

DESIGN MUSEUM

DESIGN MUSEUM ANNOUNCES 2007 EXHIBITIONS PROGRAMME

The **Design Museum** today (26 October 2006) announces its programme of exhibitions for 2007. Under the new directorship of **Deyan Sudjic**, the upcoming exhibitions will span a broad range of design disciplines including product design, industrial design, architecture, fashion and graphics.

Highlights for the year include: **Zaha Hadid – Architecture and Design**, the first full scale show of Hadid's work in the UK and the largest project undertaken by the Design Museum; **Luigi Colani – Translating Nature**, which will bring together Colani's extraordinary large scale prototypes including aircraft, trucks and cars, as well as his streamlined furniture and product design; a celebration of ten years of **Matthew Williamson** in fashion, a unique success story of the British fashion industry, focusing on the key designs that have shaped Williamson's career; and **The Art of War**, which will explore the ways in which innovation and design have worked through history in the extremis of war. The exhibition programme also includes monograph exhibitions on innovative British graphic designer **Jonathan Barnbrook** and **Ettore Sottsass**, doyen of Italian design, as well as the Design Museum's annual exhibition of new talent, Design Mart, which will relaunch in September 2007.

"We are working on a programme that looks at the whole range of what design can be – monograph shows on major figures like Sottsass and Hadid, as well as exhibitions that offer a spring board for young talent", says Deyan Sudjic, "We want to bring together fashion, graphics, product design, and architecture, and show that they have a place at the heart of contemporary culture."

Founded in 1989, the Design Museum is the UK's cultural champion of design and wins international acclaim for exhibitions of modern design history and contemporary design.

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DESIGN MUSEUM 2007 EXHIBITIONS

ALAN FLETCHER

- Fifty Years of Graphic Work (and Play)

Until 18 February 2007

Alan Fletcher (1931-2006) was among the most influential figures in the history of British graphic design. Co-founder of Fletcher/Forbes/Gill in the 1960's and Pentagram in the 1970s, he created enduring graphic schemes, including the identities of Reuters and the V&A. More recently in his role as Creative Director of Phaidon Press he had a major impact on book design. To mark the donation of Fletcher's archive to its collection, the Design Museum is presenting the first retrospective of his work.

DESIGN MART

- Celebrating New Design Talent

Until 28 January 2007

Design Mart is an annual survey of emerging design talent. The 2006 Design Mart exhibition, which opened during the London Design Festival in September, features design collective Viable, the design partnership &made, Max Lamb, Nadine Jarvis, Peter Marigold, Philip Worthington, and Tim Simpson. The Design Museum has awarded £50,000 in grants to help talented young designers to develop their careers, in a bursary scheme generously funded by Esmée Fairbairn Foundation. The grants have been awarded to Assa Ashuach and Committee, who took part in Design Mart 2005, and &made, Nadine Jarvis and Peter Marigold whose work features in the current exhibition.

Supported by the Esmée Fairbairn Foundation.

ETTORE SOTTASS

- A Life in Design

3 February to 27 May 2007

Ettore Sottsass has been a towering presence in Italian design for more than half a century. Best known as founder of the groundbreaking 1980's design group Memphis, he has also designed famous glass and ceramic products for Alessi, landmark electronic products for Olivetti, and has worked as an architect. In a career that spans more than six decades, Sottsass has produced an enormous breadth of work, reflecting a theoretical approach to design, and drawing on personal influences from popular culture. To mark Ettore Sottsass' 90th birthday in 2007 the Design Museum will exhibit his most iconic designs, celebrating a remarkable life in design.

LUIGI COLANI

- Translating Nature

3 March to 17 June 2007

Luigi Colani is one of the great mavericks of 20th Century design. He has applied his philosophy of bio-dynamic design to many areas – from the design of aircraft, trucks and houses, to furniture, cameras and ceramics – and has, more than any designer, put organic design firmly on the contemporary agenda. Born in Berlin in 1928, with an art school training supplemented by studies in aerodynamics, he began his career working in the car industry. He set up his own studio in the 1960s where he made a name as the king of the customizers, with his own baroque idiom of boldly sculptured forms that spilled from cars to aircraft, and then into furniture and industrial objects. From 1982 he began to work in Japan, and his swooping sculpted forms transformed among other products, cameras for Canon, and headphones for Sony. Luigi Colani: Translating Nature will be the first exhibition of Colani's work in Britain.

ZAHA HADID

- Architecture and Design

1 July to 28 October 2007

More than twenty years since she first established her practice in London, Zaha Hadid is at the height of her powers. When she won the Pritzker Prize in 2004, she had only just completed her first substantial project, the Rosenthal Centre for Contemporary Art in Cincinnati. Now with an office 100 strong, she is busy building all over the world, on projects that range from masterplans in Singapore and Istanbul, to an opera house in China, a museum in Rome, and a skyscraper in Dubai. In the last year Hadid has opened two substantial buildings in Germany: a car factory for BMW and the Phaeno Science Centre, for which she was shortlisted for the 2006 RIBA Stirling Prize. Both have triumphantly demonstrated her ability to translate the essence of her virtuoso spatial invention in solid form. The Design Museum exhibition will be the first full scale show of Zaha Hadid's work in the UK. It will also be one of the largest projects undertaken by the Design Museum, spread over two floors of galleries, and will focus on this recent extraordinarily productive period in Hadid's work.

JONATHAN BARNBROOK

- Friendly Fire

2 June to 7 October 2007

From his acclaimed pop-up book on the work of Damien Hirst, to experimental typefaces and political protest projects, Jonathan Barnbrook has emerged in the past two decades as one of the UK's most consistently innovative graphic designers. This first British retrospective of his work will trace Barnbrook's career from his early experiments in pure typography, pioneering motion graphics in the early 1990s, to recent work including his latest projects with collaborators such as the anti-corporate collective Adbusters. The exhibition, specially designed for the Design Museum by Barnbrook, will be accompanied by the publication of the first monograph of his studio's work.

DESIGN MART **September 2007**

For the last three years Design Mart at the Design Museum has showcased the best of a new generation of product and furniture designers, as part of the Design Museum's commitment to nurturing new design talent. The 2007 exhibition will open in September, during the London Design Festival.

MATTHEW WILLIAMSON **13 October 2007 to 27 January 2008**

Matthew Williamson is a unique success story within the British fashion industry. A graduate of Central St Martins he began his career without any financial backing, working from a small London studio, and burst onto the fashion scene with an acclaimed debut show at London Fashion Week in 1997. Ten years on he has his own store in the heart of Mayfair, he has been nominated three times for British Designer of the Year, and his collections are worn by international celebrity clients including Madonna, Sarah Jessica Parker, Gwyneth Paltrow and Sienna Miller. Celebrating ten years of Matthew Williamson in fashion, the Design Museum exhibition will focus on process, the use of pattern, print and colour which have defined his work, and the key designs that have made Williamson one of the best known UK fashion talents.

THE ART OF WAR **10 November 2007 to 24 February 2008**

War has been a primary force behind technical innovation throughout the history of mankind. It is enormously destructive, and yet, because of its sense of urgency, and the marshalling of limitless resources in terms of labour, materials and money, it has also been responsible for huge accelerated leaps in design. The jet engine was the outcome of World War II, as was a prophylactic for Malaria. The Colt hand gun was the forerunner for modular construction and mass production. It was the demands of military performance that pushed the development of carbon fibre, radar, GPS, rocketry and aviation. It was wartime production that created the Jeep and the Hummer. The Art of War at the Design Museum will explore the way in which innovation and design have worked throughout history in the extremis of war.

DESIGN MUSEUM TANK **- Contemporary Design Installations**

Free for everyone to see at any time of day – or night – on the riverfront terrace with views across the Thames to Tower Bridge and Canary Wharf, the Design Museum Tank is an outdoor gallery of constantly changing installations. As well as offering glimpses of exhibitions inside the museum, the Design Museum Tank stages specially commissioned installations by leading contemporary designers. For further information on exhibitions in the Design Museum Tank please contact the communications team.

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