

# california: designing freedom

## tour proposal



SNAPCHAT SPECTACLES, SNAP INC

the  
**DESIGN  
MUSEUM**

**Afro-American solidarity  
with the oppressed  
People of the world**



EMORY '69



## contents

exhibition summary	4
exhibition structure	5
what are they saying?	8
exhibition details	9
terms and conditions	10
contact	11

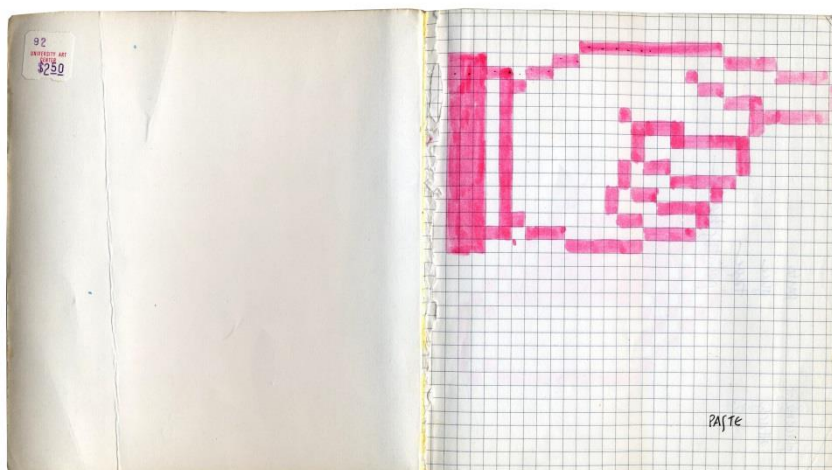
---

## 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. Since then, more than 100 exhibitions have toured to 90 venues in 21 countries worldwide.

The exhibitions range in size from 150 - 1000 square metres and cover all areas of design – architecture, fashion, furniture, graphics, and product.

The Design Museum recently reopened in its spectacular new home on High Street Kensington and has grown its portfolio of touring exhibitions.



SUSAN KARE NOTEBOOK, CARE OF KAREPRINTS.COM

## exhibition summary

California has become a global centre of design. While its mid-century modernism is well documented, this is the first exhibition to examine California's more recent influence on design. Picking up the story in the 1960s, the exhibition charts the journey from the counterculture to Silicon Valley's tech culture. Its central idea is that California has pioneered tools of personal liberation, from LSD to skateboards and iPhones. This ambitious survey brings together political posters, personal computers and autonomous cars but also looks beyond hardware to explore how user interface designers in the Bay Area are shaping some of our most common daily experiences. Not only is "Designed in California" the new "Made in Italy", there is a case to be made that we are all now in some way Californians.

The exhibition is accompanied by a catalogue, published by Phaidon in May 2017, featuring essays by leading experts and interviews with key figures in Californian design.

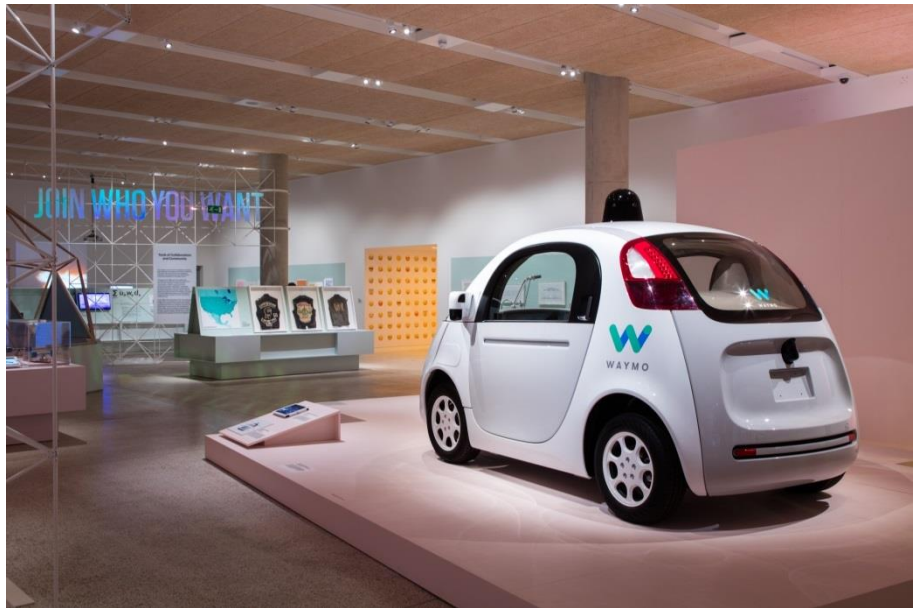


EXHIBITION PHOTOGRAPHY BY LUKE HAYES

## exhibition structure

### **GO WHERE YOU WANT: tools of movement and escape**

So many of the innovations associated with California, from LA's freeways to Google Maps, revolve around freedom of movement. Even the early web browsers, such as Netscape Navigator, were seen as tools for finding our way through cyberspace. This section focuses on tools of mobility, from navigation to portability and exploration. It looks at the touchscreen interface that made the iPhone a pocket revolution; tools that have transformed the way we travel, such as Airbnb; and the autonomous car. Ever in search of the next frontier, California institutions such as SpaceX and the Jet Propulsion Lab now have Mars in their sights.



GOOGLE SELF-DRIVING CAR. EXHIBITION PHOTOGRAPHY BY LUKE HAYES

### **SEE WHAT YOU WANT: tools of perception and fantasy**

California is best known as the land of make-believe, the home of Disney, Hollywood and video gaming. This section explores how California has pioneered new ways of looking at the world, from psychedelia to virtual reality. It includes early attempts at new media, from the slideshow performances of the Environmental Communications group in the 1970s to the fully virtual world of Oculus Rift today.

### **SAY WHAT YOU WANT: tools of self-expression and rebellion**

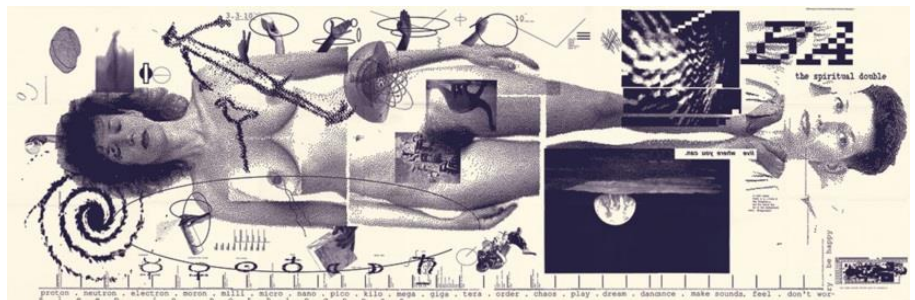
California has its own history of enabling freedom of expression, from new graphic languages to social media. This section explores the state's graphic culture through print material, such as posters and magazines. Some of this material, including Black Panther posters, is overtly political; some expresses a lifestyle, reflecting the subcultures of skating and surfing, such as 'Thrasher' and 'Raygun' magazines. Meanwhile, today we are in the age of global communication 'platforms' such as Twitter.



EXHIBITION PHOTOGRAPHY BY LUKE HAYES

### **MAKE WHAT YOU WANT: tools of production and self-reliance**

This section explores tools that have made 'making' easier or lowered the barrier to entry. They range from the Whole Earth Catalog, that bible of self-sufficiency, to the Fab Labs that have helped drive post-industrial Maker culture. The quintessential example is the Apple Mac, which helped make computers personal, and revolutionized graphic design in the process. This section includes the first Apple computer made in garage of Steve Jobs and emphasizes the explosion of creative freedom made possible by digital tools.



APRIL GREIMAN 'DESIGN QUARTERLY 133, DOES IT MAKE SENSE' (1983)



## JOIN WHO YOU WANT: tools of collaboration and community

Building communities lies at the heart of California design. It was true of the hippy communes in search of an alternative society, and it is true of Silicon Valley start-ups in search of global market share. This section examines the ways and tools of famous California communities, from geodesic domes to the Homebrew Computer Club to Facebook. It includes ephemeral structures for the Burning Man festival and the Xanadu-like visions of the tech campuses.



GEODESIC DOME. EXHIBITION PHOTOGRAPHY BY LUKE HAYES

## what are they saying?

"A kaleidoscopic spotlight on the cross fertilisation of counterculture and tech culture on America's "left coast" over the last 50 years" The Guardian

"With some 300 items on display, there are plenty of unusual artefacts to relish" ★★★★★ The Times

"This show leads us from the late Sixties to the future by way of skateboards, Easy Rider (1969) and the Waymo/Google self-driving car" Evening Standard

"From functional to fantastical, you're left wondering whether technology has really liberated us, or made us slaves to the machines" Wallpaper

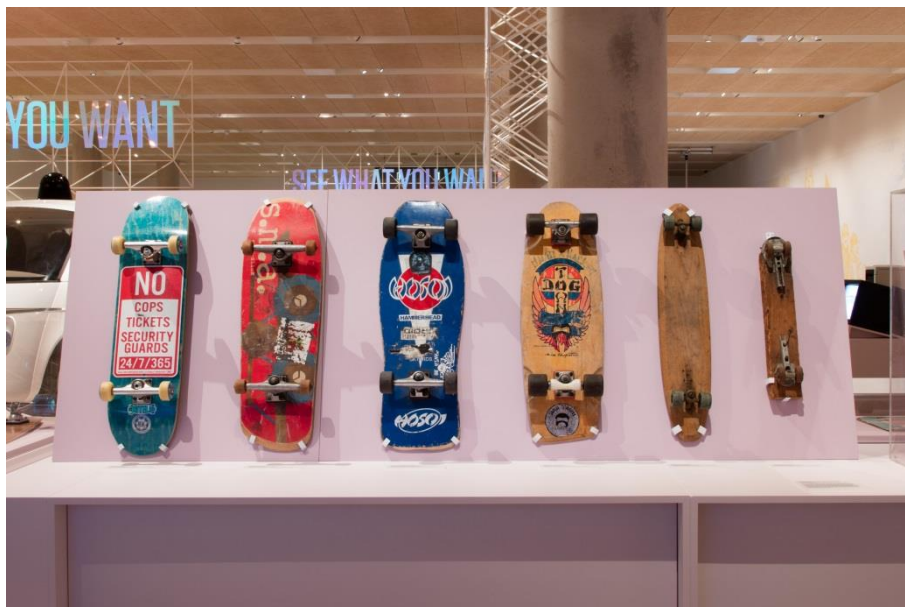


AMERICAN CHOPPER AS SEEN IN *EASY RIDER* (1969). BY LUKE HAYES.



## exhibition details

Curator:	Justin McGuirk
Exhibition Design:	Plaid
Graphic Design:	Jonathan Barnbrook
Venues:	Design Museum, London 24 May – 15 Oct 2017
Confirmed slot:	Helsinki Design Museum 9 Nov – 4 Apr 2018
Available:	Spring 2018 onwards
Space:	approx. 870 sq m



PHOTOGRAPHY BY LUKE HAYES

# terms and conditions

Hire Fee, on request:

## INCLUDED IN THE HIRE FEE

- Curation and concept by the Design Museum
- Administration and tour management by the Design Museum
- Exhibits
- Use of images and films 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 to be confirmed.

## COSTS PAYABLE BY THE VENUE

- Hire Fee, payable in instalments
- Fee to Exhibition Designer to adapt the exhibition for the venue's space
- Share of transport and crating, 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
- Provision of English language exhibition catalogue (optional)
- Any other costs relating to exhibition production.



EXHIBITION PHOTOGRAPHY BY LUKE HAYES.

## contact

To find out more about this exhibition and tours available please contact:

Charlotte Bulté  
Touring Manager  
E: [Charlotte.Bulte@designmuseum.org](mailto:Charlotte.Bulte@designmuseum.org)  
T: 00 44 (0) 20 3862 5883

Harriet Seabourne  
Touring and Exhibitions Coordinator  
E: [Harriet.Seabourne@designmuseum.org](mailto:Harriet.Seabourne@designmuseum.org)  
T: 00 44 (0) 20 3862 5884



EXHIBITION PHOTOGRAPHY BY LUKE HAYES