London Design Festival 2011 displays & installations

'Timber Wave' by Amanda Levete Architects

Cromwell Road Entrance
17 September–15 October 2011

'Timber Wave', a unique installation by Amanda Levete Architects and Arup, takes the V&A out onto the street in a dramatic celebration of the London Design Festival's residency at the Museum. The three-dimensional latticework spiral is made of American red oak, using lamination techniques normally used in furniture making, and applied to create a piece 3 storeys high.
The work is supported by The American Hardwood Export Council.

'Timber Wave' by Amanda Levete Architects

'Scaffolding Brut' by Beta Tank

Tunnel Entrance

'Scaffolding Brut', an installation by Beta Tank, presents the studio's perception of scaffolding – both its current impact and its potential future. Using scaffolding as an artistic medium, Beta Tank presents the possibility that it may beautify and enhance the urban landscape that it dominates. This installation presents a variety of porcelain scaffolding parts as an argument in favour of beautifying this essential building infrastructure.

'Scaffolding Brute' by Beta Tank

'BRITISH-ISH', curated by Giles Deacon

Galleries 118-125, British Galleries, Level 4

University of the Arts London delivers some of the most innovative arts and design teaching in the UK and produces some of the country's top designers, from fashion stylists to photo-journalists. This display is curated by Giles Deacon, and celebrates the best new work from recent graduates, presenting distinctive designs formed in the crucible of British design education.

Textile Design degree show, 2006, University of Arts. © Alys Tomlinson

'Textile Field' by Ronan and Erwan Bouroullec, in collaboration with Kvadrat

Gallery 48a, Raphael Court

'Textile Field' is an immersive installation made of coloured textiles and foam. Visitors are invited to lounge on this expansive sensual field within the magnificent environment of the Raphael Court, and to contemplate the surrounding Raphael Cartoons from a new, uninhibited perspective.

Textile Field

'Beyond the Valley: an interactive print journey'

Gallery 55, Clore Study Room, British Galleries, Level 2

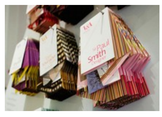
'Beyond the Valley' invites you to sit back, relax and enjoy a unique interactive experience in a specially designed and upholstered station within the British Galleries. Here, using an ipad, you can delve into the creative's mind and interact with the surrounding print. The application lets you change the patterns at a touch: add gold leafing, create new shapes and living creatures, or interact with an engraved forest. Visitors can share their creations on social media sites and display their masterpiece as the wallpaper on their ipad or iphone.

Beyond the Valley

V&A and Me: Designer Maps, by johnson banks

Available daily from the Exhibition Road Entrance and the Grand Entrance

Michael Johnson's 'Designer Maps' celebrate the V&A as a very special place which delights and inspires creative people, from artists and designers to writers and musicians. For this project, five individuals (Annie Lennox, A S Byatt, Judi Dench, Lulu Guinness and Tom Dixon) have chosen their favourite aspects of the V&A, which the johnson banks studio have turned into beautiful, exclusive 'tour maps'. These can be used to follow a special, personal tour through the Museum.


V&A & Me: Designer Maps

Industrial Revolution 2.0: How the Material World Will Newly Materialize

Around the Museum

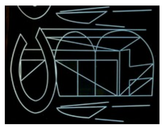
Renowned New York-based design gallerist and curator Murray Moss will collaborate with industry leader Materialise, Belgium to create this special exhibition which pushes the parameters of 21st century 3D 'printing'. A series of unique 'printed' works, using cutting edge laser and digital technologies to build three-dimensional objects, are placed throughout the Museum's most important galleries, wittily referencing eight of the Museum's key pieces and spaces.

BLOOM Table Lamp designed by Patrick Jouin

'On The Case – Constrictions Of…' by Barry Martin

Sackler Centre Entrance Lobby

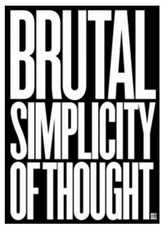
The conventional display cabinet used in museum and gallery exhibitions has hardly changed in form, function and shape since its inception several hundred years ago. As such, the display case stands in a twilight zone of opposites: it is seen but not seen. It is looked at but not looked at. It exists but does not exist. It is more cursed than celebrated and it is mostly ignored! This installation by Barry Martin seeks to challenge these stereotyped perceptions, and question the concepts that formulate the ways of seeing imposed on the viewer. It is also a celebration of the case in point, the CABINET that cries out 'I CAN'T BE!'
Supported by Perton Signs


'On the Case - Constrictions Of...' Photograph by Hugh Gilbert

'Brutal Simplicity of Thought: How It Changed the World' by M&C Saatchi

Sackler Centre, Level 1

Simplicity looks easy. It's not. It's easier to complicate than to simplify. This display by M&C Saatchi brings to life stunningly simple examples of concepts that have changed the world - from God to the humble paper clip; it celebrates moments when Brutal Simplicity of Thought ruled the world and showed that Nothing is Impossible. Based on the soon to be published book Brutal Simplicity of Thought (Ebury Publishing), this display aims to make us see everything afresh. It is the distillation, in words and pictures, of the Saatchi approach.



Brutal Simplicity of Thought, M&C Saatchi

Outset Design Fund

The Outset Design Fund to Benefit the V&A has been established to acquire outstanding contemporary design for the V&A. This display shows the first year's selection, including work by Nendo, BCXSY, Fredrikson Stallard, Platform and Satyendra Pakhalé.

Sofa Pyrenees, designed by Fredrikson Stallard, 2007. © Thomas Brown

A Pylon for the Future

Staircase A. Landing, Level 4
14 September–5 October

The electricity pylon is an iconic image of how electricity has changed our lives and landscape. It divides opinion, stirs emotion and has barely changed in 75 years. But as technology and design evolve, what will be the pylon of the future? In May 2011, RIBA, DECC and National Grid launched a competition to design a new pylon. This display shows the short-listed designs - come and help choose the winner.

A Pylon for the Future

Postmodern Café, by architect Antonino Cardillo

Exhibition Road Entrance

The London Design Festival's dedicated entrance to the Museum at Exhibition Road plays host to the Postmodern Café, in homage to the Italian masters of the movement; the café is a playful rendition of a colourful environment, for relaxation, repose and refreshment. Contemporary interpretations of Postmodern design co-exist with past realities, including elements designed for firms with roots in Postmodernism active today.
Architect: Antonino Cardillo
Supported by Alessi, Amtico, Hitch Mylius

Postmodern Café

VIP Lounge, by Nigel Coates

Sackler Centre, Level 1

The VIP Lounge showcases Coates' latest designs for the unique British furniture producer Hitch Mylius, and Italian lighting supremo Slamp. These two companies represent part of Coates' creative territory in product design.

Featuring the HM63 sofa system, a meandering seating arrangement that is particularly conducive for conversation, and Coates' beautiful Faretto light, for Italian lighting company Slamp.

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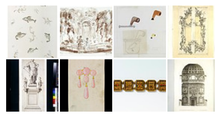
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