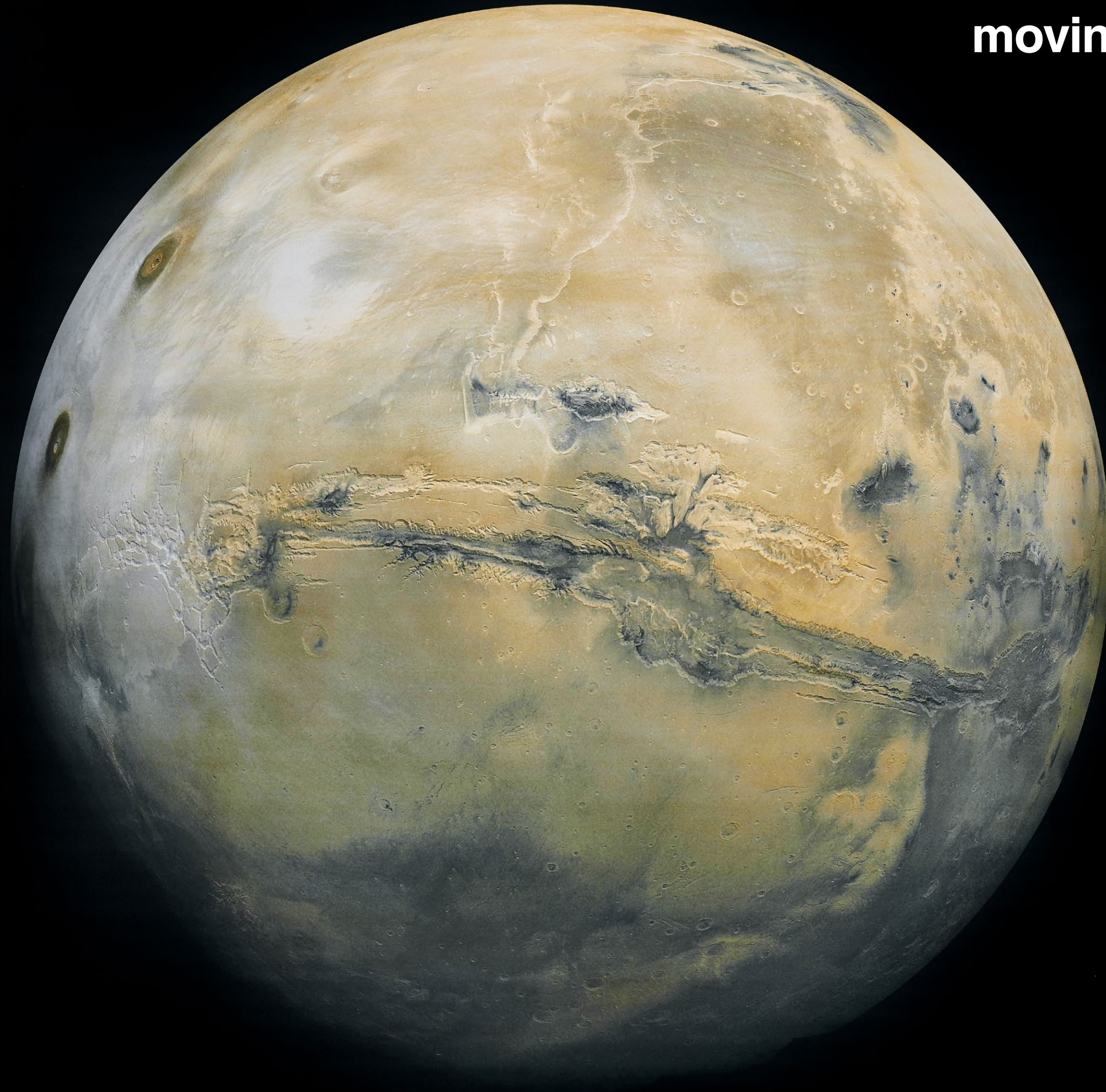


# moving to mars

Tour Proposal





## The 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 130 tours to 104 venues in 31 countries worldwide.

The Design Museum's touring exhibitions range in size from 150 to 1,000 square metres and cover all areas of design – architecture, fashion, furniture, graphics, product 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, Miuccia Prada, Frank Gehry, Eileen Gray and Dieter Rams. On 24 November 2016, the Design Museum relocated to Kensington, West London. Architect 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.

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The Design Museum, London





## Exhibition overview

### CURATORS

**Andrew Nahum** is Guest Curator

**Eleanor Watson** is Curator at the Design Museum

**Justin McGuirk** is Chief Curator at the Design Museum

### VENUES

**Design Museum, London**

18 October 2019 - 23 February 2020

**Tekniska Museet, Stockholm**

26 February 2021 - 9 January 2022

### TOUR AVAILABILITY

Available from Spring 2022

### SPACE

approx. 900 square metres

Getting humans to Mars has become one of the great projects of our time. Unlike the Moon landings of the last space race, however, this ambition is not purely symbolic. Mars holds the potential of human settlement and the promise of life after Earth. Some of the world's greatest entrepreneurs, architects and engineers are dedicating themselves to conquering the next frontier.

This exhibition explores the crucial role that design will play in this collective endeavour. From the capsules that need to keep dozens of passengers in harmony over a nine-month journey, to the habitats they will live in on Mars, and the terraforming of the landscape; every detail needs to be designed. This is falling to the traditional space agencies, such as NASA, to private entrepreneurs, such as Elon Musk and Jeff Bezos, and to architects such as Norman Foster. The exhibition presents the current state of design ingenuity, from shuttle environments to Martian homes, clothing and tools.

The exhibition explores the appeal of Mars and reveal a likely roadmap for the first manned missions. As well as technical and practical solutions, the exhibition examines how design can address some of the more social and anthropological aspects of what it means to become a star-faring, multiplanetary species.

1. Zvezda, Sokoi spacesuit and Soyuz capsule chair, 2002
2. Exhibition view, Design Museum, 2019  
RAC Laboratory, 2015





## Exhibition structure

### Imagining Mars

Humankind has been fascinated with Mars for thousands of years. This first section of the exhibition tracks our relationship with the Red Planet from ancient civilisations to the present day, exploring the planet's role in both our scientific and cultural history.

Exhibits include a Late Babylonian cuneiform tablet that records the movements of Mars over a two hundred-year period, Johannes Kepler's *Astronomia Nova* in which the Copernican revolution is confirmed through measurements of Mars' motions, William Herschel's hand-made telescope through which he determined the seasons of Mars, and a selection of original works by Giovanni Schiaparelli, the man who sparked the 'canal craze' that went on to define our perception of the planet to this day. Historical images and film footage taken from the surface of the planet take visitors up to the present day. A rich selection of film posters, science fiction magazines, comics and other ephemera show the effect of these major scientific discoveries on popular culture

1. A selection of mixed media showing Mars in popular culture, Design Museum 2019
2. Exhibition view, Design Museum, 2019
3. Giovanni Schiaparelli, a selection of original maps and drawings, 1877-90





## What it is like on Mars

What is it like on the surface of Mars today? This immersive experience allows visitors to see and feel what it is like to stand on the surface of the planet, engaging their sense of sight, sound and touch as they learn about this extreme, inhospitable yet strangely familiar environment. The experience transports visitors to four significant sites on Mars, sharing information about its main geological and atmospheric features while provoking them to think about the difficulties of living on the planet, as well as some of our motivations for getting there in the first place.

1. NASA/JPL-Caltech/MSSS/Lightfield London
2. NASA/JPL-Caltech/MSSS/Lightfield London





## The voyage

Both government agencies and a new generation of entrepreneurs have their sights set on Mars, but how are they planning to get there? From Wernher von Braun's pioneering Mars mission from the 1950s, to SpaceX and Lockheed Martin's competing masterplans, this section of the exhibition explores how we might make the long journey to the Red Planet.

Exhibits include a gallery of significant historical spacesuits and the prototype Mars EVA suit currently in development for NASA. The design of spaceship interiors is explored through Raymond Loewy's original Skylab drawings, as well as Galina Balashova's designs for the Soviet space programme and David Nixon's innovative work for the ISS. Questions about how to maintain the physiological and psychological wellbeing of astronauts are raised through exhibits relating to how people can work, exercise, eat, rest and relax in space. A new commission developed with the National Trust explores the psychological benefit of growing plants in space, while fashion designer Anna Talvi presents her latest designs for microgravity clothing.

1. Exhibition view of play rocket, Design Museum, 2019
2. Exhibition view of freeze-dried space food, Design Museum, 2019





## Survival

The extreme conditions on Mars will ensure that the early manned missions are primarily exercises in survival. This section of the exhibition will be subdivided into the main requirements for human survival on the planet- air, water, food and shelter- explaining how these needs will be met.

Exhibits include a full-scale interactive Mars habitat designed by Hassell, complete with speculative Mars furniture and a recycled clothing collection designed by Christopher Raeburn. A series of four alternative Martian habitats will present the various construction possibilities on Mars through scale models, material samples and film. A commissioned infographic by Architectural Historian Lydia Kallipoliti will showcase the difficulties of designing a closed-loop biological system, while a series of automated farming installations will present possible food sources for early settlers. Exhibits such as Katie Paterson's 'Timepieces- Solar System' touch on the finer psychological aspects of living in this extreme environment, and how humans might adapt to aspects such as the extra 40 minutes of the Martian day, the delayed communication with Earth and the sensory deprivation of a monochrome landscape.

1. Exhibition view, Design Museum 2019
2. Manuel Jimenez Garcia/Nagami, 3D printed furniture for Hassell's Mars habitat, 2019
3. GrowStack, Hydroponics, 2019









## Mars futures

What might Mars look like in a thousand, or two thousand years' time? This final section explores the future potential of Mars, inviting design practitioners to speculate about how a permanent Mars settlement might develop. Will it fulfil Elon Musk's vision of an extension of Silicon Valley, or will we use the planet as a lifeboat for species other than our own?

Exhibits include original paintings from NASA Ames Research Centre, depicting the pioneering space settlements designed during the 1975 Space Settlements programme, as well as two large-scale design commissions by SuperUber and Alexandra Daisy Ginsberg, each exploring a different future narrative for Mars.

1. Alexandra Daisy Ginsberg, *Pioneers and Descendants*, 2019
2. Alexandra Daisy Ginsberg, *The Wilding of Mars*, 2019
3. Exhibition view, Design Museum, 2019





## Down to Earth

Even if we never make it to Mars, there are many things that we can learn through designing for the Red Planet that could help us to better live here on Earth. This brief epilogue provides visitors with a moment to reflect on everything that they have seen and learned throughout the exhibition, and to consider what they think the future of Mars should be.

A series of interviews with leading experts in the field present a variety of different viewpoints about what we can learn from Mars, while an interactive voting experience allows visitors to share their own view. Should we stay or should we go? We all have agency in determining the next step for humankind.







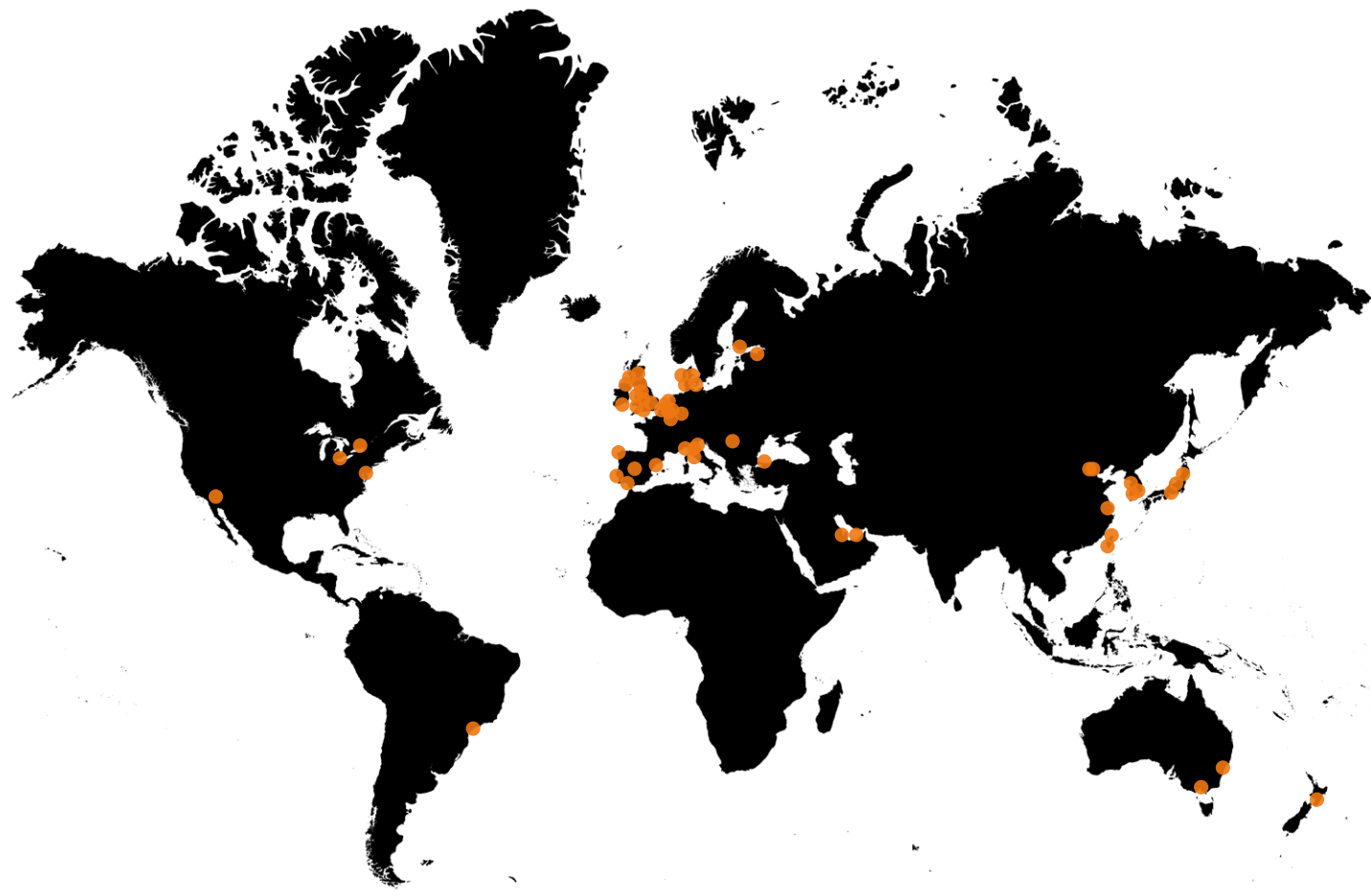
## Terms and conditions

### 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 this exhibition and other tours available from 2020 onwards, please contact:

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**Head of Touring Exhibitions**  
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00 44 (0) 20 3862 5883

[designmuseum.org/exhibitions/touring-exhibitions](https://designmuseum.org/exhibitions/touring-exhibitions)

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