

touring exhibitions programme

2024 - 2025



the
DESIGN
MUSEUM

designmuseum.org

Design Museum Touring Programme

The programme was set up in 2002 with the aim of bringing design exhibitions to audiences around the UK and internationally. Since then, the museum has organised more than 170 tours to 137 venues in 38 countries worldwide.

The Design Museum's touring exhibitions range in size from 150 to 1000 square metres and encompass all areas of design – architecture, fashion, graphics, product, digital and more.

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, Frank Gehry, Eileen Gray and Dieter Rams, Margaret Calvert and Yinka Ilori.

On 24 November 2016, the Design Museum relocated to Kensington, West London. John Pawson 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.

In May 2018, the Design Museum was awarded the title of European Museum of the Year.

In 2021, the Design Museum launched Future Observatory, a national programme for design research supporting the UK's response to the climate crisis. The three-year programme is coordinated by the Design Museum in partnership with the Arts and Humanities Research Council (AHRC), which is part of UK Research and Innovation (UKRI).

Contents

Exhibitions

3	Barbie®: The Exhibition
5	Skateboard
7	The Offbeat Sari
9	WEIRD SENSATION FEELS GOOD
11	Material Tales
13	Waste Age
15	Football
17	Sneakers
21	Exhibition Catalogues
27	Terms and Conditions
28	Contacts





CURATOR
Danielle Thom is a Curator at the Design Museum

EXHIBITION DESIGN
Sam Jacob Studio

GRAPHIC DESIGN
LMC

VENUE
the Design Museum, London
 5 July 2024 - 23 February 2025

TOUR AVAILABILITY
 from Spring 2025

SPACE
 approx. 400 square metres

(LEFT)
 1959 Barbie No. 1 © Mattel, Inc.

(ABOVE)
 1962 Barbie Dream House © Mattel, Inc.



Barbie®: The Exhibition

Opening to coincide with the 65th anniversary of the Barbie™ brand in 2024, the exhibition will explore the story of Barbie through a design lens, including fashion, architecture, furniture and vehicle design.

Highlights include a rare first edition of the very first doll released by Mattel® in 1959 ('No. 1 Barbie'), the groundbreaking Day to Night Barbie from 1985 and the best-selling Barbie of all time, 1992's Totally Hair Barbie which sold over 10 million across the globe.

The exhibition will also highlight the diversity of the Barbie range, with examples of the first Black, Hispanic and Asian dolls to bear the Barbie name, as well as dolls that reflect today's diverse, multicultural society, including the first Barbie with Down syndrome, the first to use a wheelchair, and the first to be designed with a curvy body shape.

We'll also be showcasing the friends of Barbie, including her first friend, Midge, and the much-loved Christie and Teresa; as well as the younger sister of Barbie, Skipper. There'll also be a section dedicated to Ken, which will see six decades' worth of Ken dolls on show, showing his evolution from his introduction in 1961.

Other objects from this historic brand will include Dreamhouses, vehicles and furniture, including the first ever Barbie Dreamhouse™ from 1962. Together these items will show how Barbie's homes, vehicles and other products have all helped to design the universe in which she exists and has always reflected the tastes and trends of day, engaging with modern design in an aspirational but accessible way.



Skateboard

CURATOR
Jonathan Olivares is a Guest Curator
Tory Turk is Associate Curator
Kathryn Johnson is a former Curator at the Design Museum

EXHIBITION DESIGN
Jonathan Olivares

GRAPHIC DESIGN
Apartmento Studios

VENUE
the Design Museum, London
 20 October 2023 - 2 June 2024

TOUR AVAILABILITY
 from Summer 2024

SPACE
 approx. 300 square metres

This exhibition chronicles the history of skateboard design from the 1950s to the present day, from homemade, humble beginnings to today's professional and technologically advanced models.

Curated and designed by author, designer and skater Jonathan Olivares, this is the first UK exhibition to explore the evolution of skateboard design in such detail, developed in partnership with Converse. The exhibition showcases innovative skateboards and components and track how skateboarders have taken over sidewalks, swimming pools and skate parks designing new boards to suit their performance, style and surroundings.

Around 90 rare and unique boards are on display, alongside over 100 other objects, including hardware such as wheels and tucks, safety equipment, VHS tapes, DVDs, magazines and ephemera. Together they show skateboard's technical developments and its evolving social acceptance.

Explore a range of contemporary boards alongside 1950s homemade skateboards from California – Laura Thornhill's Logan Earth Ski 1970s pro model, Tony Hawk's first ever professional model skateboard, Sky Brown's first pro model and the Sky Brown x Skateistan Almost deck.

(LEFT TOP)
 Laura Thornhill, backside kick turn Torrance, 1977.
 Photograph by Jim Goodrich

(LEFT BOTTOM)
 Boards and accessories linked to freestyle skating, which features technical tricks performed on flat ground.
 (ABOVE)
 Exhibition view, the Design Museum, London



The Offbeat Sari

Worn as an everyday garment by some and considered by others to be contrived or uncomfortable, the definition of the sari has multiple subjectivities. Conventionally an unstitched drape wrapped around the body, which can be draped in multiple ways, its unfixed form has enabled it to morph and be absorbent of cultural influences.

In recent years the sari has been reinvented. The urban youth who previously associated the sari with formal wear can now be found wearing saris and sneakers on their commutes to work. Designers are experimenting with hybrid forms such as sari gowns and dresses, pre-draped saris and innovative materials such as steel.

Today the sari manifests as a garment subject to transformation, an expression of identity and resistance, and a crafted object with layers of cultural meanings. This exhibition positions the sari as a designed object from these three perspectives.

CURATOR
Priya Khanchandani is Head of Curatorial and Interpretation at the Design Museum

EXHIBITION DESIGN
Studio MUTT

GRAPHIC DESIGN
Sthuthi Ramesh Design

VENUES
the Design Museum, London
 19 May - 17 September 2023

Wereldmuseum, Amsterdam
 12 April - 3 November 2024

TOUR AVAILABILITY
 Slots available in 2025 and 2026

SPACE
 approx. 400 square metres

(LEFT AND TOP)
 Exhibition views, the Design Museum, London



WEIRD SENSATION FEELS GOOD: The World of ASMR

CURATORS

James Taylor-Foster is a Guest Curator from ArkDes, the Swedish Centre for Architecture and Design

Esme Hawes is a Curator at the Design Museum

EXHIBITION DESIGN

ÉTER

GRAPHIC DESIGN

Agga Mette Stage and Alexander Söder

VENUE

the Design Museum, London
13 May 2022 - 10 April 2023

TOUR AVAILABILITY

Slots available in 2024 and 2025

SPACE

approx. 400 square metres

As little as a decade ago, ASMR (Autonomous Sensory Meridian Response) was largely dismissed as a figment of the imagination. Today the term represents one of the largest movements on the Internet, and it has become impossible to ignore. As academic institutions around the world seek to make sense of the phenomenon, creatives—known as “ASMRtists”—are building on a cultural movement that transcends language and culture in favour of bodily ‘feels’.

ASMR is a term that describes a physical sensation: euphoria or deep calm, sometimes a tingling in the body. In recent years an online audience of millions has grown, dedicated to watching the work of designers and content creators who try to trigger this feeling in their viewers. They do it by whispering or eating, touching or tapping, and more besides. This exhibition is the first dedicated to this feeling, and the emerging field of creativity that has grown up around it.

The exhibition is winner of the Dezeen Awards 2022 Exhibition design of the year.

(LEFT AND TOP)
Exhibition views, the Design Museum, London



Material Tales: The Life of Things

As we face the realities of the Earth's limited resources, designers and users alike are seeking greater clarity around how objects are made, and at what material cost. What materials go into the objects that define our day to day lives? And how might we learn to make better use of these materials in future?

Material Tales is a uniquely poetic exploration of the world of materials, taking visitors on a journey through the origins, uses, and evolution of matter. From their microscopic structure through to the global impact of their use and exploitation, materials are revealed in all of their complexities as they share the incredible stories of their emotional, technical and political lives.

Featuring highlights from the Design Museum Collection, as well as works by leading contemporary designers and a wealth of contextual material, Material Tales aims to provide greater material literacy for visitors of all ages. The exhibition is paired with a full educational pack and a 'Research in Action' element allowing host venues to run a full-day materials workshop.

An expanded version of the exhibition with interactive games and physical interactives has also been created for tour by the Design Museum and Hong Kong Science Museum in collaboration with Globe Creative and is titled **Material Tales: The Art and Science of Things**.

CURATOR
Eleanor Watson is a former Curator at the Design Museum

EXHIBITION DESIGN
vPPR Architects

GRAPHIC DESIGN
Twelve Design Ltd

VENUES
CAFA Art Museum, Beijing
17 September - 17 October 2021

Art Museum of Nanjing University of the Arts
8 - 24 December 2021

Hong Kong Science Museum
19 May - 18 October 2023

TOUR AVAILABILITY
Slots available in 2024 and 2025

SPACE
300-500 square metres

(BOTTOM LEFT & ABOVE)
Exhibition views, CAFA Art Museum, Beijing

(TOP LEFT)
Exhibition view, Hong Kong Science Museum



Waste Age

Waste Age tells the story of the environmental crisis created by our ‘take, make, waste’ economy. The exhibition explores how trash can be transformed into new resources, and how design can help usher in a new age where there is no such thing as waste.

Globally, over 2 billion metric tons of rubbish are produced annually and the World Bank estimates this will increase to 3.4 billion metric tons by 2050. Today only 15% of that is reclaimed. We are at a crisis point – we need to radically rethink our throwaway economy, changing systems and materials as well as thinking and behaviours.

This exhibition explores what lies beyond our current toxic waste infrastructures, exploring the environmental, social and geopolitical forces at work. Here visitors will be immersed in the waste crisis before being shown the transformative potential of new design approaches that are redefining fashion, construction, food, electronics or packaging and the new materials that will help shape a cleaner future.

This is an exhibition that not only seeks to imagine alternative futures, but one that empowers the visitor to be part of the solution.

CURATORS
Gemma Curtin is a former Curator at the Design Museum
Justin McGuirk is Chief Curator at the Design Museum

EXHIBITION DESIGN
Material Cultures

GRAPHIC DESIGN
SPIN

VENUES
the Design Museum, London
 23 October 2021 - 20 February 2022

Hong Kong Design Institute
 3 February - 7 May 2023

Cité des sciences et de l'industrie, Paris
 5 December 2023 - 1 September 2024

Midlands Arts Centre, UK
 October 2024 - March 2025

SPACE
 approx. 900 square metres

(LEFT TOP)
 Exhibition view, the Design Museum, London
 (LEFT BOTTOM)
 Exhibition view of Materialism Volkswagen Beetle, Studio Drift, 2018, the Design Museum, London
 (TOP)
 Exhibition view, the Design Museum, London



Football: Designing the Beautiful Game

It is estimated that more than half the world population – some 3.5 billion people – watched part of the FIFA World Cup in 2018. Football is unquestionably the world's most popular sport, with a dedicated fan base and truly international reach. It is also a significant industry, European football alone being estimated to hold a value of £22 billion in 2016. How did football evolve to be such a significant part of our cultural landscape, and what role has design played in shaping the sport?

Football: Designing the Beautiful Game is a large-scale exhibition exploring the design story behind football, unpicking how design has been used to push the game to its technical and emotional limits. From the master-planning of the world's most significant football stadiums to the innovative materials used in today's boots, the graphic design of team badges and the grassroots initiatives pushing back against the sport's commercialisation, the exhibition will provide a rare insight into the people and processes that have made football what it is today.

CURATOR
Eleanor Watson is a former Curator at the Design Museum

EXHIBITION DESIGN
OMMX

GRAPHIC DESIGN
Shaz Madani Studio

VENUES
the Design Museum, London
8 April - 29 August 2022

FIFA Museum, Zurich
13 October 2023 - 1 April 2024

Wolverhampton Art Gallery, UK
25 May - 1 September 2024

TOUR AVAILABILITY
Slots available in 2024 and 2025

SPACE
approx. 900 square metres

(LEFT) Exhibition views, the Design Museum London
(ABOVE) 29th June 2014, FIFA World Cup - Ipanema beach at sunset



Sneakers Unboxed: Studio to Street

CURATORS

Ligaya Salazar is a Freelance Curator
Shasti Lowton is a former Curator at the Design Museum

EXHIBITION DESIGN

Interesting Projects Ltd.

GRAPHIC DESIGN

Studio LP

VENUES

the Design Museum, London
 18 May - 24 October 2021

Design Museum Den Bosch, Netherlands
 3 May - 16 October 2022

Chiang Kai-shek Memorial Hall, Taipei
 22 December 2022 - 5 March 2023

Sejong Museum of Art, Seoul
 1 June - 10 September 2023

HOTA, Gold Coast, Australia
 25 November 2023 - 18 February 2024

TOUR AVAILABILITY

final slots available in 2024 and 2025

SPACE

approx. 500 square metres

Cult classics, limited edition silhouettes and rare colourways go under the spotlight as the Design Museum steps into the world of sneakers for the first time. Sneaker design has revolutionised retail styles, taken hold of a subculture and sparked a phenomenal audience of 'sneakerheads' from all over the world.

Divided into two chapters – Style and Performance – the exhibition invites you behind the scenes and reveals the design process that has led to the world's most innovative kicks, be that self-lacing, 3D printed, made from 100% recyclables or cushioned with air bubbles.

Uncover the style icons and brand collaborations that have shaped the sneaker scene, examine the high-fashion reinvention of a streetwear staple and touch on the lucrative resale market that is currently valued at \$2 billion. For the first time trend cycles are moving faster than the traditional speed of sneaker production. This exhibition asks what the impact of this is on manufacturing technology, creatives and makers.

(TOP LEFT) Exhibition view, Sejong Museum of Art, Seoul

(BOTTOM LEFT) Exhibition view, Design Museum Den Bosch

(ABOVE) Air Max 97 MSCHF x INRI Jesus Shoes



Features
This book – the first of its kind – explores the design story behind football, diving into how design has been used to push the game to its technical and emotional limits.

From the master planning of the new Tottenham Hotspur stadium and the innovative materials used in today’s boots, to the graphic design of the Juventus team logo and the grassroots initiatives pushing back against the sport’s commercialisation, this book provides a rare insight into the people and processes that have made football what it is today.

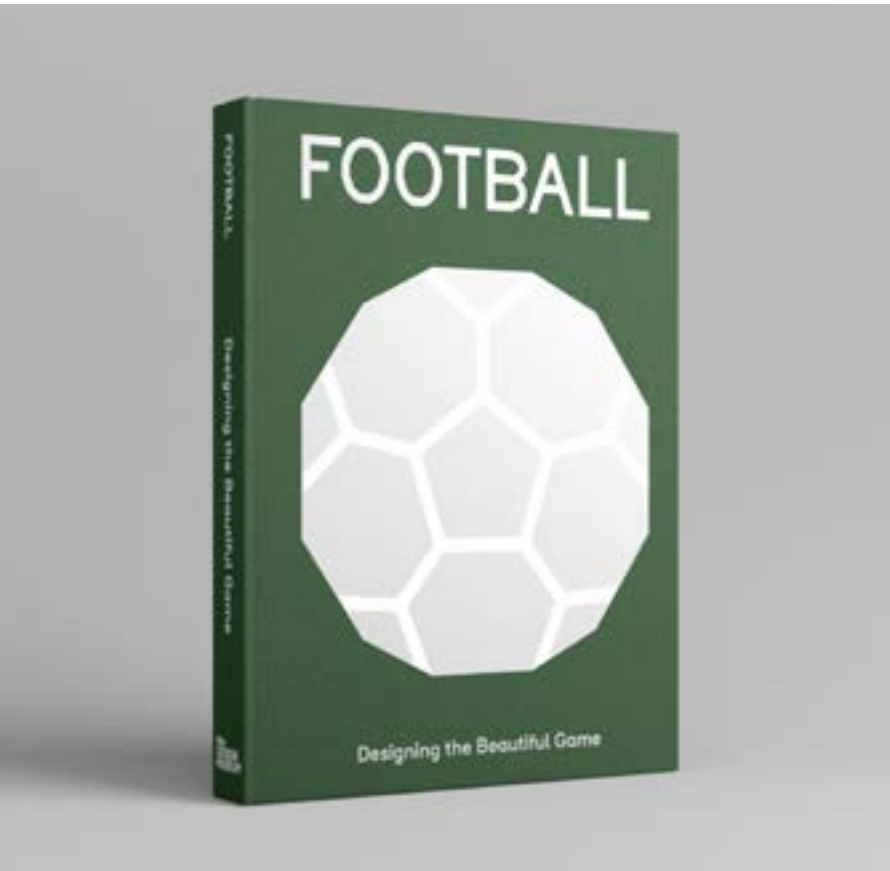
More than 200 carefully curated photographs – of FIFA World Cup posters, fan culture from across Europe and South America, and cutting- edge kit and equipment – tell the story of a changing game, from the earliest days of men’s and women’s professional football to today’s era of e-sports and vast TV audiences.

EXHIBITION
the Design Museum
8 April – 29 August 2022

James Bird is Associate Editor at *Mundial Magazine*.

Eleanor Watson is a former Curator at the Design Museum, London.

Autumn 2022
270 x 205mm
304pp
200 colour and b/w illustrations
Hardcover | Worldwide rights
£34.95 UK / €39.95 EU
/ \$44.95 US / \$48.95 RoW
978-1-872005-61-4



Football: Designing the Beautiful Game

Edited by James Bird and Eleonor Watson

This book – the first of its kind – explores the design story behind football, diving into how design has been used to push the game to its technical and emotional limits. From the master planning of the new Tottenham Hotspur stadium and the innovative materials used in today’s boots, to the graphic design of the Juventus team logo and the grassroots initiatives pushing back against the sport’s commercialisation, this book provides a rare insight into the people and processes that have made football what it is today. Accompanying a Design Museum exhibition of the same title, this book features contributions from figures across the world of football and design, from analyst Statman Dave and broadcaster Martin Tyler, to architect Jacques Herzog and VP of design at adidas Sam Handy. The diverse perspectives in this catalogue reveal the extraordinary richness of the game’s design legacy, and cast new light on its future.

Features
One of the few titles that explores the interconnection between contemporary design and the evolving definitions of the Indian sari, from subcultural and high fashion trends to innovative and experimental designs.

Featuring commissioned essays by leading voices from India, such as Aanchal Malhotra and Sonia Faleiro, paired with interviews with cutting-edge designers, such as Abraham & Thakore, Raw Mango, Sabyasachi Mukherjee and NorBlack NorWhite.

Highlighting important contemporary themes, such as gender identity, marginalised communities, social media, hybrid cultural influences and protest movements, and the sari’s innovative applications to areas such as architecture and graphic design.

EXHIBITION
the Design Museum
19 May – 17 September 2023

Priya Khanchandani is Head of Curatorial and Interpretation at the Design Museum, London

May 2023
240 x 170mm
208pp
200 colour and b/w illustrations
Paperback with flaps | Worldwide rights
£24.95 UK / €29.95 EU
/ \$35 USA / \$39.95 RoW
978-1-872005645



The Offbeat Sari: Indian Fashion Unravelled

Edited by Priya Khanchandani

In India today, a new generation of designers, wearers and craftspeople are re-energising the sari, translating its heritage for a diverse, contemporary world. Visionary designers across the nation’s burgeoning cities are playing with drapes, experimental techniques and inventive materials. This transformation is empowering women and people of non-conforming identities who are re-writing the language of everyday fashion, wearing the sari in novel ways that unravel conventional forms of expression.

This book, published in tandem with The Offbeat Sari exhibition, brings together essays and interviews with designers who are working at the forefront of Indian fashion – from couturiers like Sabyasachi Mukherjee and Amit Aggarwal, to craft pioneers like Abraham & Thakore. Placing the sari’s leading creators in dialogue with writers, experts and advocates, this book reflects on how creative ingenuity is expanding the possibilities of contemporary dress across India, revealing some of the radically offbeat ways in which the sari has become a site for renewed innovation over the past decade.



Terms and Conditions

Hire fee, on request, includes:

- Curation and exhibition concept
- Tour management by Design Museum staff
- Exhibits
- Images and films
- Exhibition text in English
- 2D and 3D design concept
- Selected display kit

Costs payable by the venue:

- Hire fee, in instalments
- Exhibition and graphic design adaptation
- Share of transport and crating costs
- Storage of empty crates
- Nail-to-nail insurance
- All costs relating to exhibition production
- Installation and de-installation costs
- Marketing



Contact

To find out more about any of these exhibitions and other tours available from 2024 onwards, please contact:

Charlotte Bulté
Head of International Engagement
charlotte.bulte@designmuseum.org

Erika Batey
Senior International Project Manager
erika.batey@designmuseum.org

designmuseum.org/exhibitions/touring-exhibitions

PICTURE CREDITS

Every reasonable attempt has been made to identify owners of copyright. Errors and omissions notified to the museum will be corrected in subsequent editions.

Cover, © Gravity Road; p.2, © Gareth Gardner; p.3-4 © Mattel, Inc.; p.5 (Top) Photograph by Jim Goodrich, (Bottom) Felix Speller © the Design Museum p.6, Felix Speller © the Design Museum; p.7-8, Exhibition photography by Andy Stagg; p.9-10, Ed Reeve for the Design Museum; p. 13-14, Felix Speller for the Design Museum; p. 15 (Top) Felix Speller for the Design Museum, (Bottom) © Courtesy of Studio lost but found, Berlin; Studio Philippe Parreno, Paris; Anna Lena Films, Paris; p.16, Simon Stacpoole / Offside Sports Photography; p.17 (Top) Uniquepiece Ltd; (Bottom) © Ben Nienhuis; p.18 Nike; p.19-20, Peter Boettcher; p.21-22, Design Museum Publishing; p.23-24, © Gareth Gardner

