

# **Touring Exhibitions Programme 2017-2018**

**the Design Museum, London**

**the  
DESIGN  
MUSEUM**

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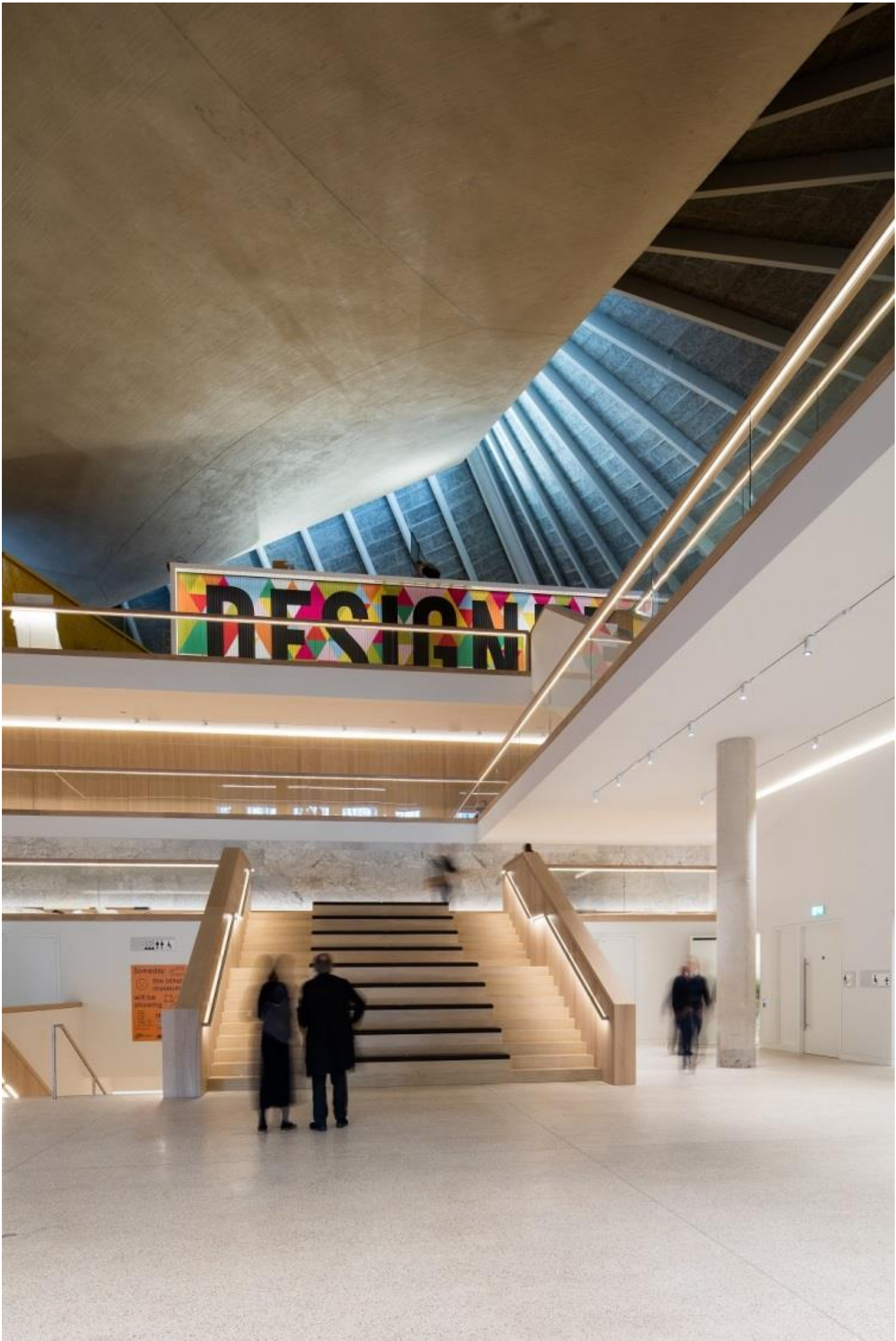
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## Touring Programme

The Design Museum touring programme was set up in 2002 with an aim to bring design exhibitions to audiences around the UK and internationally. From fashion to product, furniture to technology, the Design Museum has toured more than 100 exhibitions to 90 venues in 21 countries worldwide.

Having recently closed at its Shad Thames site, the Design Museum has relocated to its new home in Kensington, West London. Housed in a landmark grade II\* listed modernist building from the 1960s, the new site offers three times more space including two major temporary gallery spaces and a free permanent collection display.

Find out more about the museum's current programme and the fantastic exhibitions available for hire.



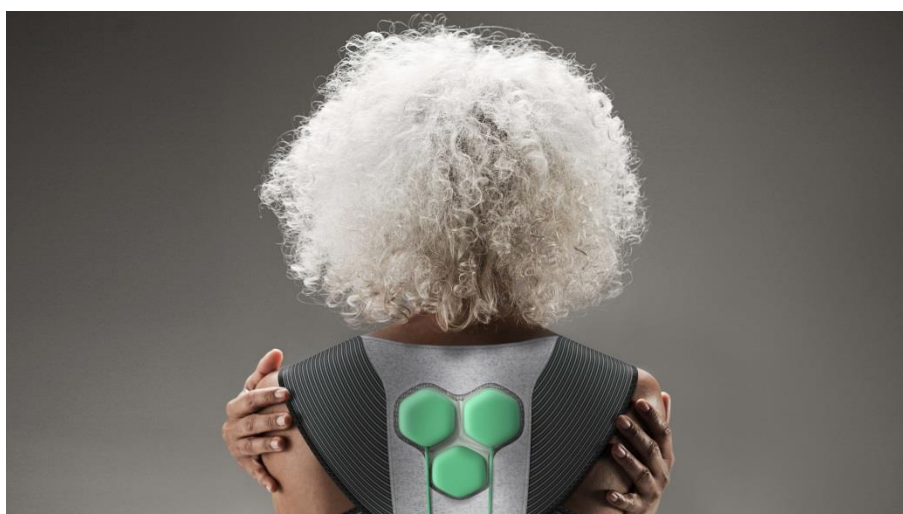
# New Old: Designing for our Future Selves

As our population ages rapidly, the exhibition looks at how design can help people lead fuller, healthier and more rewarding lives into old age, asking the question: how can designers meet the challenge of a rapidly ageing society? From robotic clothing to driverless cars, this exhibition rethinks design approaches to ageing.

Curated by Jeremy Myerson, Helen Hamlyn Professor of Design at the Royal College of Art, the exhibition is organised into six sections - Ageing, Identity, Home, Community, Working and Mobility.

Each section features a special design commission by a leading designer or design team, creating new solutions for demographic change as well as addressing the challenges of ages. New projects by Yves Béhar /fuseproject, Konstantin Grcic, Future Facility, Special Projects, IDEO and Priestman Goode feature in the show. New Old examines how innovation and design can reimagine how we live the later stages of our lives.

Curator:	Jeremy Myerson, Helen Hamlyn Professor of Design, RCA
Exhibition Design:	Plaid London
Graphic Design:	LucienneRoberts+
Venues:	Design Museum, London 12 Jan – 19 Feb 17 Lodz, Poland – October 17 Kaohsiung, Taiwan – Jan to Apr 18
Tour:	
Availability:	From summer 2018
Size:	approx. 250 sq m



AURA POWERED SUIT RENDERING, BACK VIEW. COURTESY OF FUSEPROJECT AND AURA

# Breathing Colour by Hella Jongerius

We see the world in colour, but rarely do we appreciate how it shapes what we see. In this unique exhibition, the acclaimed designer Hella Jongerius presents a reading of the world through colour. Drawing on years of research, she sets out to make us look deeper at the way colour behaves – on shapes and surfaces, in shadows and reflections. Through a series of phenomenological studies and experiences, the exhibition makes us question one of the most elemental aspects of design.

How does colour behave on different forms and textures? What happens if you bend or fold a surface? How does a hue change at different times of the day? Where does colour end and its shadow begin? Hella Jongerius' studies into such questions form the basis of what is an extraordinary sensory experience.

The exhibition contains hundreds of dynamic elements, from textiles and porcelain tiles to what she calls “colour catchers” and “3D colour wheels”, multi-faceted geometric mobiles that display the complex behaviour of light and movement on surfaces.

Rich in sensory experiences and layered with cultural interpretation, this is an exhibition that inspires both design industry insiders and a broad audience drawn to the dynamics of colour in design, art and life.

DM Curator:	Alex Newson
Exhibition Design:	Jongeriuslab
Graphic Design:	Jongeriuslab
Venues:	Design Museum, London
	28 Jun – 24 Sep 17
Availability:	from winter 2018
Size:	approx. 475 sq m



COLOURED VASES SERIES 3, ORANGES © GERRIT SCHREURS



## In the Making

Curated by British designers Edward Barber and Jay Osgerby, *In the Making* captures objects mid-manufacture and puts the aesthetic of the unfinished centre stage. Varying from a cricket bat to a MacBook, a surprising range of objects have been chosen by Barber and Osgerby to be exhibited in an unfinished state, celebrating the intriguing beauty of the making process and revealing the unexpected quality that everyday objects have before assuming their final, recognisable form.

The exhibition provides a glimpse of the designers' ongoing dialogue with manufacturing that is so distinctive to their practise. Throughout their careers, Edward and Jay have had a technical curiosity and fascination with the making process. The way in which things are created has had a profound influence on them and continually inspires their work.

These partially-made objects give an insight into the design thinking that has driven this duo to such acclaimed success, including designing the London 2012 Olympic Torch, which went on to be awarded the Design Museum's Design of the Year 2012. Their multidisciplinary approach challenges the boundaries of industrial design, architecture and art.

DM Curator:	Margaret Cabbage
Exhibition design:	Universal Design Studio
Graphic design:	Build
Venues:	Design Museum, London: 22 Jan – 4 May 14 Irish Design at Dublin Castle: 30 Dec 14 – Mar 15 The Wilson, UK: Jul – Sep 15 Warehouse421, UAE: Nov – Feb 18
Tour:	from spring 2018
Availability:	
Size:	150-250 sq m



EXHIBITION VIEW. DESIGN MUSEUM, LONDON, 2014. PHOTO BY MIRREN ROSIE.

# Ferrari: Under the Skin

What makes a myth? How does a car acquire an immortal name? What makes its creator an enigma and a legend? Building a brand today is a calculated and knowing process, but Ferrari arose to international fame from a more elusive and organic process, that suited different times. It started in an Italy ravaged by the Second World War, where Enzo Ferrari and his small team decided to create the perfect racing machine.

Charting the holistic development of the luxury car brand and the design alike, the exhibition explores Ferrari's powerful personality, the manufacturing process as well as the interest of the famous clientele.

From the very first Ferrari to Michael Schumacher's winning Formula One car and the newest hybrid model, the exhibition features rare cars and memorabilia displayed in public for the first time. An unique behind-the-scenes that will allow visitors to discover 70 years of the Ferrari experience through original hand-drawn sketches, sculpture-like models and engines, alongside films and interviews telling one of the great design stories of all time.

Curator:	Andrew Nahum
DM Curator:	Gemma Curtin
Exhibition design:	Patricia Urquiola
Graphic design:	Pentagram
Venues:	Museo Ferrari, Maranello 26 May – 30 Sep 17
	Design Museum, London 15 Nov 17 – 15 April 18
Tentative:	European venue: June – Oct 18
Available:	from autumn 2018
Space:	approx. 870 sq m



# Hello, My Name is Paul Smith

In a career spanning over 40 years, Paul Smith has become one of Britain's foremost designers. The Paul Smith brand is known for an unmistakable classic Englishness augmented with a colourful 'twist'.

The exhibition explores how Paul Smith's unique and intuitive take on design, coupled with an understanding of the importance between designer and retailer, have laid the foundations for the company's lasting success. It charts the company's development from Paul's first shop in Nottingham to its now global scale.

The exhibition, which has broken visitor attendance records in London, Belgium and Japan, is presented through the different stages of design and production behind a catwalk collection, offering great insight into Paul Smith's design and marketing process. It also looks to explore the passions of Paul himself, what drives him as a designer and the significant items, people and places that have inspired him during his extensive career.

Curator:	Donna Loveday
Exhibition Design:	Richard Greenwood Partnership
Graphic Design:	About Creative
Venues:	Design Museum, London: 15 Nov 13 – 22 Jun 14 Modemuseum Hasselt: Jan – Aug 15 The Lighthouse, Glasgow: Jan – Mar 16 Japan tour: Jun – Oct 16 Huashan 1914 Creative Park, Taipei: Jun – Sep 17 MAM Shanghai: 6 Oct 17 – 7 Jan18 Beijing: Jun – Sep 18 Availability: from autumn 2018 Size: 600-1000 sq m



HELLO, MY NAME IS PAUL SMITH, DESIGN MUSEUM, 2013. PHOTO BY LUKE HAYES.



# A Century of Chairs

No object tells the history of modern design more eloquently than the chair. From the revolutionary bentwood Thonet chairs of the mid 1800s, through experiments with tubular steel in the 1920s and plastics in the 1960s, to the most innovative chairs of today, A Century of Chairs offers an exciting introduction to modern design history.

The exhibition illustrates the design and development of the chair in terms of aesthetics, functionality, technology, ergonomics and sustainability by featuring over 70 classic chairs from the Design Museum Collection. Visitors will see rare prototypes, one-offs and first editions from a selection of the best of twentieth century chairs.

Curator:	Gemma Curtin
Venues (selected):	Design Centre, Barnsley, 2004 Cartwright Hall, Bradford, 2008 The Civic, Barnsley, 2010 Cheongju International Craft Biennale, 2011 Storey Gallery, Lancaster, 2012 Sewerby Hall, Yorkshire, 2015
Availability:	from winter 2018
Size:	200-400 sq m



GERRIT THOMAS RIETVELD, ZIG-ZAG CHAIR,  
1932-34  
PHOTO BY LUKE HAYES



FELT CHAIR, MARC NEWSON, 1989  
PHOTO BY LUKE HAYES

# Terms and conditions

Hire fee, on request

## INCLUDED IN HIRE FEE

- Curation and concept by the Design Museum
- Administration and tour management by the Design Museum
- Exhibits
- Use of some images and film with rights cleared
- DM exhibition text in digital format (English only included)
- Use of DM exhibition and graphic design concept
- Use of selected DM display and AV kit.

## COSTS PAYABLE BY THE VENUE

- Hire fee, payable in instalments
- Fee to the Exhibition Designer to adapt the exhibition for the venue's space
- Share of transport and crating costs, storage of empty crates
- Insurance
- Installation and de-installation costs, including build, technicians, couriers and any additional staff required on site
- Provision, installation and maintenance of AV kit
- Translation and production of Exhibition graphics, fee to graphic designer
- Publicity costs, press or printed materials such as private view invitation, flyer, poster, advertising
- And any other costs relating to exhibition production.

## Contact

To find out more about any of these exhibitions and other tours available from 2018 onwards, please contact:

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