

Better by design

The greatest creations of the last 25 years

WORDS BY ELLEN E. JONES
PHOTOGRAPHS BY TIF HUNTER

➔ **TWENTY-FIVE YEARS HAVE PASSED SINCE THE DESIGN MUSEUM FIRST OPENED ITS DOORS** on a world without iPods, flatscreen TVs or Crocs plastic shoes. To celebrate 25/25, an exhibition featuring 25 objects that have defined the period, we asked museum director and design authority Deyan Sudjic to select five pieces from the show which, for him, best represent the key innovations. 25/25 runs from 30 March-22 June at The Design Museum, London SE1 (0870 833 9955; www.designmuseum.org)

Nissan Figaro
Shoji Takahashi
(1991)

"The Nissan Figaro was the first post-modern car. Now it seems every new car from an established manufacturer is about trying to design a car that has already existed. The Nissan Figaro was the first to do that. It was saying that a car is not just about an efficient way of getting from A to B quickly. There is a much more emotional relationship between you and your transport." **From £7,495. Enquiries: 01273 565 644; www.autosupplyuk.com**

iPod Video
Jonathan Ive
(2001)

"It is an obvious choice, but I think Jonathan Ive is a great designer. It's amazing how Apple created a vocabulary for people who want to make things in the manner of iPods, and in a way its ubiquity is a good thing. Objects should become invisible. It has passed into the language of contemporary design." **From £189. Enquiries: 0800 039 1010; www.apple.com/uk**

Jim Nature
Portable
Television
Philippe Starck
(1994)

"To use chipboard as one of the materials is really playing in a very surrealistic way with what you expect from a TV. Plus there's the way it sits on the floor and looks up at you so you don't need a stand for it. It's a pretty smart piece of design." **Price on application. Enquiries: 00 33 1 48 07 54 54; www.philippe-starck.com**

Ty Nant
water bottle
Ross Lovegrove
(2001/2002)

"It's a beautiful thing which almost overcomes the guilt you have about buying water in bottles. Ross does talk about the importance of water and I think this is an example of design showing how precious something is." **From 49p. Enquiries: 01974 272 111; www.tynant.com**

Air-Chair
Jasper Morrison
(1999)

"The air-chair is based on blow-moulding which comes from the car industry. So it's using new technology (in the sense that it hadn't been used for furniture before) to make a cheap, really impressive product. This is a very intelligent way of using production technology." **From £69. Enquiries: 01200 427 313; www.design-conscious.co.uk**

