

The new Design Museum is now officially open

The Design Museum today welcomes the public to its new home on Kensington High Street in west London.

Housed in a landmark modernist 1960s building, this new cathedral of design is the result of a five-year construction process. Originally based in Shad Thames, south-east London, the museum's available space has tripled in size to 10,000sqm.

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Inside the museum, visitors will be able to stand in the central atrium with views up to a stunning concrete roof which spans the length of the building. Galleries, learning spaces, a café, three events spaces and a shop are arranged around the main atrium for ease of navigation.

Designer Maker User

The main attraction is the new permanent collection display - Designer Maker User - which is supported by HLF. For the first time in the museum's history, this exhibition will be free to visit. On display are almost 1,000 objects, viewed from the perspectives of designer, manufacturer and user, as well as a crowd-sourced display wall.

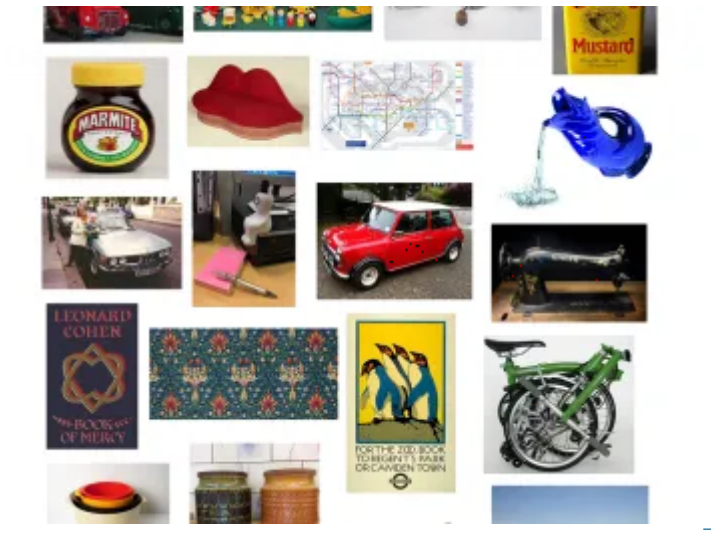
HLF has invested £4.9million of National Lottery players' money in this ambitious project to help tell the story of UK design more effectively and to a much wider audience.

Stuart Hobley, Head of HLF London, commented: "British design is famed throughout the world; truly a byword for style and originality. It's also a very significant contributor to our economy. Moving the Design Museum into the heart of Kensington makes perfect sense and the new site now reflects the subject matter with its sleek lines and outward-looking vibe."



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The Design Museum in Kensington Alex Morris Visualisation



Twenty design classics - as chosen by HLF staff

Our top 20 design classics