



DESIGN
VENTURA
2024–25

'I like it. What is it?'

Game

the
DESIGN
MUSEUM

+



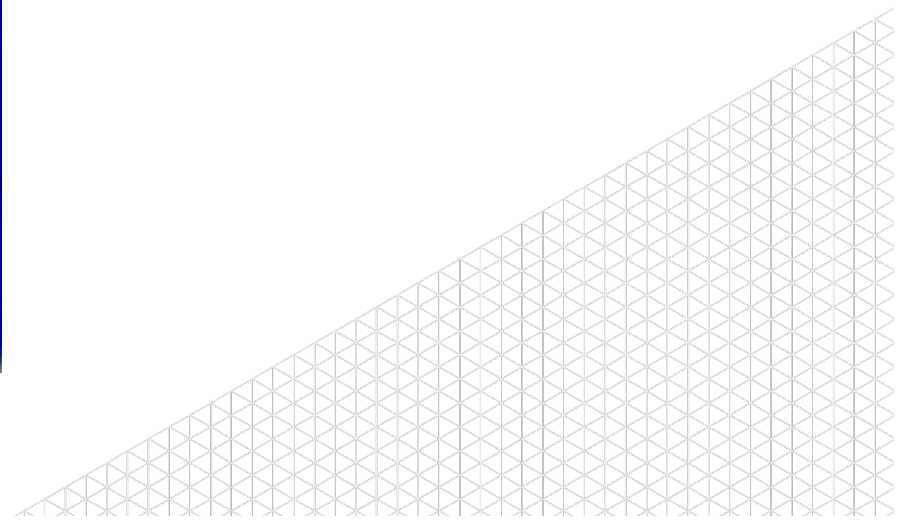
Deutsche Bank

'I like it. What is it?'

- We are going to play a quick game of 'I like it. What is it?' with products from the Design Museum Shop.
- I'll show you images of products from the shop.
- You tell me what you think each item is.
- Bonus points if you can tell me a Unique Selling Point (USP) or why you think this product might be sold in the Design Museum Shop.



'I like it. What is it?'



'I like it. What is it?'



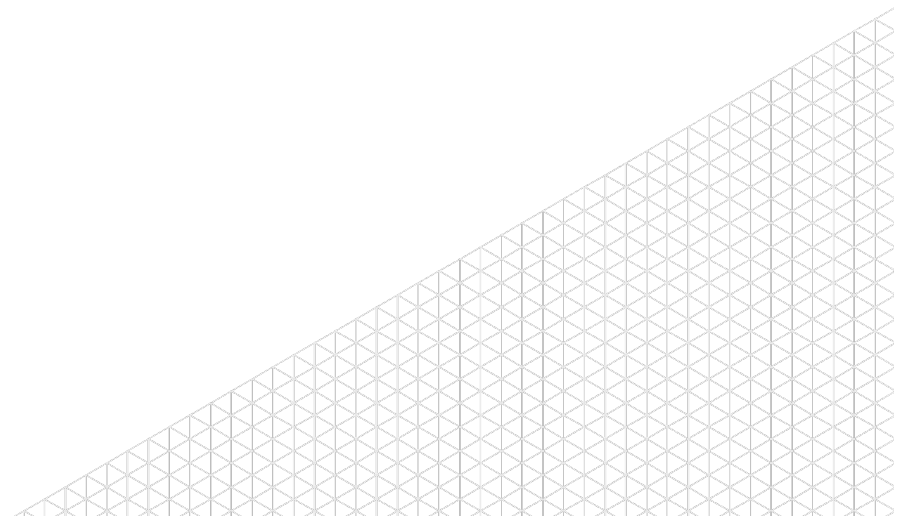
Product: [Burn Kit 1 Candleholder](#)

Material: Recycled aluminium

Company: [Brick Sixty](#)

Price: £75

'I like it. What is it?'



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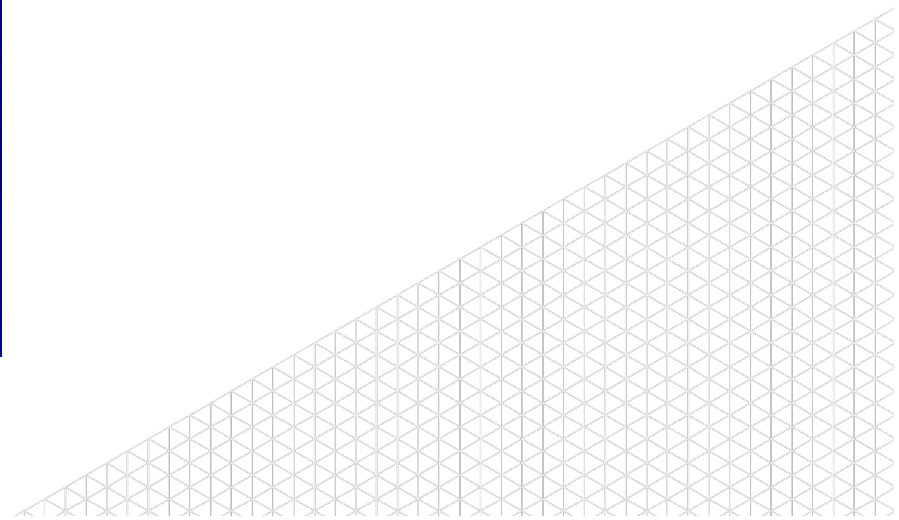
Product: [Hexagon Eraser](#)

Material: Rubber

Company: [Koh-i-noor Hardtmuth](#)

Price: £1.50

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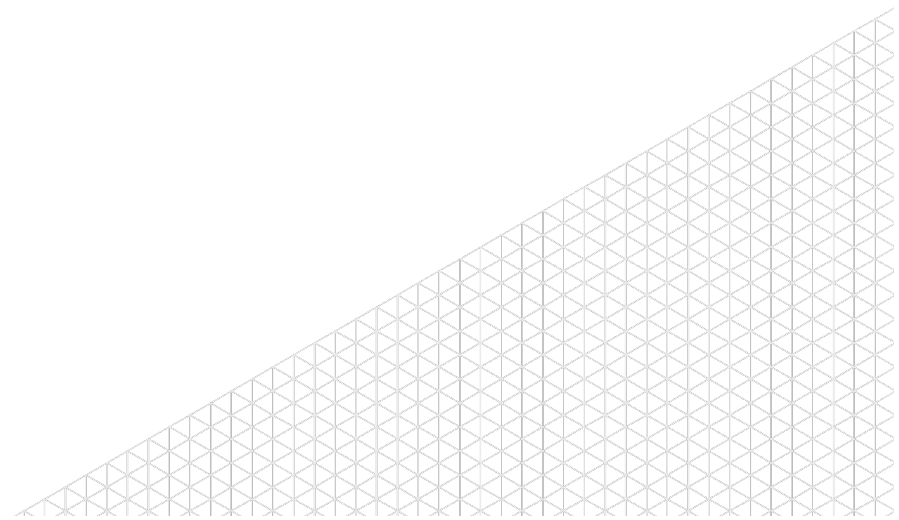
Product: [English Breakfast Socks](#)

Material: Cotton and Polyester

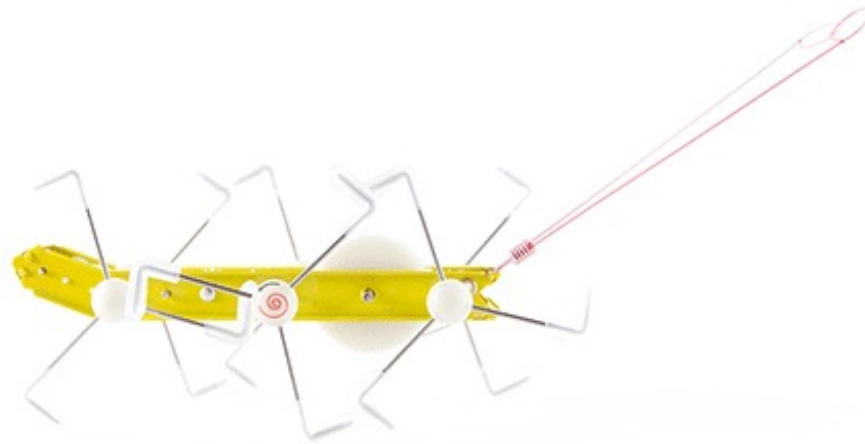
Company: [Eat My Socks](#)

Price: £20

'I like it. What is it?'



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Product: [Mxykikker Wind Up](#)

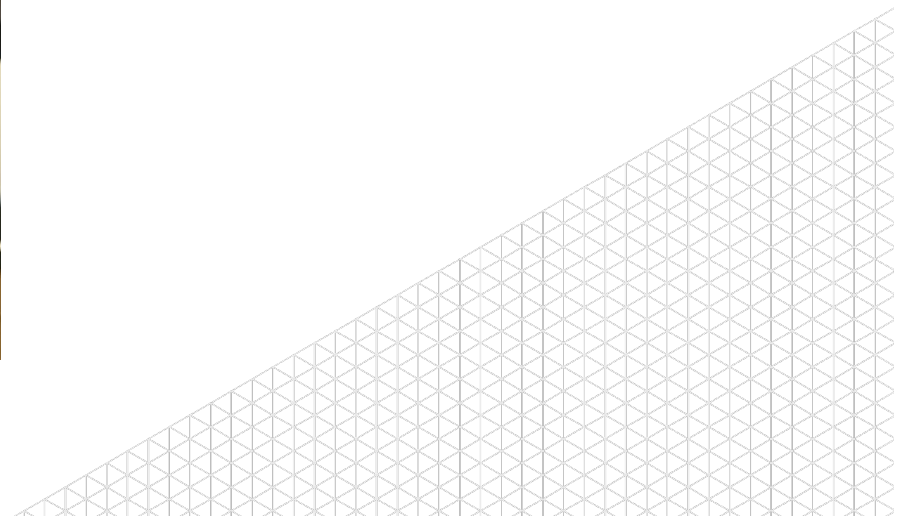
Material: Stainless Steel

Company: [Kikkerland](#)

Price: £30



'I like it. What is it?'

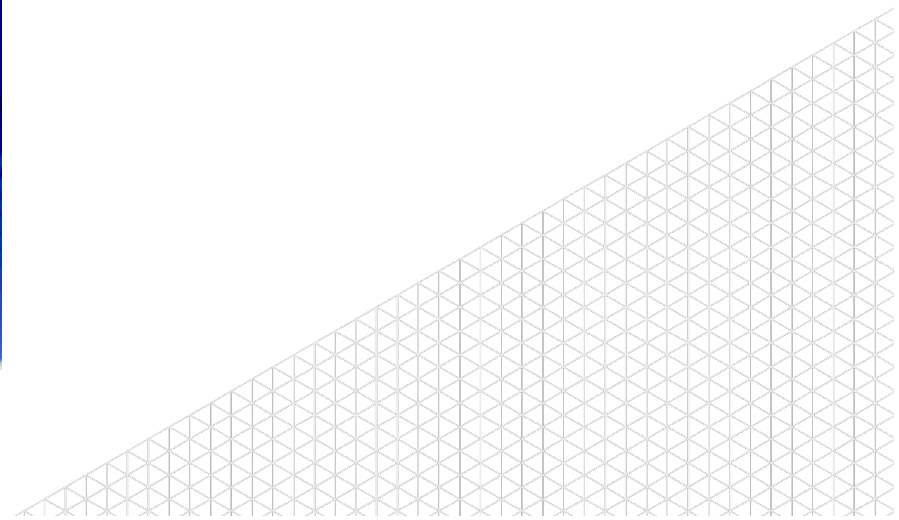


'I like it. What is it?'



Product: [Ernö Wall Hook](#)
Material: Zytel
Company: [Michael Marriott](#)
Price: £9

'I like it. What is it?'



'I like it. What is it?'



Product: [Plastic Free Tape Measure](#)

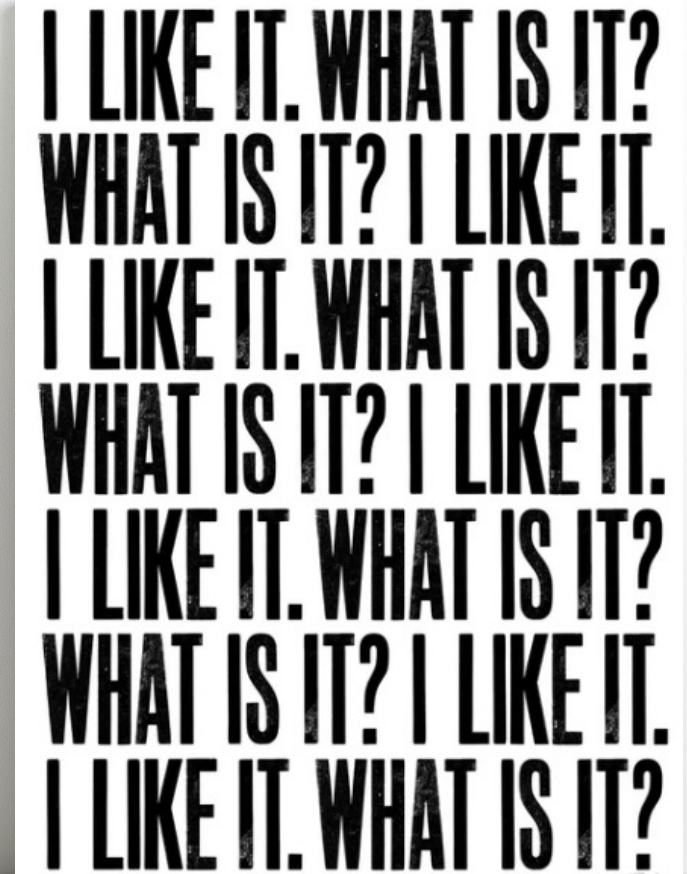
Material: PLA plant fiber

Company: [Cocoknits](#)

Price: £10

Shop Product Themes

- Appealing objects that you want to pick up
- Intriguing / unusual / surprising / novelty
- Made with sustainable materials
- Using minimal packaging
- Tools for design related jobs / hobbies
- Giftable products
- Products by famous designers / design companies
- Linked to the location (an exhibition / London / UK) a memento from a trip to the museum



I LIKE IT. WHAT IS IT?
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I LIKE IT. WHAT IS IT?
WHAT IS IT? I LIKE IT.

ANTHONY BURRILL

Product: [I like it. What is it? Screen Print](#)

Designer: [Anthony Burrill](#)

Price: £120