

**LOND  
DES  
BIENNI  
20**

*Utopia By Design—  
Albania, Australia,  
Austria, Belgium, Chile,  
Croatia, Cuba, France,  
Germany, Greece, India,  
Indonesia, Israel, Italy,  
Japan, Lebanon, Mexico,  
Netherlands, Nigeria,  
Norway, Pakistan, Poland,  
Portugal, Republic of  
Korea, Russia, Saudi  
Arabia, Shenzhen-China,  
South Africa, Spain,  
Sweden, Switzerland,  
Taiwan, Tunisia, Turkey,  
United Arab Emirates,  
United Kingdom,  
United States of America*

**ON  
SIGN  
ALE  
16**

**The Biennale will award four medals to the best national contributions. Joanne Dodd talks to metalwork designer, *Drummond Masterton*, about how Thomas More's vision of Utopia inspired his design.**

Whilst rallying the nations of the world to the first London Design Biennale, the Mayor of London likened this global celebration to the London Olympic Games, which not only brought the world together through sport, but — with Barber and Osgerby's elegant torches and Heatherwick's kinetic cauldron — inspired it through design. And, as with the 2012 Olympics, medals will be awarded, in this case to the most successful design installations on show.

There are four categories: the London Design Biennale Medal 2016 for the most exceptional design contribution; the Utopia Medal commending the most inspiring interpretation of the theme; the Jaguar Innovation Medal, reflecting innovation's vital importance in design; and the Public Medal, voted for by visitors. The first three medals are to be selected by the International Jury, a group of twelve leading creative experts.

All the medals are designed by Drummond Masterton, Head of Sustainable Product Design at Falmouth University, and created using advanced digital printing and milling technologies. The World In Our Hands, as the edition is



