



## fear and love – reactions to a complex world

24 November 2016 – 23 April 2017  
the Design Museum

**Eleven new installations by a selection of the world's leading designers unveiled in the opening exhibition of new Design Museum in Kensington.**

**Exhibition includes works by OMA, Hussein Chalayan, Kenya Hara and Neri Oxman**

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Fear and Love, the opening exhibition at the Design Museum in Kensington, presents eleven installations by some of the most innovative and thought-provoking designers and architects working today. These newly commissioned works explore a spectrum of issues that define our time, including networked sexuality, sentient robots, slow fashion and settled nomads. The exhibition shows how design is deeply connected not just to commerce and culture but to urgent underlying issues – issues that inspire fear and love. This is a multidisciplinary and global exhibition that aims to capture the mood of the present and establish the Design Museum as the home of design debate.

'When the Design Museum opened in 1989, the first exhibition, Commerce and Culture, was about the value of industrial products. Three decades later, we now take that value for granted. Fear and Love goes further, and proposes that design is implicated in wider issues that reflect the state of the world. By inviting these designers to create installations with such an open brief, the museum presents itself as a laboratory of ideas, and a place for absorbing how the world is changing,' said Justin McGuirk, Chief Curator at the Design Museum.

In response to the recent Brexit vote, **OMA**, the architecture practice founded by Rem Koolhaas, presents **The Pan-European Living Room**. Furnished with a piece of design from each of the 28 EU member states, the installation proposes that our very notion of the domestic interior has been shaped by an ideal of European cooperation and trade. The centrepiece of the room is a vertical blind in the form of the OMA-designed barcode flag for the EU.

Fashion designer **Hussein Chalayan**, the only UK-based designer in the exhibition, has produced a series of wearable devices that detect your emotions and project them for the outside world to see. The installation, entitled **Room Tone**, addresses the idea of repressed emotions, exploring the everyday anxieties connected to city-living, from fear of terrorism to sexual desire.

A multidisciplinary designer based in Pittsburgh, **Madeline Gannon** has created custom software to transform a 1200kg industrial robot into a living, breathing mechanical creature named **Mimus**. More than a tool for performing repetitive tasks, Mimus is able to sense and respond to your presence as you near her enclosure. With support from Autodesk, Gannon shows that despite our collective fears and anxieties surrounding robotics, we have the power to foster empathy and companionship between humans and machines.

Architect **Andrés Jaque**, based in New York and Madrid, explores the way network culture is defining new forms of behaviour and interaction. Focusing on dating apps, his audio-visual installation **Intimate Strangers** presents a series of tales about how our pursuit of sex and love through social media is changing the way we view the city, our bodies and our identity.



**Arquitectura Expandida**, an activist architecture collective from Colombia, is creating a replica of a school that they have designed and built in one of the most disadvantaged communities of Bogota. The structure, **Potocinema**, houses a series of videos by young people from the school in Bogota, who are reflecting on fear and love in their neighbourhood.

Tokyo-based **Kenya Hara**, the graphic designer and art director of Muji, has examined what we eat to create **Staples** - a graphic display about the most common staple foods around the world. Hara shows that the roots of our cultural identities, from landscape to cuisine, lie in the grains that we consume daily.



The graphic designers **Metahaven**, based in Amsterdam, present a film about the marine wildlife conservation group Sea Shepherd. The film **Love Letter to Sea Shepherd**, accompanied by a series of highly graphic flags, is a work of advocacy in support of the organisation's anti-whaling activities, but also a meditation on forms of intelligence that we barely understand.

**Neri Oxman**, an architect, designer and professor at MIT in Boston, has created a series of death masks called **Vespers** using ultra-high definition 3D printing. Created in collaboration with the Mediated Matter Group, the pieces have been designed for the "The New Ancient" Collection by STRATASYS, Ltd. Reviving this ancient ritual object traditionally made using wax or plaster with state-of-the-art technology, Oxman speculates on how wearable accessories might help to transform us at the end of our lives. This new body of work is the culmination of a project that recently included a mask created for Björk.

Hong Kong-based **Rural Urban Framework** explores how the nomads of Mongolia are adapting to urban life, giving up traditional freedoms for the difficult conditions of unplanned settlements. Their installation **City of Nomads** is a structure that examines how to adapt the traditional *ger* (yurt) for a more communal life. A transformed *ger* will be constructed in the exhibition to provide visitors with an insight into a different way of life.

Dutch product designer **Christien Meindertsma**'s installation **Fibre Market** explores the potential of recycling textiles. Noting that there is almost no culture of textile recycling, she examines the lost value of 1,000 discarded woollen sweaters, turning their fibres into a highly physical and colourful presence in the exhibition.

Chinese clothing designer **Ma Ke** presents her ongoing project **Wuyong**, or 'Useless'. Ma Ke's philosophy is to create clothes that have a strong connection to the land and the rural traditions of China. Rejecting consumerism and 'fast fashion', she treats her clothes as forms of artistic but also ethical expression.



**Fear and Love – Reactions to a Complex World** will form part of the opening programme of exhibitions at the new Design Museum on Kensington High Street, opening 24 November.

Ends.

**PRESS ENQUIRIES:**

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**Notes to editors:**

**Exhibition design team:**

Exhibition design – Sam Jacob Studio and OK-RM

The exhibition design presents the installations in a way that plays with the ambiguous curatorial tone of the show. Formed as a 'soft baroque' plan realised through a 190 meter curtain, it flips between opposites: Inside and outside, closed and open, solid and translucent creating different spatial sensations framing the installations.

The exhibition design features fabric generously supplied by Kvadrat.

**Designer biographies:**

**OMA / AMO** is an international practice, co-founded by Rem Koolhaas in 1975. Where OMA operates within the traditional boundaries of architecture and urbanism, AMO, a research and design studio, applies architectural thinking to domains beyond. In 2004, AMO designed a coloured 'barcode' flag, combining the flags of all EU member states.

**Hussein Chalayan** MBE was born in Nicosia, Cyprus and educated both in Cyprus and England. After graduating from Central Saint Martins with a BA (Honours) degree in Fashion in 1993, Chalayan formed his own fashion house showcasing his twice-yearly collections in highly curated shows that engaged with politically, socially and technologically challenging subjects. He has twice been named British Designer of the Year – in 1999 and 2000– and received an MBE in the Queen’s Birthday Honours List in 2006. He is design consultant to Parisian heritage brand Vionnet, and is the head professor of the fashion department at the University of Applied Arts in Vienna.

**Madeline Gannon** heads ATONATON, a research studio inventing better ways to communicate with machines. In her research Gannon designs and implements cutting-edge tools that explore the future of digital making. Her work blends disciplinary knowledge from design, robotics and human-computer interaction to innovate at the edges of digital creativity. Gannon is completing a PhD in Computational Design at Carnegie Mellon University, where she is developing techniques for digitally designing and fabricating wearables on and around the body.

**Andrés Jaque** is the founder of Andrés Jaque Architects and the Office for Political Innovation. He has developed a series of architectural experiments intended to explore design from a political perspective, including ‘IKEA Disobedients’ (2011), which was the first architectural performance ever included in the collection of MoMA (New York), and ‘Superpowers of Ten’ (2015), a performance based on the narrative and ideas of Charles and Ray Eames’s 1977 film Powers of Ten. He is professor of Advanced Architectural Design at the Columbia University Graduate School of Architecture, Planning and Preservation, and visiting professor at Princeton University School of Architecture.

Since 2010, Bogotá-based architecture collective **Arquitectura Expandida** has explored self-building processes, both architectural and social, within public and community spaces. It works as a think-tank, devoted to research around community building and the right to the city. The projects involve citizens, communities and other collectives interested in the cultural, social, political and infrastructural management of the city. The interventions assume various scales, scopes and durations, but always address the immediate needs of the community.

**Kenya Hara** is a designer born in 1958. Seeing design as the universal wisdom accrued by society, he works in diverse forms of design strategy and communication. Besides working as the artistic director for Muji and Tsutaya Shoten in Daikanyama, Tokyo, Hara also sees exhibitions as central to his work. He has curated numerous exhibitions, including Re-Design: The Daily Products of the 21st Century, Haptic: Awakening the Senses, Tokyo Fiber ’09: Senseware, House Vision and Neo-Prehistory: 100 Verbs. He is a professor at the Department of Science of Design at Musashino Art University, and his book Ex-formation, collecting together ten years of work with his students, was published by Lars Müller Publishers in 2016. His books Designing Design and White have been translated into multiple languages.

**Metahaven** was founded in 2007 by Vinca Kruk and Daniel van der Velden. They first collaborated on a speculative visual design for the Principality of Sealand, an unrecognized mini-state on a former military structure in the North Sea that tried to reinvent itself as an internet-hosting platform. This led to the publication of *Uncorporate Identity* (2010), a book that, according to the *New York Times*, 'questions the purpose and value of design in a neurotic and treacherous era of geopolitical instability'. Its successor, *Can Jokes Bring Down Governments?* (2013), examines internet memes as a contemporary tactic of political protest. In 2011, Metahaven created a collection of scarves and T-shirts in support of WikiLeaks that have been widely published.

**Neri Oxman** is an architect and designer based in Boston, Massachusetts. She is the Sony Corporation Career Development Professor and associate professor of Media Arts and Sciences at the MIT Media Lab, where she founded and directs the Mediated Matter design research group. Her work looks to nature for practical design solutions across scales, from the micro scale to the building scale, where technology and nature live in harmony. Oxman has been named in *Icon* magazine's list of the top twenty most influential architects to shape our future, and selected as one of the 100 most creative people by *Fast Company*.

In 2005, the Chinese Government announced its plan to urbanize half of the country's remaining 700 million rural citizens by 2030. In the same year, Joshua Bolchover and John Lin set up **Rural Urban Framework** (RUF), a research and design collaboration based at the University of Hong Kong. Conducted as a non-profit organization providing design services to charities and NGOs, RUF has built, or is currently engaged in, various projects in diverse villages throughout China and Mongolia. Their research explores the links between social, economic and political processes and the physical transformation of each village. Their projects integrate local and traditional construction practices with contemporary technologies.

**Christien Meindertsma** explores the life of products and raw materials. Through design, she aims to regain an understanding of processes rendered invisible by industrialization. For her first book, *Checked Baggage* (2004), Christien purchased a container filled with a week's worth of objects confiscated in Schiphol Airport after 9/11. She meticulously categorized and photographed all 3,267 items. For her second book, *PIG 05049* (2007), she used photographs to document the extensive array of products generated from the various parts of a single, anonymous pig. This book reveals lines that link raw materials with producers, products and consumers that have become invisible in a globalized world. Her work has been exhibited in MoMA (New York), the V&A (London) and Cooper Hewitt (New York).

**Ma Ke** is one of China's most influential designers. In 2006, she founded the Wuyong Design Studio. Today, Wuyong has become a social enterprise, committed to the continuation and innovation of traditional Chinese handicrafts. In 2008, Ma Ke became the first Chinese designer to show at Paris Fashion Week, and her work has subsequently been shown around the world. In 2014, she opened the Wuyong Living Space in Beijing, for handmade products that encourage harmony with nature. A film

featuring Ma Ke's work, by director Jia Zhangke, was awarded the Best Documentary Award at the sixty-fourth Venice Film Festival.

Media partner:

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The Design Museum is building the world's leading museum devoted to architecture and design, its work encompasses all elements of design, including fashion, product and graphic design. Since it opened its doors in 1989 the museum has displayed everything from an AK-47 to high heels designed by Christian Louboutin. It has staged over 100 exhibitions, welcomed over five million visitors and showcased the work of some of the world's most celebrated designers and architects including Paul Smith, Zaha Hadid, Jonathan Ive, Miuccia Prada, Frank Gehry, Eileen Gray and Dieter Rams. The Design Museum is relocating to a 1960s building in Kensington, west London. The Design Museum will reopen on 24 November 2016. Leading architectural designer John Pawson has converted the interior of the building to create a new home for the Design Museum giving it three times more space in which to show a wider range of exhibitions and significantly extend its learning programme.

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