



DESIGN
VENTURA
2024–25

Quick-fire Design Challenge

the
DESIGN
MUSEUM

+



Deutsche Bank

Quick-fire Design Challenge

In **60 seconds**, we want you to redesign an uninspiring everyday object to make it better fit the Design Museum Shop.

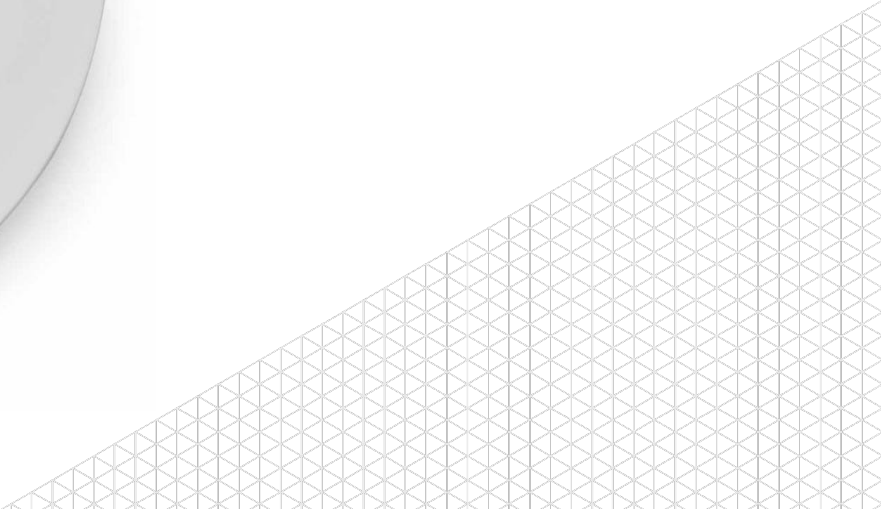
You can **change one to two** things about the object to make it more interesting, make it more sustainable, tie it into an exhibition, anything you can think of to make it better fit the retail context.

There is no right or wrong answer, this is about coming up with ideas quickly. You can draw out your idea or write down as many as you can think of in the time.

After each quick-fire challenge, we will show you an example of how a Design Ventura brief setter and a shortlisted student team reimagined that object.



How would you reimagine this for the Design Museum Shop?



60 SECONDS TO DESIGN

Quick-fire Design Challenge



Product: [Roddy Plate](#)

Material: Stone ware

Designer: [Donna Wilson](#)

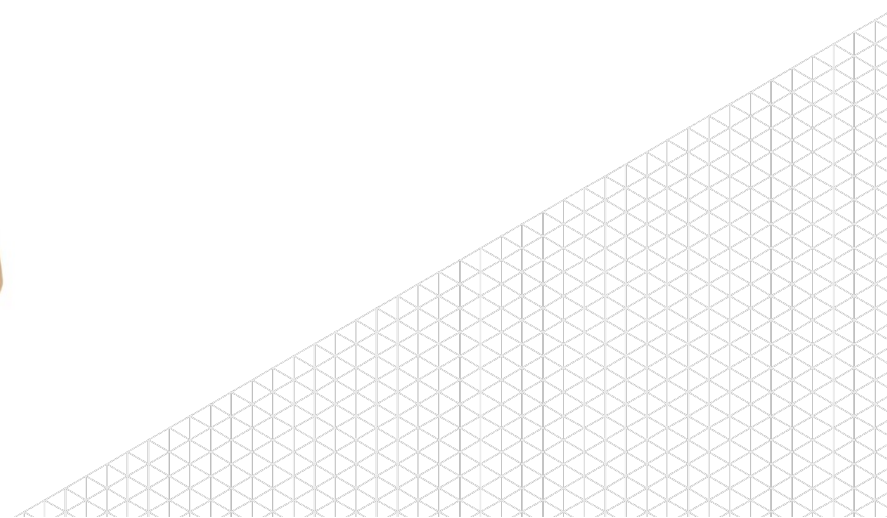
Brief setter: 2018

Quick-fire Design Challenge



Product: Spinning Thumb Plate
Year: Shortlisted for DV2017
School: Fairmead School

How would you reimagine this for the Design Museum Shop?



60 SECONDS TO DESIGN

Quick-fire Design Challenge



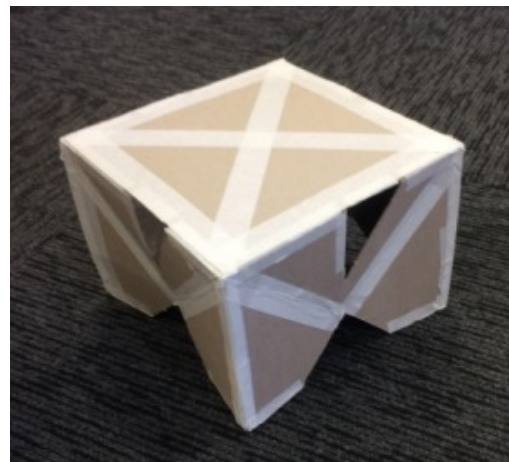
Product: [Square Stool](#)

Material: Wood

Designer: [Yinka Ilori](#)

Brief setter: 2020

Quick-fire Design Challenge



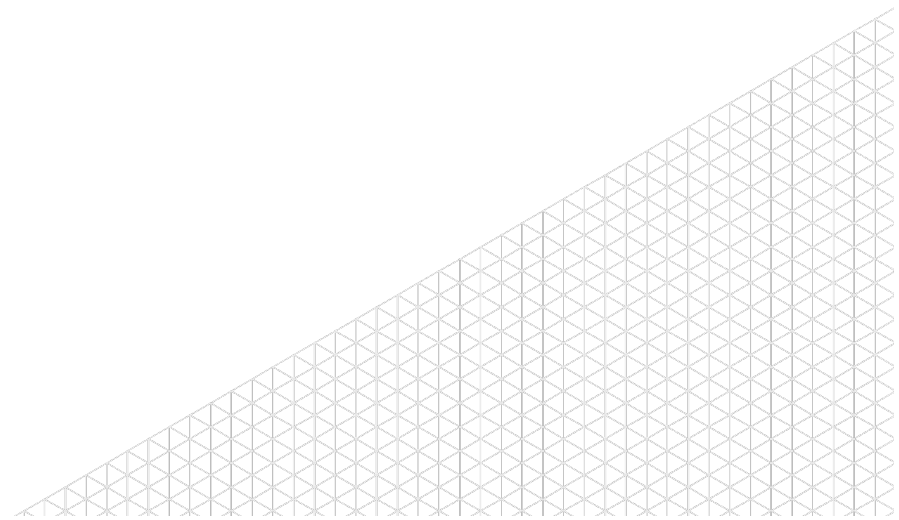
Product: Coard

Year: 2017

School: Rangitoto College,
New Zealand



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60 SECONDS TO DESIGN

Quick-fire Design Challenge



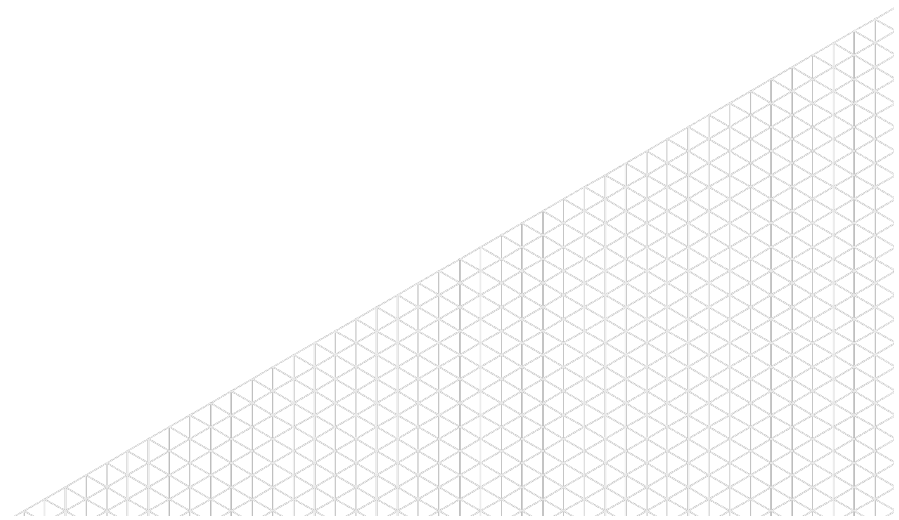
Product: Gum Tec Bin
Material: Recycled Chewing Gum
Designer: Anna Bullus
Brief setter: 2017

Quick-fire Design Challenge



Product: Monster Mouth
Year: DV2022 - 23
School: Halcyon London
International School

How would you reimagine this for the Design Museum Shop?



60 SECONDS TO DESIGN

Quick-fire Design Challenge



Product: I am a Plastic Bag
Material: Recycled bags
Designer: Anya Hyndmarsh
Brief setter: 2012

Quick-fire Design Challenge



Product: Road to Go
Year: DV2023 - 24
School: Christ the King Voluntary
Catholic Academy