



Image credit: Supersurface, The Happy Island by Superstudio

## Home Futures

07 November 2018 – 24 March 2019  
the Design Museum

Media preview:

Tuesday 06 November, 08:30 – 11:30

RSVP to [pr@designmuseum.org](mailto:pr@designmuseum.org)

**Twentieth-century prototypes are compared with the latest innovations in domestic living to question whether yesterday's fantasies have become today's reality**

**An exhibition by the Design Museum in London in partnership with IKEA Museum Almhult, the exhibition explores the radical domestic visions of the 20<sup>th</sup> century and asks: what happened to the future?**

**The exhibition includes important works by Ettore Sottsass, Joe Colombo, Superstudio, Archigram, Alison and Peter Smithson, Hans Hollein, Jan Kaplicky, and Dunne & Raby.**

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The 'home of the future' has long intrigued designers and popular culture alike. Bringing together avant-garde speculations with contemporary objects and new commissions, Home Futures explores today's home through the prism of yesterday's imagination. The exhibition asks: are we living in the way that pioneering architects and designers once predicted, or has our idea of home proved resistant to real change?

Through more than 150 objects and experiences, historical notions of the mechanised home and the compact home are displayed alongside contemporary phenomena such as connected devices and the sharing

economy. Rare works on display include original furniture from the Smithsons' House of the Future (1956), original footage from the General Motors Kitchen of Tomorrow (1956), Home Environment by Ettore Sottsass (1972) and an original model of Total Furnishing Unit by Joe Colombo (1972), providing visitors with a thought provoking view of yesterday's tomorrow.

Reflecting one of the exhibition's six themes, 'living with others', the exhibition will also feature 'One Shared House 2030', a project launched by New York-based Anton & Irene and the IKEA-funded 'future living lab', SPACE10. Designed as a collaborative research project, the aim is to get a better sense of what the ideal, hypothetical co-living space of 2030 would look like, as a first step in the design journey.

"By partnering with the Design Museum on this exhibition, we are continuing our mission of collaborating with organisations that view the world from a different perspective, allowing us to gain new insights into this crazy old world of ours. We at IKEA have always been curious about innovative technology, inventing new techniques, materials and logistical solutions. Behind every single product lies years of research, experimentation and testing. It is a vital part of our continuous learning process and we hope it will inspire all visitors," said Jutta Viheria, Exhibition and Communications Manager, IKEA Museum.

The exhibition is displayed within a specially commissioned immersive environment by New York-based architect SO-IL in collaboration with graphic design practice John Morgan Studio. The exhibition design features a translucent mesh which is used to create a series of dreamlike passages and rooms. The design evokes feelings of comfort and challenges the notions of privacy as the viewer explores the themes of the exhibition.

The Home Futures exhibition gives new perspectives on the key themes that help us understand how life at home is changing. IKEA's curiosity in this area led to its annual Life at Home Report – research based on thousands of home visits that delves into people's day to day needs and longings, to help unearth new solutions to everyday puzzles – whether that be small-space solutions for limited space or rental solutions for urban nomads.

After being on display in London, the exhibition will travel to the IKEA Museum in Älmhult, Sweden in Spring 2019.

#### **Exhibition themes:**

##### **Living smart**

This section of the exhibition traces the modernist ideal of the 'home as machine' and pairs it with the contemporary vision of the 'smart home'.

Exhibits include original works by the illustrator Heath Robinson, depicting comic household contraptions, and the model of Villa Arpel from Jacques Tati's film *Mon Oncle* juxtaposed with a range of smart home devices and experiences.

### **Living on the move**

In the 20th century visions of a fluid, nomadic way of life were often articulated as a critique of consumerism and ownership, proposing 'a world without objects'. This section brings together nomadic visions from this era with contemporary examples of the sharing economy. Collages by Superstudio, illustrations by Archigram and a life-size prototype of Home Environment by Ettore Sottsass are displayed alongside a provocative film by Beka & Lemoine called *Selling Dreams* that explores one man's life spent in hotel rooms.

### **Living autonomously**

This section explores self-reliant models of domestic life that are environmentally responsible and often anti-consumerist. Visions of self-sufficient living include Enzo Mari's *Autoprogettazione* (1974), a design guide to assembling furniture from basic materials using just a hammer and nails, which is paralleled with contemporary Open Source design. The section features a newly commissioned series of modular furniture by Brussels-based design studio Open Structures.

### **Living with less**

One recurring ideal of the 20<sup>th</sup> century was that housing shortages could be solved with fully fitted home units and micro-living solutions. Joe Colombo's *Total Furnishing Unit* (1972), a multifunctional unit for every domestic need, is presented through original drawings and a model produced as part of the project's design development. Contemporary examples of living with less include Gary Chang's *Hong Kong Transformer* apartment (a micro apartment with shifting walls), work by world-renowned design office Industrial Facility, and a newly commissioned study of minimal dwellings by the architect Pier Vittorio Aureli.

### **Living with others**

This section explores the way in which we negotiate privacy in the home, and the impact of media on domestic behaviour, from the early Soviet dystopias of the total loss of privacy to the 1980s exploration of the role of telecommunications in the home. Key references include Sergei Eisenstein's sketches for the *Glass House*, Ugo La Pietra's *Telematic House*, Dunne & Raby's *Electro-Draught Excluder*, Jurgen Bey's *Linen Cupboard House*, and Superflux's film *Uninvited Guests*.

### **Domestic Arcadia**

The final section questions the functionalist approach to the home by exploring an alternative vision that sees it as a place of organic forms that evoke the natural landscape. Furniture and interiors from the Italian Radical Design movement by Pietro Derossi, Michele de Lucchi and Gaetano Pesce will be compared with contemporary design by the Bouroullec brothers among others.

### **Ends.**

### **Notes to Editors:**

The exhibition is curated by Eszter Steierhoffer with Justin McGuirk and will be accompanied by a fully illustrated catalogue.

Lenders to the exhibition include Centraal Museum Utrecht, Cité de l'Architecture et du Patrimoine, CNAP, CSAC Parma, Drawing Matter, Austrian Fredericik and Lillian Kiesler Private Foundation, Gufram, Industrial Facility, Kaplicky Centre Foundation, M+, MAK, MUDE Lisbon, Poltronova, RGALI, Studio Joe Colombo, Ugo La Pietra Studio, the Victoria & Albert Museum and Zanotta – Italy.

### **PRESS ENQUIRIES:**

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

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

Adult £16.00

Child (6 - 15 years) £8.00

Student/concession\* £12.00

Family (1 adult + 3 children) £24.00

Family (2 adults + 3 children) £36.00

Children under 6 years free

Members free

### **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)

**About the IKEA Museum and the Design Museum partnership:**

The Design Museum and the IKEA Museum have worked in partnership on the development of the exhibition "Home Futures". Both the Design Museum and the IKEA Museum share a desire to make the impact of design visible. Together we want to make this and other exhibitions accessible and available to many people. Home Futures opens at the Design Museum in London but will then tour to Älmhult opening at the IKEA Museum in late spring 2019.

**About IKEA Group:**

With a vision to create a better everyday life for the many people, IKEA offers well-designed, functional and affordable home furnishing products at prices so low that as many people as possible are able to afford a beautiful and functional home. IKEA Group (INGKA Holding B.V. and its controlled entities) is one of 11 different groups of companies that own and operate IKEA sales channels under franchise agreements with Inter IKEA Systems B.V. IKEA Group is the world's largest home furnishing retailer and operates 357 stores in 29 countries. In FY17 IKEA Group stores had 817 million visits and 2.1 billion visited [www.IKEA.com](http://www.IKEA.com).