

# DESIGN MUSEUM

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## TOURING EXHIBITIONS FROM THE DESIGN MUSEUM

### DRAWING FASHION



Drawing Fashion presents a unique collection of some of the most recognisable fashion illustrations from 1912 until the present day. An illustrator, working closely with the fashion designer, gives each collection or look an emotive and stylistic sense of direction that, at times, photography cannot emulate. Telling the story of the drawing's importance from a journalistic and inspirational context, Illustrated Fashion concentrates on the works that have passed or will pass the test of time. The original drawings within the exhibition define the art of illustrating fashion. The drawings will sit alongside contextual material and films of some of the artists at work and within a beautiful exhibition

environment designed by Carmody Groarke.

**Space: 600 square metres. Design Museum, London: November 2010 to March 2011; Museum voor Moderne Kunst, Arnhem, June 2011 – September 2011. Available from September 2011.**

### JOHN PAWSON



The Design Museum presents a major exhibition of the work of British architect, John Pawson. This is the first UK exhibition of Pawson's work, whose diverse commissions include the new Cistercian Monastery of Novy Dvur in Bohemia, Calvin Klein's flagship store in Manhattan and the Sackler Crossing at the Royal Botanic Gardens, Kew. Providing an overview of a body of work amassed over thirty years spent in the pursuit of simplicity, this exhibition also aims to offer an immersive experience, with specially commissioned photography and short films, large-scale models and a 1:1 installation designed specifically for the show.

**Space: 550 square metres. Design Museum, London, September 2010 – January 2011. Available from February 2011**

## URBAN AFRICA – David Adjaye’s photographic journey



One of the leading architects of his generation, David Adjaye has stepped out of his regular line of work to photograph and document key cities in Africa as part of an ongoing research project to study new patterns of urbanism. This exhibition tries to redress the scant knowledge of the built environment of Africa. Adjaye has photographed the significant features of African cities as well as civic, religious and residential buildings. His photographs do not attempt to provide an exhaustive record of each place, but instead, they examine the buildings and places which have a special resonance with his preoccupations as an architect. Often regarded as a continent defined by underdevelopment, poverty, war and tourism, through this exhibition Adjaye presents Africa in a different light. This detailed survey reveals a unique snapshot of life in Africa today, documenting the nature of urban life in a developing country, a unique geo-cultural survey profiling the African city in a global context.

**Space: 300 square metres. Design Museum, London, March – September 2010. Kunsthalle, Bern, Autumn 2010, City Gallery Lisbon, Spring 2011. Available from March 2011.**

## ERGONOMICS – Real design



From the humble tape measure and the household tap to the office chair and the vast and complex areas of transport systems and patient safety in health - Ergonomics is the study of how we interact with the products, services and the environment around us. Ergonomists gather scientific data which, when used by designers during the design process, can actively help us find our way more effectively; use a TV remote more effortlessly and administer medicine more safely. This engaging exhibition shines a critical and thought provoking light at the benefits of ergonomics in the design of so many products and systems that we depend upon and enjoy in our everyday lives.

**Space: 250 square metres. Design Museum, London: November 2009 to March 2010. Available from April 2010.**

## SUSTAINABLE FUTURES – Can design save the world?



This exhibition presents key examples of how design can deliver a more sustainable future. It examines not only the objects themselves but also the infrastructure in which objects are produced and exist. At a time when designers and architects are under pressure to ‘think green’ and education establishments are placing greater emphasis on sustainability in the curriculum, this exhibition aims to highlight a selection of projects that either already exist or are in the making, that will set a precedent for how we can achieve a more sustainable future.

**Space: 300 square metres. Design Museum, London: April – September 2010. Available from October 2010**

## INDUSTRIAL FACILITY - Some Recent Projects



The everyday and the useful - from coffee makers and kitchen utensils to office stationery; the mass produced objects that fill our lives are some of the recent projects by Industrial Facility that feature in this exhibition. The UK-based design team, Sam Hecht, Kim Colin and Ippei Matsumoto, approach the design of the everyday with a rare rigour and humility. Not striving to create something different but something better, this exhibition reveals some of the design motives and processes behind their industrial design for well known clients including Muji, Epson, Herman Miller and Established & Sons.

**Space: 200 square metres. Design Museum, London: May to September 2008. Available now.**

## BRIT INSURANCE DESIGN AWARDS WINNERS 2008 - 2010



This exhibition presents the winners of the Brit Insurance Designs of the Year Awards 2008 and 2009 giving an insight to the achievements in design and architecture over the last two years. The awards are given to the best in each category; architecture, fashion, furniture, graphics, interactive, product and transport as well as to an overall winner: Yves Behar's One Laptop Per Child project in 2008 and Shepard

Fairey's internationally recognised Obama poster in 2009. The awards are selected by an international jury from over one hundred projects nominated each year for exhibition at the Design Museum. The projects are representative of design across its many disciplines and how design can be successful on different levels.

**Space: 200 square metres. Design Museum, London: February to September 2010. The Hub, Lincolnshire, September to November 2009. The Civic, Barnsley, Autumn 2010. Available from January 2011.**

## ALAN FLETCHER - Fifty Years of Graphic Work (and Play)



Alan Fletcher (1931-2006) was among the most influential figures in the history of British graphic design by synthesising the graphic traditions of Europe and North America into a spirited, witty and very personal style. Co-founder of Fletcher/Forbes/Gill in the 1960s and Pentagram in the 1970s, he created enduring graphic schemes including the identities of Reuters and the V&A. In later years, as Creative Director of Phaidon Press, he forged links with a new generation of British graphic designers. This exhibition presents the first retrospective of Fletcher's work. It explores the wit and ingenuity of commercial work for Pirelli, Reuters, Lloyds of London, the V&A and Phaidon, as well as personal projects in lettering, collage and illustration with which he has entertained himself – and us – over the years. A smaller exhibition of Alan Fletcher posters is also available.

**Space: 500 - 600 square metres. Design Museum, London: November 2006 to February 2007. CUBE, Manchester: January to April 2010. Available from May 2010 onwards.**

## **UNEXPECTED PLEASURES – Art and design in contemporary jewellery**

This exhibition explores the relationship between design, craft and art, through the focus of jewellery. It provides a timely survey of the new directions jewellery is taking. The exhibition will focus on the understanding of the wearer as an essential part of the creative process. It will bring an understanding of contemporary jewellery to a wider audience and at the same time offer a new perspective to those who are familiar with developments in the field. From the point of view of industrial design, contemporary jewellery offers a powerful insight into the wider definitions of function, meaning, and the emotional engagement of the individual with their possessions. Jewellery tells us everything we need to know about the nature of design. Every society, at every period in human history has used jewellery as a means to mark status: personal and social and life's key landmarks are recorded through such objects of special significance. The exhibition will include jewellery from the beginnings of the Contemporary Jewellery movement in the 1950s to the present day and examine how jewellery has now acquired many new meanings in everyday life.

**Space: 450 square metres. Design Museum, London, 2012. Available from April 2013**

### **WIM CROUWEL**

An exhibition of the work of celebrated graphic designer **WIM CROUWEL**, available for touring in late 2011, is also in development.

**For further information about the Design Museum's touring exhibitions programme, please contact:**

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