

**imagine moscow;  
architecture, propaganda and  
revolution**  
tour proposal



Valentina Kulagina, We Build, 1930's, Ne boltai! Collection

## contents

|                      |    |
|----------------------|----|
| exhibition overview  | 5  |
| exhibition details   | 9  |
| terms and conditions | 11 |
| contact              | 12 |

---

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

The Design Museum has recently opened in its spectacular new home on High Street Kensington and has grown its portfolio of touring exhibitions, available for hire from Spring 2017 onwards.



Moscow Pool on the foundations of the Palace of Soviets in Moscow, 1960



Imagine Moscow, photography by Luke Hayes

## exhibition overview

The Russian Revolution and its cultural aftermath represent a heroic moment in our architectural and design history, perhaps one of the last, given the contested nature of the present. There is a huge appetite for its visionary images that can still be seen reflected in the work of contemporary architects and designers. Marking the centenary of the Russian Revolution, this exhibition explores what remained as the largely imaginary landscapes and phantoms of Moscow, the ideal Soviet capital, which never came into existence but which still haunts the city as we know it today.

The exhibition contextualises the transformation of a city re-born in the early revolutionary period, as the new capital of the USSR, and the international centre of socialism. After the October Revolution, Lenin brought the capital back from the westward looking, imperial city of St Petersburg, back to the traditional heart of Russia. In the search for a new future, architects aimed to reinterpret the old idea of the city through new symbolism, new monuments and new institutions – its factories and theatres, its communal housing and its ministries.

*Imagine Moscow* brings together an unexpected cast of ‘phantoms’ – architectural monuments of a vanished world of the Soviet Union that survive in spite of never being realised, and despite their immaterial and elusive relation to reality. The exhibition explores the shifting and often contradictory attitudes to architecture that these unbuilt monuments reveal, as well as the traces they have left in the physical fabric of the city and the imagination of their inhabitants.

The six projects reveal distinct architectural ideas and moments in the pre-war Soviet Moscow. Offering a specific insight into the culture of their time, they represent different sites and tell disparate stories about the city. Each of them introduces a theme relevant to life and ideology in the Soviet Union: urban planning, collectivization, aviation and communication, propaganda, science, labour, industrialisation, communal living and recreation.



Vesnin brothers' Narkomtiazhprom proposal for Moscow, 1934

**Leonidov's Lenin Institute (1927)**, a monumental scientific research centre and planetarium that was planned for one of the city's highest hills, symbolically linking Moscow and the cosmos.

**EL Lissitzky's 'Cloudfiron' (1924)**, the horizontal skyscrapers organised around the circulation and transport system of the new capital, and which, like Ladovski and Krutikov's fantastical city plans, was meant to colonise the new Soviet skies.

**Ladovski's Communal House (1919)** that became one of the earliest and most iconic symbols of the Soviet idea of communal living, a piece of architecture imagined as the blueprint of the new society.

**Sokolov's Health Factory (1927)** that proposed a mechanised retreat on the coast of the Black Sea for Muscovites tired of communal living, and which promoted productive rest as a key element of the economy and the values of the new Soviet society.

The architectural proposals by the Vesnin brothers, Leonidov, Fridman and Melnikov for the **Narkomtiazhprom (1934)**, the Commissariat of Heavy Industry, a monumental factory of administration that would have neighboured Lenin's Mausoleum on the Red Square.

**Iofan's Palace of the Soviets (1932)**, an ultimate symbol and monument of Soviet power that would have been the tallest building in the world but instead it turned into a giant swimming pool, before being physically erased.



Imagine Moscow, photography by Luke Hayes

Using drawings, 3D models, photographs, moving image, and other contextual material such as design objects, textiles, porcelain, posters and magazines - the exhibition aims to map how these ideas were embedded in the urban fabric of Moscow and the way in which their narratives coexist and overlap in the turbulent decades of the pre-war period. Besides material from the Ne Boltai! Collection, the exhibition includes loans from the Van Abbemuseum in Eindhoven, the Stedelijk Museum in Amsterdam, the Tchoban Foundation in Berlin, the Alex Lachman Gallery in Cologne as well as the Collections of the British Library and the Catherine Cooke Archive in Cambridge. Alongside these originals, the exhibition features 2D and 3D reproductions of drawings from the Schushev Museum of Architecture (MUAR), the Museum of Moscow as well as the Russian State Archive of Social and Political History.

The exhibition provides a sensory and immersive experience for visitors.



Imagine Moscow, photography by Luke Hayes

## exhibition details

|                    |  |
|--------------------|--|
| Curator:           | Eszter Steierhoffer                        |
| Exhibition Design: | Kuehn Malvezzi Architects, Berlin          |
| Graphic Design:    | Kellenberger-White, London                 |
| Venues:            | Design Museum, London<br>15 Mar – 4 Jun 17 |
| Available:         | Summer 2017 onwards                        |
| Space:             | 475 m2                                     |



Alexander Rodchenko stencils, aviation, ca. 1930, Ne Boltai Collection



# 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 and commissions
- 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
- Any other costs relating to exhibition production.



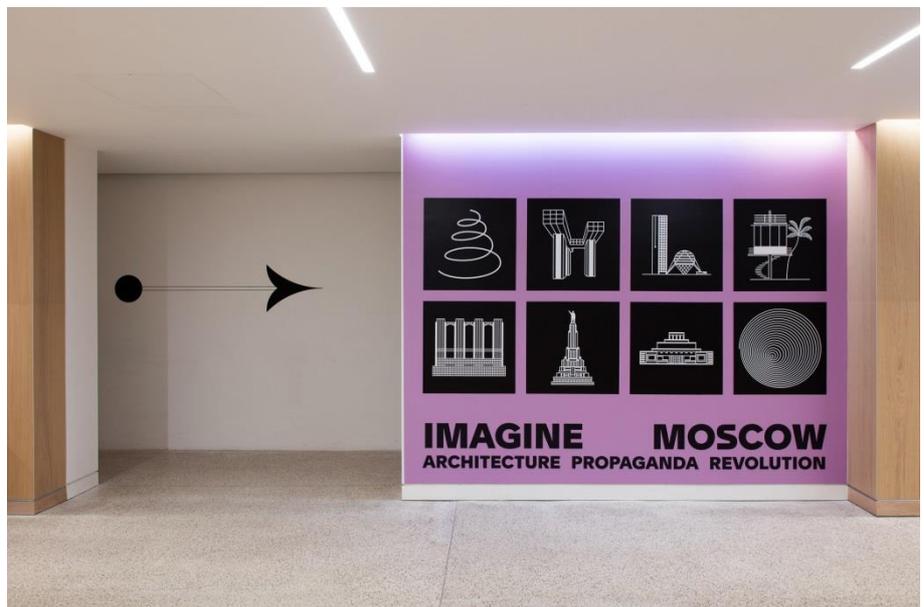
Imagine Moscow, photography by Luke Hayes

## contact

To find out more about this exhibition and tours available from 2017 when the Design Museum moves to its new home in Kensington, 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



Imagine Moscow, photography by Luke Hayes