



Jon Snow and Sir Terence Conran, founder of the Design Museum

Jon Snow: Colour is My Brand

07 November 2017 – 25 February 2018
the Design Museum

Pop-up display opens exploring the design process behind Jon Snow's distinctive tie collection

The display offers a behind-the-scenes look at one of the UK's last silk-weaving factories

The Design Museum in London has today opened Jon Snow: Colour is My Brand, a pop-up display in the museum's main atrium exploring the design process behind Jon Snow's distinctive tie collection.

The broadcaster Jon Snow is renowned for his colourful ties. He selects his ties each morning based on his mood but is conscious that 'the tie should never distract from the news'. Although millions of viewers see Snow's ties every night, few will realise that they are the product of a unique design process.

Snow first developed an interest in colourful fabrics when he visited Uganda as a teenage volunteer. Struck by the vibrantly patterned Kitenge fabric worn by Ugandan women, the experience inspired him to reinvent his formerly muted British colour palette.

The majority of Snow's silk ties have been created by the textile designer Victoria Richards. This small display explores the process behind Snow's ties, which are each uniquely woven by silk weavers at Vanners, one of the

UK's last tie-making companies. Also featured are three specifically commissioned new ties crafted to Snow's specifications, which are available to purchase in the Design Museum Shop. Each is a limited edition of 25 and priced at £125.

Jon Snow: Colour is My Brand is on show until 25 February 2018.

Ends.

PRESS ENQUIRIES:

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OPENING TIMES AND TICKET INFORMATION:

Open daily 10:00 – 18:00 (last admission 17:00)

About the Design Museum:

The Design Museum is 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. On 24 November 2016, The Design Museum relocated to Kensington, west London. Leading architectural designer John Pawson has converted the interior of a 1960s modernist 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.
designmuseum.org | newdesignmuseum.tumblr.com