

**touring exhibitions
programme
2017-2018**

The Design Museum, London

**the
DESIGN
MUSEUM**

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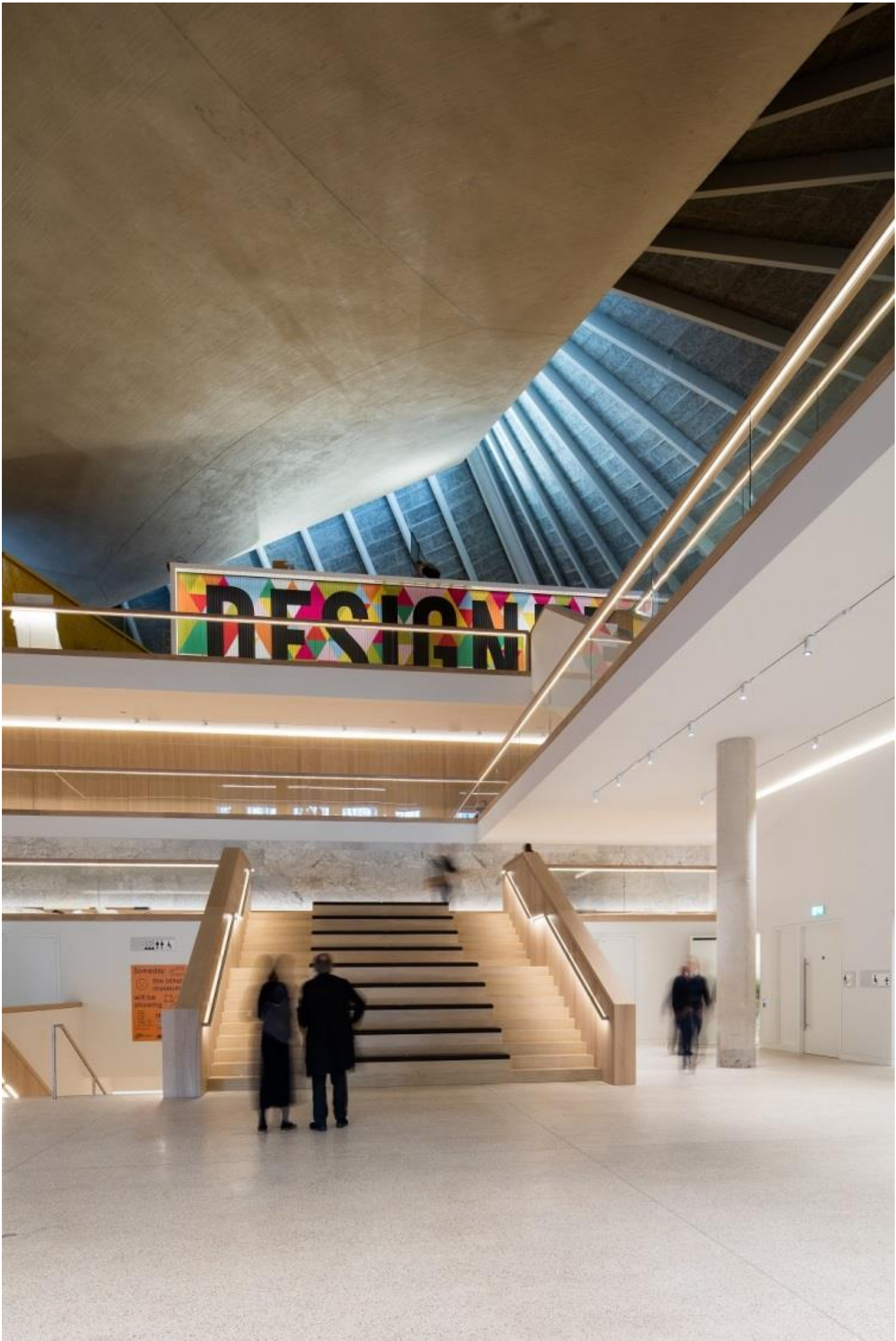
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touring exhibitions programme

The Design Museum touring programme was set up in 2002 with an aim to bring design exhibitions to audiences around the UK and internationally. From fashion to product, furniture to technology, the Design Museum has toured more than 100 exhibitions to 90 venues in 21 countries worldwide.

Having recently closed at its Shad Thames site, the Design Museum has relocated to its new home in Kensington, West London. Housed in a landmark grade II* listed modernist building from the 1960s, the new site offers three times more space including two major temporary gallery spaces and a free permanent collection display.

Find out more about the museum's current and future programme and the fantastic exhibitions available for hire.



california

California has a powerful hold on what we think of when we think of “design”. Eames furniture has become a default setting for mainstream good taste. Frank Gehry’s Guggenheim in Bilbao defined the architectural ambitions of the first decade of the 21st century. And Apple’s obsession with design quality made it the most valuable company in the world. Spearheaded by Silicon Valley, our day-to-day experiences are increasingly filtered through social media interfaces and other screen-based interactions.

This ambitious survey exhibition is the first of its kind to assess California’s potent influence on contemporary design culture. Picking up the story after the glory days of California Modern, its historical sweep stretches from Los Angeles’ street and beach cultures to the 1960s counterculture and the bleeding edge of start-up culture in the San Francisco Bay Area. The bulk of the show, and what makes it such a talking point, is the design culture of Silicon Valley. We think of Apple instinctively, but this is not just about beautiful consumer products. This is about how computer engineering is “designing” our most common daily experiences – it is about the way we interact, share and live.

Curator:	Justin McGuirk
Exhibition Design:	Plaid
Graphic Design:	Jonathan Barnbrook
Venues:	Design Museum, London 24 May – 15 Oct 17
Confirmed slot:	Design Museum, Helsinki 9 Nov 2017 – 4 April 2018
Availability:	Spring 2018 onwards
Size:	approx. 870 sq m



SNAPCHAT SPECTACLES, SNAP INC

new old - designing for our future selves

As our population ages rapidly, the exhibition looks at how design can help people lead fuller, healthier and more rewarding lives into old age, asking the question: how can designers meet the challenge of a rapidly ageing society? From robotic clothing to driverless cars, this exhibition rethinks design approaches to ageing.

Curated by Jeremy Myerson, Helen Hamlyn Professor of Design at the Royal College of Art, the exhibition is organised into six sections - Ageing, Identity, Home, Community, Working and Mobility.

Each section features a special design commission by a leading designer or design team, creating new solutions for demographic change as well as addressing the challenges of ages. New projects by Yves Béhar /fuseproject, Konstantin Grcic, Future Facility, Special Projects, IDEO and Priestman Goode feature in the show. NEW OLD examines how innovation and design can reimagine how we live the later stages of our lives.

Curator:	Jeremy Myerson, Helen Hamlyn Professor of Design, RCA
Exhibition Design:	Plaid London
Graphic Design:	Lucienne Roberts+
Venues:	Design Museum, London 12 Jan – 19 Feb 17
Tour:	Lodz, Poland – October 17 Kaohsiung, Taiwan – Jan to Apr 18
Availability:	Spring 2018 onwards
Size:	approx. 250 sq m



© SPECIAL PROJECTS, EXHIBITION PHOTOGRAPHY BY LUKE HAYES

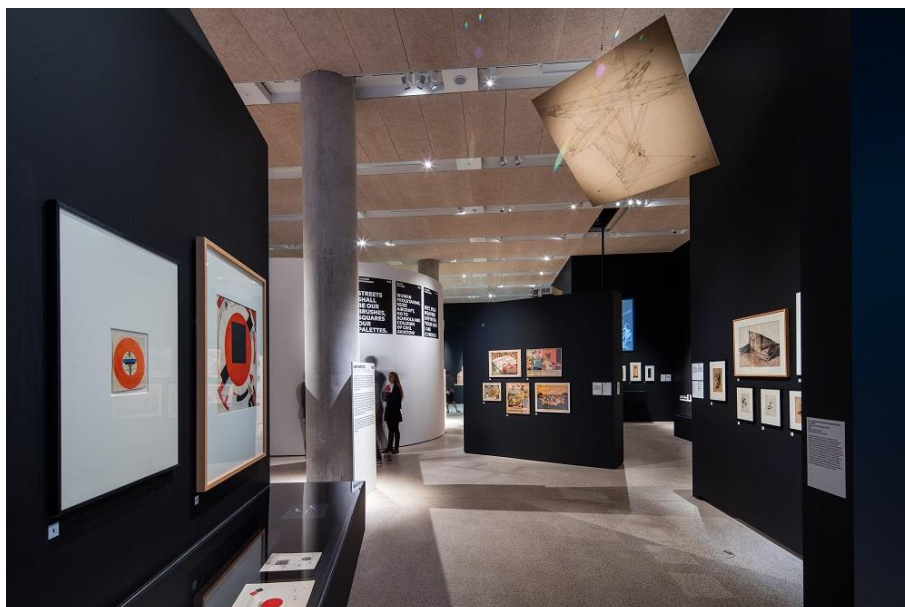
imagine moscow - architecture, propaganda, revolution

The Russian Revolution and its cultural aftermath represent a heroic moment in our architectural and design history. Marking the centenary of the Russian Revolution, this exhibition explores what remained as the largely imaginary landscapes and phantoms of post-revolutionary Moscow, the ideal Soviet capital, which never came into existence but which still haunts the city as we know it today.

The exhibition examines seven projects and their sites, distinct architectural ideas and moments in the pre-war Soviet Moscow, such as Leonidov's Lenin Institute, Tatchenko's Film Factory, the heroic proposals for the Ministry of Heavy Industry building on the Red Square and the Palace of the Soviets by Iofan. Each of them introduces a theme relevant to life and ideology in the Soviet Union: urban planning, aviation, communication, culture/cinema, science, labour, communal living and recreation.

Using drawings, 3D models, photographs, moving image, and other contextual material such as design objects, 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.

Curator:	Eszter Steierhoffer
Venues:	Design Museum, London 15 Mar – 4 Jun 17
Availability:	Summer 2017 onwards
Size:	approx. 475 sq m



EXHIBITION PHOTOGRAPHY BY LUKE HAYES

colour theory – hella jongerius

We see the world in colour but rarely do we appreciate how it shapes what we see. In this unique exhibition, the respected designer Hella Jongerius presents a reading of the world through colour. Drawing on years of research, she sets out to make us look deeper at the way colour behaves – on shapes and surfaces, in shadows and reflections. Through a series of phenomenological studies and experiences, the exhibition makes us question one of the most elemental aspects of design. The ultimate aim is to pit the power of colour against the power of form.

How does colour behave on different forms and textures? What happens if you bend or fold a surface? How does a hue change at different times of the day? Where does colour end and its shadow begin? Hella Jongerius' studies into such questions form the basis of what is an extraordinary sensory experience.

The exhibition contains hundreds of dynamic elements, from textiles and porcelain tiles to what she calls “colour catchers” and “3D colour wheels”, multi-faceted geometric mobiles that display the complex behaviour of light and movement on surfaces.

Rich in sensory experiences and layered with cultural interpretation, this is an exhibition that inspires both design industry insiders and a broad audience drawn to the dynamics of colour in design, art and life.

Curator:	Alex Newson
Exhibition Design:	Jongeriuslab
Graphic Design:	tbc
Venues:	Design Museum, London
	28 Jun – 24 Sep 17
Availability:	Autumn 2017 onwards
Size:	approx. 475 sq m



COLOURED VASES SERIES 3, ORANGES © GERRIT SCHREURS

in the making

Curated by Edward Barber and Jay Osgerby, In the Making captures objects mid-manufacture and puts the aesthetic of the unfinished centre stage. Varying from a cricket bat to a MacBook, a surprising range of objects have been chosen by Barber and Osgerby to be exhibited in an unfinished state, celebrating the intriguing beauty of the making process and revealing the unexpected quality that everyday objects have before assuming their final, recognisable form.

The exhibition provides a glimpse of the designers' ongoing dialogue with manufacturing that is so distinctive to their practise. Throughout their careers, Edward and Jay have had a technical curiosity and fascination with the making process. The way in which things are created has had a profound influence on them and continually inspires their work.

These partially-made objects give an insight into the design thinking that has driven this duo to such acclaimed success, including designing the London 2012 Olympic Torch, which went on to be awarded the Design Museum's Design of the Year 2012. Their multidisciplinary approach challenges the boundaries of industrial design, architecture and art.

DM Curator:	Margaret Cabbage
Exhibition design:	Universal Design Studio
Graphic design:	Build
Venues:	Design Museum, London: 22 Jan – 4 May 14 Irish Design at Dublin Castle: 30 Dec 14 – 17 Mar 15 The Wilson, UK: 11 Jul – 20 Sep 15
Availability:	Summer 2017 onwards
Size:	150-250 sq m



EXHIBITION VIEW. DESIGN MUSEUM, LONDON, 2014. PHOTO BY MIRREN ROSIE.

hello, my name is paul smith

In a career spanning over 40 years, Paul Smith has become one of Britain's foremost designers. The Paul Smith brand is known for an unmistakable classic Englishness augmented with a colourful 'twist'.

The exhibition explores how Paul Smith's unique and intuitive take on design, coupled with an understanding of the importance between designer and retailer, have laid the foundations for the company's lasting success. It charts the company's development from Paul's first shop in Nottingham to its now global scale.

The exhibition, which has broken visitor attendance records in London, Belgium and Japan, is presented through the different stages of design and production behind a catwalk collection, offering great insight into Paul's design and marketing process. It also looks to explore the passions of Paul Smith himself, what drives him as a designer and the significant items, people and places that have inspired him during his extensive career.

Curator:	Donna Loveday
Exhibition Design:	Richard Greenwood Partnership
Graphic Design:	About Creative
Venues:	Design Museum, London: 15 Nov 13 – 22 Jun 14 Modemuseum Hasselt: 30 Jan – 16 Aug 15 The Lighthouse, Glasgow: Jan – Mar 16 Japan tour: Jun – Oct 16 Huashan 1914 Creative Park, Taipei: 17 Jun – 3 Sep 17 MAM Shanghai: 6 Oct 17 – 7 Jan18
Tour:	
Availability:	Slots available in 2018.
Size:	600-1000 sq m



HELLO, MY NAME IS PAUL SMITH, DESIGN MUSEUM, 2013. PHOTO BY LUKE HAYES.

a century of chairs

No object tells the history of modern design more eloquently than the chair. From the revolutionary bentwood Thonet chairs of the mid 1800s, through experiments with tubular steel in the 1920s and plastics in the 1960s, to the most innovative chairs of today, A Century of Chairs offers an exciting introduction to modern design history.

The exhibition illustrates the design and development of the chair in terms of aesthetics, functionality, technology, ergonomics and sustainability by featuring over 70 classic chairs from the Design Museum Collection. Visitors will see rare prototypes, one-offs and first editions from a selection of the best of twentieth century chairs.

Curator:

Gemma Curtin

Venues (selected):

Design Centre, Barnsley, 2004
Cartwright Hall, Bradford, 2008
The Civic, Barnsley, 2010
Cheongju International Craft Biennale, 2011
Storey Gallery, Lancaster, 2012
Sewerby Hall, Yorkshire, 2015

Availability:

Summer 2017 onwards

Size:

200-400 sq m



GERRIT THOMAS RIETVELD, ZIG-ZAG CHAIR,
1932-34
PHOTO BY LUKE HAYES



FELT CHAIR, MARC NEWSON, 1989
PHOTO BY LUKE HAYES

terms and conditions

Hire fee, on request

INCLUDED IN HIRE FEE

- Curation and concept by the Design Museum
- Administration and tour management by the Design Museum
- Exhibits
- Use of some images and film 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.

COSTS PAYABLE BY THE VENUE

- Hire fee, payable in instalments
- Fee to the Exhibition Designer to adapt the exhibition for the venue's space
- Share of transport and crating costs, 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
- And any other costs relating to exhibition production.

contact

To find out more about any of these exhibitions and other tours available from 2018 onwards, please contact:

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