

Hello, My Name is Paul Smith

Tour proposal



HELLO, MY NAME IS PAUL SMITH, NATIONAL MUSEUM OF MODERN ART, KYOTO, 2016.



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The Design Museum Touring Programme

The Design Museum Touring Exhibitions Programme was set up in 2002 with an aim to bring design exhibitions to audiences around the UK and internationally. Since then, the Museum has toured more than 120 exhibitions to 99 venues in 27 countries worldwide.

In May 2018, The Design Museum was awarded the title of European Museum of the Year and commended by the panel for its effort in developing ‘an important democratic and multi-layered intercultural dialogue, with a significant social impact in the community’.

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



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Exhibition overview

The exhibition explores how Paul Smith's unique and intuitive take on design, together with an understanding of the important roles of designer and retailer, have laid the foundations for the company's lasting success. Drawing from Paul Smith's personal archive, the exhibition charts the company's development, from a tiny shop in Nottingham, England to its impressive global scale today.

A specially conceived exhibition design takes visitors on a journey through Paul Smith's world. The exhibition showcases his personal selection of clothing, presenting the different stages of design and production, offering rich insights into the principles of traditional craftsmanship, fabric selection, colour, print and finishing.

The exhibition explores the unique store designs, from a shocking pink building movie set on Melrose Avenue, LA to a Japanese garden at the heart of the Jingumae store in Tokyo. It explains what drives Paul Smith as a designer. The key things, people and places that have inspired him during his career are presented through a 1:1 replica of his office, a space packed full of acquired objects from travels and gifts from those who visit. The exhibition reflects the core values and ethos of the company and communicates the personality, curiosity and energy of Paul himself, which informs every Paul Smith collection and collaboration.

The exhibition features over 1500 objects. They range from garments to fabrics, from items in Paul's personal collection to books, gifts and other ephemera from his career, from interiors reconstructions to examples of the designs created in collaboration with many international brands; and from audio visuals of recent fashion shows to archival photography and material setting the scene of Paul Smith beginnings.

Attracting a total of 111,000 visitors in London, the exhibition is the most visited show in the history of the Design Museum and has also broken attendance records on its Japan tour with a total of 200,000 visitors.

BACKGROUND

Paul Smith is one of Britain's leading designers, with a career in fashion that spans over 40 years. The Paul Smith brand is known for an unmistakable classic Englishness combined with an unexpected 'twist'. With ten collections a year, it is a global brand wholesaled to 66 countries, with seventeen shops in England and over two hundred throughout Japan.

Paul Smith, as both designer and chairman, is involved in every aspect of the business – garment design, fabric selection, seeking shop locations – overseeing every development. As a result, and in spite of its scale, the Paul Smith brand has retained something unique, a personal touch, often lost in companies of a similar size.

HISTORY

Paul's early ambition was to become a professional racing cyclist; however, an unfortunate accident meant this passion could never be realised, so he began working at a friend's fashion store 'The Birdcage' in Nottingham. Within two years, Paul Smith was managing his first boutique and in 1970 opened his first shop in Nottingham. By 1976, Paul had shown his first menswear collection in Paris under the Paul Smith label, with his first London shop soon following in 1979. His profile grew, and so did his clientele – architects, actors, musicians and city boys all came to his shop wanting something different – and the Paul Smith man was born.

Exhibition details

Curator:	Donna Loveday
Exhibition Design:	Richard Greenwood
Graphic Design:	Alan Aboud
Venues:	Design Museum, London Nov 13 – June 14 Modemuseum, Hasselt, Belgium Jan – Aug 15 The Lighthouse, Glasgow Jan – Mar 16 Museum of Modern Art Kyoto, Ueno-Mori Museum, Tokyo Matsuzakaya Museum, Nagoya June – Oct 16 Huashan1914 Creative Park, Taipei June – Sep 17 Modern Art Museum, Shanghai Oct 17 – Jan 18 Today Art Museum, Beijing June – Oct 18 Dongdaemun Design Plaza, Seoul, April – Aug 19
Tentative:	Shenzhen, Nov 18 – Feb 19
Available:	from late 2019
Space:	600 – 1000 sq m

Terms and conditions

Hire Fee, on request

INCLUDED IN THE HIRE FEE

- Curation and concept by the Design Museum
- Administration and tour management by the Design Museum
- Exhibits
- Use of images and film with rights cleared
- Use of DM exhibition text (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
- Exhibition Designer's Fee - to adapt the exhibition for the venue
- Share of transport and crating, storage of empty crates
- Insurance
- Installation and de-installation costs, including build, technicians, couriers and any additional staff required
- Provision, installation and maintenance of AV kit, purchase of required consumables
- Translation and production of exhibition graphics, fee to graphic designer
- Publicity costs, press or printed materials such as private view invitation, flyer, poster, advertising
- Exclusive Paul Smith exhibition merchandise and the book "Hello My Name is Paul Smith: Fashion and other stories" (Rizzoli) available to purchase
- And any other costs relating to exhibition production.



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

Contact

To find out more about this exhibition and other tours available from 2017, please contact:

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