



Image credit: HASSELL studio, Mars Habitat

## Moving to Mars

18 October 2019 – 23 February 2020

the Design Museum

#GenerationMars

**The Design Museum launches a new exhibition that explores how sending humans to Mars is not just a new frontier for science but also for design.**

**Over 150 exhibits including original objects and material from NASA, the European Space Agency (ESA), SpaceX, Raymond Loewy, Chesley Bonestell plus new commissions from responsible design company RÆBURN, Anna Talvi and Konstantin Grcic tell the complete story of designing for Mars.**

**Two major installations enable visitors to get closer to life on Mars: 'On Mars Today', a multisensory experience of the Red Planet and a full-scale prototype habitat by international design firm Hassell.**

**The exhibition also questions whether we should be designing for Mars at all. In an installation modelling an alternative scenario running over a million years, Dr. Alexandra Daisy Ginsberg uses a gaming engine to simulate Mars colonised only by plants, not humans.**

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The Design Museum invites visitors to discover the role that design will play in humanity's journey to the Red Planet in the exhibition 'Moving to Mars',

which opens this October. Every detail of this extraordinary venture must be designed – from the journey (around seven months), to considering what we will wear, eat and shelter in when we get there and beyond.

Conditions on Mars are deeply hostile to humans, and yet we appear to be determined to go. From the first photographic fly-by of Mars by Mariner 4 in 1965 to today's enterprises, such as NASA and ESA's Orion project and the private SpaceX venture, getting humans to Mars has become one of the greatest challenges of our time, especially in terms of design.

Mars is the most striking planet in the night sky and it has captivated our attention since antiquity. The exhibition begins with 'Imagining Mars', revealing the many ways we have looked at Mars from the earliest mentions in a cuneiform tablet from the British Museum to the first maps of Mars by **Giovanni Schiaparelli**, through to science fiction and popular culture. It includes a full-scale prototype of the European Space Agency's **ExoMars rover**. Visitors then have a chance to glimpse the hostile environment of Mars in the '**On Mars Today**' multisensory installation.

The exhibition will also tackle The Voyage, looking at the role designers play in the journey. From food trays by NASA to **Galina Balashova's** designs for Russian space interiors from 1964 to 1980, to **Raymond Loewy's** design work for space stations and – exhibited for the first time – the **NDX-1 spacesuit**, designed specifically for the surface of Mars by the University of North Dakota. The challenges of dining in space are addressed in a newly commissioned spacecraft table by German industrial designer **Konstantin Grcic**, inspired by the constraints imposed by zero gravity.

The next section 'Survival' is where visitors will also be able to enter a **full-scale Mars habitat** for the first time – designed by London-based architecture firm **Hassell** as part of NASA's 3D-Printed Habitat Challenge. The habitat will be equipped with clothing from **RÆBURN's** Spring/Summer 2020 NEW HORIZON collection, including pieces RÆMADE from solar blankets and parachutes, taking inspiration from the make-do-and-mend approach on Mars. This section will also look at farming on Mars through **hydroponic farming kits** and **Spirulina-growing systems**.

In the penultimate 'Mars Futures' section visitors enter the more speculative realm with a provocative new installation by **Dr. Alexandra Daisy Ginsberg** that imagines 'wilding Mars' by just sending plant life to the planet – not humans.

Justin McGuirk, Chief Curator at the Design Museum, said: "On the 50<sup>th</sup> anniversary of the Moon landing, we are entering a new space age, with Mars once again capturing the popular imagination. As a museum

interested in emergent futures, we are keen to explore how designing for space can help us design for Earth.”

In the final section, Down to Earth, visitors will be faced by a stark choice – should we go to Mars?

For families, a Mars Mission will take children aged 8+ through a series of design briefs set by design and space specialists including European Space Agency astronaut **Tim Peake**. With hands-on challenges, younger visitors will have a chance to hone their design skills and use their creativity to solve some of the greatest design challenges of our times.

## **Ends**

## **Notes to Editor**

### **PRESS ENQUIRIES:**

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### **Curatorial Team**

Justin McGuirk – Chief Curator  
Andrew Nahum – Guest Curator  
Eleanor Watson – Assistant Curator

### **Exhibition Design**

Fabrique with NorthernLight – Visitor Experience Designers  
Fabrique – 2D Designers  
All Things Studio – 3D Designers

### **OPENING TIMES AND TICKET INFORMATION:**

Open daily 10:00 – 18:00 (last admission 17:00)

Adult £16.00-£18.00

Child (6 - 15 years) £8.00-£9.00

Student/concession £12.00-£13.50

Family (1 adult + 3 children) £24.00-£29.30

Family (2 adults + 3 children) £36.00-£41.00

National Art Pass £8.00-£9.00

Children under 6 years free

Members free

**Pioneer tickets** discounted up to 25% available for the first two weeks of the exhibition.

## **Moving to Mars: Design for the Red Planet**

Published by the Design Museum

£24.95

One of the first books to explore the crucial role design will play in the collective endeavour to travel to and inhabit Mars. Lavishly illustrated with over 300 images. Available October 2019.

### **About the Design Museum:**

The Design Museum is the world's leading museum devoted to contemporary 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. Leading architect John Pawson has 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.

The Design Museum's relocation to Kensington was made possible through the generosity of major donors, trusts and foundations, statutory bodies and corporate partners as well as donations from many individual donors and supporters, including all Design Museum Trustees.

Thanks to National Lottery players, the Heritage Lottery Fund supported the project with a grant of £4.9 million and Arts Council England awarded a capital grant of £3 million.

[designmuseum.org](http://designmuseum.org)