



V&A Announces New Contemporary Acquisitions

September 2014

The Design Fund has this year enabled the V&A to acquire five contemporary design projects ranging from domestic vessels which appear to defy gravity to a chair exactly representing its initial sketch. The objects will go on display at the V&A for the first time during the London Design Festival (13 – 21 September) and will remain available to view until 6 November.

The selection of objects acquired by the V&A this year encompasses works by both emerging and established international designers and architects. They include objects for domestic use created by two groups of young designers at the Ecole Cantonale d'art de Lausanne (ECAL) which interrogate the relationship between product and user; the results of pioneering manufacturing techniques formulated by Swedish design studio FRONT, who have developed a unique method to materialise free hand drawings; a chair designed by the renowned Dutch industrial designer Hella Jongerius for the United Nations building; and a multidisciplinary installation by Matilde Cassani.

Martin Roth, Director of the V&A, said: *"The generosity of supporters of the Design Fund gives the V&A the opportunity to acquire outstanding objects at the vanguard of contemporary design for our permanent collections. This year's diverse acquisitions reflect how technological and interactive advances are being embraced to create extraordinary and in many cases, humorous, pieces of design."*

Yana Peel, Founder of the Design Fund, said: *"Now in its fourth year, we are delighted that the Design Fund continues to enable the V&A to acquire important works for its collections. More than 20 contemporary projects have now been acquired for the Museum, building a lasting legacy of objects that embody important design trends."*

The Design Fund brings together design enthusiasts with a shared passion for contemporary design and an interest in supporting the V&A's aim to enrich people's lives by promoting knowledge, understanding and enjoyment of the designed world. In previous years supporters of the Fund have enabled the V&A to buy a number of pieces including the world's first 3D printed gun as well as work by such international designers as Fredrikson Stallard, Joris Laarman and nendo. Some of the pieces are now on permanent display in the V&A while others will go into future exhibitions.

These new acquisitions significantly enhance the V&A's holding of contemporary design, a collection which reflects what is new, influential, innovative or experimental, and what is representative of current trends in design and society. The collection spans all aspects of design and art including fashion, furniture, craft objects, product and graphic design, digital media, architecture, photography, prints and drawings.

The Design Fund will be celebrated this autumn with a dinner at the V&A on 5 November, supported by Seguso.

DETAILS OF THE NEW ACQUISITIONS

Iris Andreadis, Nicolas Nahornyj, Jerome Ruetsche for ECAL

***Ostinati*, 2014**

Ostinati are a range of vessels for use in the home that defy gravity. The containers can be tipped over and spun on the edges of their bases to create moments of domestic humour and surprise. They react against the growing number of 'smart' products for the home that promise to facilitate and automate everyday tasks. Designed at Swiss university ECAL, the products were presented at their Delirious Home exhibition staged at the Milan Furniture Fair in 2014.

Guillaume Markwalder and Aurélia von Allmen for ECAL

***Broken Mirror*, 2014**

Broken Mirror utilises motion sensors to change its texture as someone approaches. Normally it shows a wrinkled reflective material, but when a person is close to the mirror the membrane snaps taught and reveals their image. The mirror demonstrates how interactive technologies are becoming part of mainstream design.

Hella Jongerius

***UN Lounge Chair*, 2013-14**

This chair was designed for the renovation of the North Delegates' Lounge at the United Nations building in New York, commissioned by the Dutch Ministry of Foreign Affairs. The brief required a chair that could be moved easily to allow for impromptu meetings and dialogue between delegates. The apparent simplicity of the chair's legs conceals a challenging process of bending metal to ensure that the chair is both lightweight and stable.

Matilde Cassani

Monditalia: Countryside Worship, 2014

Countryside Worship is a three-part multidisciplinary project originally presented at *Monditalia*, an exhibition on the culture and history of Italy at this year's Venice Biennale. The project aims to underline the complexity of the Italian religious landscape, particularly focusing on rural areas. A set of large-scale lenticular prints show the countryside empty or full of worshippers depending on the position of the viewer. The prints are accompanied by a book designed as a keepsake of a religious festival and a shelf displaying ephemera to indicate the legislative rules for building places of worship. The whole installation will be transferred to the V&A after the Venice Biennale closes at the end of November. Imagery and plans of the installation, a copy of the book and a small lenticular which inspired the project will be on display at the V&A from September.

Front Design

Sketch Chair, 2005-6

This chair was part of a pioneering experiment to compress the normally lengthy process from design idea to finished product; in this case from a sketch to a piece of furniture. The design was first 'sketched' in the air using a motion capture pen, the movements recorded and transferred into a 3D digital file for printing.

ENDS

Notes to Editors

The V&A's Design Fund

Each year since 2011, the Design Fund has enabled the V&A to purchase objects at the forefront of contemporary design. Supporters of the Fund contribute £5000 or more annually and the initiative has resulted in the largest sum to date for contemporary acquisitions at the V&A. The annual selection of objects is displayed for the first time during London Design Festival. This year's acquisitions will be on display in the Simon Sainsbury Gallery, Room 64b. The Design Fund is chaired by Francis Sultana and was founded by Yana Peel.

www.vam.ac.uk/content/articles/d/the-design-fund

London Design Festival

13 – 21 September 2014

The London Design Festival is a key constituent of London's Autumn creative season, alongside London Fashion Week, Frieze Art Fair and the London Film Festival. Established in 2003, its role is to celebrate and promote London as the world's design capital and gateway to the

international design community. For the sixth year running, London Design Festival will reside at the V&A. Throughout the Festival the V&A will provide the central hub for the capital's major celebration of design with a rich and varied programme of installations, events and talks.

www.londondesignfestival.com

About Seguso

Seguso, with a 600- year history, is the world's oldest glass-blowing family. Seguso's designs have been commissioned for Royal Families, the Vatican, private residences and prestigious art galleries the world over. More than 75 museums are home to Seguso's artistry, including the V&A, the Museum of Modern Art and the Corning Museum of Glass in New York.

For further PRESS information and images, contact the V&A press office on 020 7942 2502 or email press.office@vam.ac.uk (not for publication).

Design Fund Dinner supported by

