

**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*

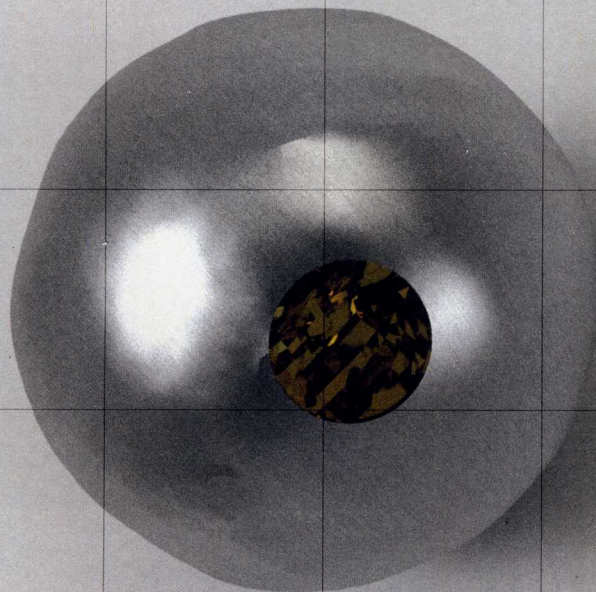
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16**

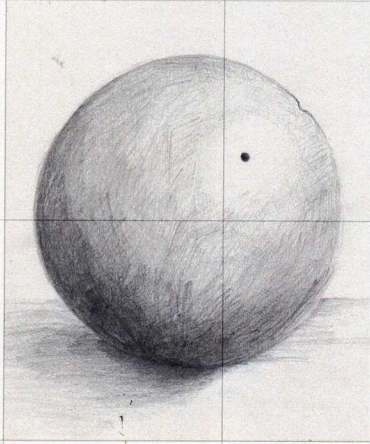
The Biennale will award four medals to the best national contributions. Joanne Dodd talks to metalwork designer, *Drummond Masterton*, about how Thomas More's vision of Utopia inspired his design.

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.

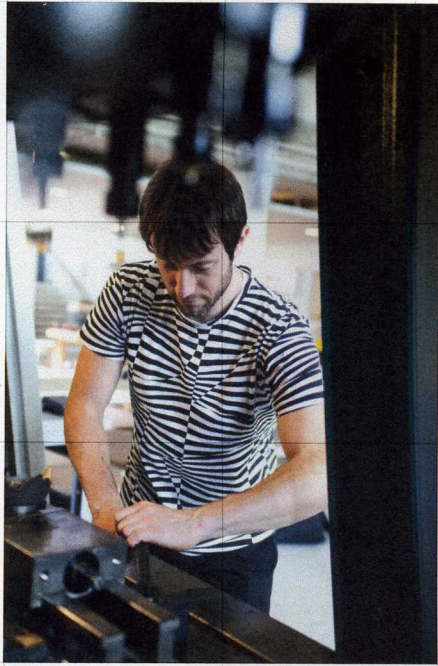
There are four categories: the London Design Biennale Medal 2016 for the most exceptional design contribution; the Utopia Medal commending the most inspiring interpretation of the theme; the Jaguar Innovation Medal, reflecting innovation's vital importance in design; and the Public Medal, voted for by 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

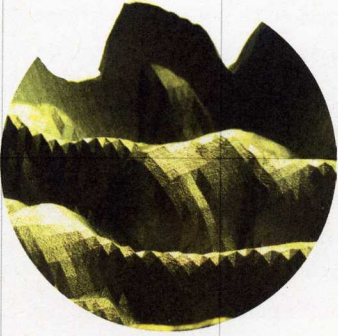




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4



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1-3 Design-drawings for The World In Our Hands.

Images: Drummond Masterton

4 Drummond Masterton in his workshop.

Image: Jacob Rawlings

titled, takes the form of a 3D printed steel sphere, with a gold plated terrain that can be viewed through a small opening in the shell. In More's Utopia, gold and silver are held in low regard, used for chamber pots and prisoner's shackles; iron is instead prized for its useful properties. To reflect this functional philosophy, Drummond has chosen to use stainless steel for these trophies. The thin layer of gold coating that highlights the ridges of the globe's internal landscape, and glows through the perforation in its exterior, was selected only for its ability to reflect up to 99% of the light that falls on it.

Viewers are encouraged to manipulate the medal in their hands so as to see different views of the secret scenography visible through the small opening, which functions like the aperture of a pinhole camera. It is this fleeting suggestion of an alternative world that is most fascinating about the design. Through a peephole in the globe you see a gilded, craggy landscape that serves as an apt metaphor for utopia: a tantalising and perfect, but inaccessible world that exists only in the mind - and humanity is shaped by these dreams of better.

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