



Wallpaper*

*DESIGNINTERIORSFASHIONARTLIFESTYLE



August 2013

[The Handmade issue](#)

Curl up with our annual Wunderkammer of craft and creativity

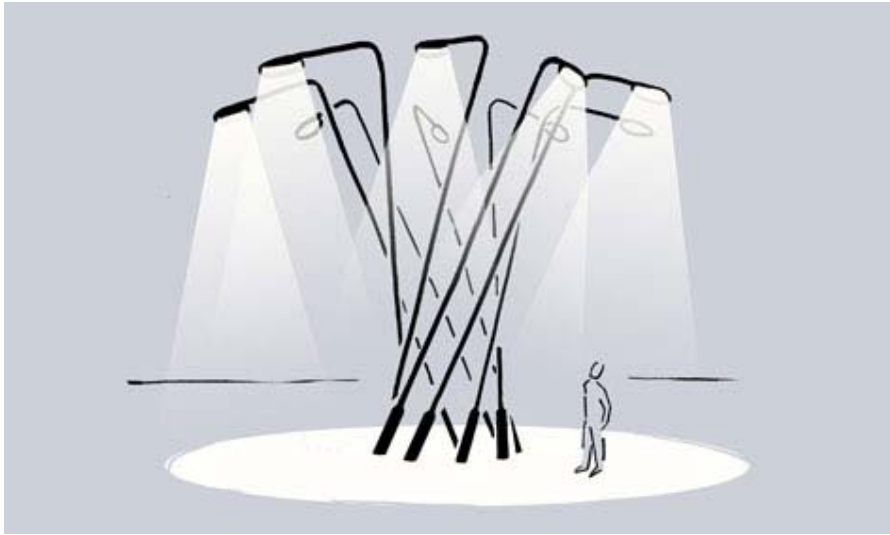
[Subscribe now](#)

- [Gallery](#)
- [Video](#)
- [Architecture](#)
- [Design](#)
- [Fashion](#)
- [Art](#)
- [Travel](#)
- [Cars](#)
- [Lifestyle](#)
- [Technology](#)

Submit

[Design](#)

Super Contemporary, Design Museum, London



Lamp-Post chandelier by Thomas Heatherwick - 'the design maximises drama, creating spacial experiences that work for passers by on an intimate scale and produce a grand, impressive effect'

One of the consequences of environmentally conscious design is an increased move by designers to think public not just domestic. Super Contemporary, a new exhibition at the [Design Museum](#), has tackled this head-on by commissioning 15 of London's leading creatives to design something that improves life in the city, inspired by the city.



[See more of the design proposals](#)

Some have chosen ubiquitous icons of the cityscape and given them a makeover: [David Adjaye](#) has designed a bus stop, [Industrial Facility](#) a post box kiosk and [Thomas Heatherwick](#) a lamppost 'chandelier'. Others have created concepts that address perennial London nuisances: [Paul Smith](#) has designed a rabbit-shaped litterbin whose ears light up when you chuck in your chewing gum, [Paul Cocksedge](#)

has created a rain shield and [BarberOsgerby](#) a 'listening station'.

There are more specific location-based creations too taking some of the city's landmarks, reinterpreting them to make us see them in a fresh light: [Ron Arad](#) has created a film about the Hayward's Neon Tower, [Nigel Coates](#) has created a proposal for the much-attempted reimagining of Battersea Power Station and [El Ultimo Grito](#), together with [Urban Salon](#), have tackled Nelson's Column in Trafalgar Square.

The 15 commissions are supplemented by a collection of maps showing how various creative communities are spread across the capital: Nick Roope has charted the digital community, [B Store](#) have mapped young fashion designers and David Rosen together with Neville Brody have plotted studio locations.

At the very least the collection of 15 proposals, all on display at the Design Museum, show the strength and breadth of London's home grown creative talent. At best the more practical designs provide realistic, commercially viable, improvements to everyday life in London. What you're left with is a sense of the sheer number of creatives working to their own agenda and the only thing they all have in common is the identity of their urban umbrella.

As an exhibition, guest curated by the indomitably imaginative Daniel Charny, it serves as an interesting study for designers and visitors alike to reconsider the way we live and negotiate this particular urban environment

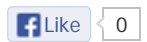
with the contemporary concerns we face. Real value could now be added not just by manufacturing the more practical creations but by hosting similar exhibitions in other cities around the globe.

4 June 2009 | [Design](#)

Tweet this



Share this on Facebook



Information

Super Contemporary, in association with Beefeater 24, is at the Design Museum, London

Recent exhibitions at the Design Museum

[Hussein Chalayan, January 2009](#) [Industrial Facility, May 2008](#) [Designers in Residence, September 2007](#)
[Zaha Hadid retrospective, June 2007](#)

Event Dates

3 Jun 2009, 00:00 - 4 Jun 2009, 00:00

Website

www.designmuseum.org

Address

Design Museum
Shad Thames
London SE1 2YD

Telephone

44.20 7403 6933

Bookmarks

[Bookmark on Delicious](#)
[Bookmark on Google](#)

- [Subscribe to Wallpaper*](#)
- [Wallpaper* News feed](#)
- [Follow us on Twitter](#)
- [Facebook fan page](#)



[Tudor: Style File Atelier](#)

Wallpaper* Tudor Style File is back for another year-long season

Bespoke promotion



Sign up for our weekly newsletter Your email address



- [Editors Picks](#)
- [Most Read](#)
- [Bespoke](#)

1. [The eighth Design Parade in Hyères, France](#)
2. [The grooming trends that shaped Milan Fashion Week: S/S 2014](#)
3. [A New Sculpturalism: Contemporary Architecture from Southern California](#)
4. [Ferran Adrià and 'The Art of Food' at Somerset House, London](#)
5. [Highlights from Beirut Design Week 2013](#)

1. [Sex Issue: Type Tart Cards](#)
2. [The W* Library: flick through July's top titles](#)
3. [July beauty news: editor's picks](#)
4. [July Travel News: editor's picks](#)
5. [May travel news: editor's picks](#)

1. [Tudor: Style File Atelier](#)
2. [Wallpaper* Sodastream Lock In](#)
3. [Wallpaper* HTC Global Design Tours](#)
4. [Silhouette Eyewear and architect Alvin Huang pair up](#)
5. [Tudor: Style File 2012](#)
6. [Bang & Olufsen: Musical drama](#)
7. [Ketel One Vodka: The Modern Craft Project](#)
8. [BE OPEN: The creative think tank brings sound to London Design Festival](#)



- © 2013 Wallpaper.com
- | [Subscribe to Wallpaper*](#) |
- [Subscriber Services](#) |
- [Distributors](#) |
- [Press](#) |
- [Advertise with us](#) |
- [Contact us](#) |
- [Terms & conditions](#) |
- [Privacy policy](#) |
- [Cookie information](#)