contemporary culture. It demonstrates both the richness of the creativity to be found in all forms of design, and its importance. The Design Museum is the definitive voice of contemporary design in the UK. Founded in 1989 and currently located in Shad Thames, its work encompasses all elements of design, including product design, graphic design, and fashion. For the past 22 years, the museum has hosted exhibitions showcasing some of the most important pioneers of design including, Paul Smith, Zaha Hadid, Jonathan Ive, and Dieter Rams. The Design Museum plans to relocate from its current home at Shad Thames to the former Commonwealth Institute building, in Kensington, West London. The project is expected to be completed by 2014. Leading designer John Pawson will convert the interior of the Commonwealth Institute 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, showcase its world class collection and extend its learning programme. For more information please visit: www.designmuseum.org

Press enquires, image and interview requests:

Design Museum

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Oakley

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