

It was a tough challenge for the selectors of the Hot 50 as it hit its second year. With most of the obvious candidates making it into last year's inaugural chart, they had to look extremely closely at the contenders submitted by Design Week readers and industry pundits to make sure that fairness prevailed and that no person or organisation that merited consideration escaped the net.



Those who made it through the rigorous selection process are featured in these pages, ranked alphabetically. They earned their place through a contribution they have made to design over the past 12 months, as designers, artists, clients, 'potiticians' or educationalists. Some, like anti-copyright theft lobbyist Acid, Professor Sir Christopher Frayling and the Audi Design Foundation, are there for a second year because they have since cranked up their support of design. Some, like illustrators Daisy de Villeneuve and Paul Davis and Williams Murray Hamm, have set trends or broken new ground in their work, while the likes of Sir Peter Blake have made a comeback.

Others, like racing car designer John Barnard and motorcycle design guru Glynn Kerr, are there more for lifetime achievement. But this year's panel also had an eye to the future and a host of younger players, acknowledged for their creative talent, make the grade. Winners of the D&AD Student of the Year and One Year On prizes feature, as does the Design Museum Designer of the Year, digital wizard Daniel Brown.

There are some surprises, but also some omissions, notably among

from which to create races based on track and vegetables challenged the status quo to such an extent

group was also well known in Japan, being named Quality Britain annual for the British Embassy in Tokyo.

GLYNN KERR



A motorcycle designer and illustrator, Glynn Kerr has made huge efforts as president of the Motorcycle Designers Association, which he was fundamental in setting up in 2001, to bring this area of design together.

The association represents in-house and

freelance designers and Kerr has made strenuous efforts to get designers from around the world together to share their thoughts – with awards schemes, competitions, and get-togethers organised for the motorcycle community.

A graduate of Transport Design at Coventry University, Kerr started out as a car bodywork designer with British sports car manufacturer TVR. He joined BMW in 1982, working initially on cars, before becoming senior designer of BMW's motorcycle division in Munich.

After five years with BMW, he moved to Amsterdam to join Global Design, which is part of the Japanese GK Design Group. There he worked mainly on Yamaha bikes such as the TDR 125 and TDM 850.

Now an independent consultant working from the Bordeaux region of France, he has worked with most major bike manufacturers, including Ducati, Triumph, Aprilia, Honda, Bajaj, Kymco and Kawasaki.

He has worked on models such as the Boxer Voxan VB-1 and B2 and the Midual Roadster and more recently on the Yamaha Tmax r5.



Above: Glynn Kerr;
right: Fischer MRX,
designed by Kerr

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