

Design Museum announces 65th anniversary Barbie exhibition coming in 2024

FOR IMMEDIATE RELEASE

Barbie

05 July 2024 – 23 February 2025

the Design Museum

[PRESS IMAGES](#)

LONDON, 03 October 2023 | The Design Museum in London today announces it will open a major new exhibition on the history of Barbie™ next year.

Three years in the making and opening to coincide with the 65th anniversary of the Barbie brand in 2024, the exhibition will explore the design evolution of one of the world's most famous dolls.

Through a unique new partnership with Mattel Inc., the Design Museum has been granted special access to the extensive Barbie archives in California, and dozens of rare and unique items will go on show alongside other key loans and acquisitions to tell the story of the iconic brand over the past six-and-a-half decades.

The exhibition will be curated by the Design Museum Curator Danielle Thom and will map the Barbie legacy that started in 1959 when Ruth Handler wanted to craft a different narrative for her daughter, Barbara. It will go on to explore the story of Barbie through a design lens, including fashion, architecture, furniture and vehicle design.

Tim Marlow, Director and CEO of the Design

Museum, said: “Barbie is one of the most recognisable brands on the planet and as we’ve seen recently, her story evolves with each new generation. I am delighted that we can announce that we’re planning to mark Barbie’s 65th birthday with a major exhibition, and I want to thank Mattel for collaborating with us through their extensive archive to help us tell this story. We look forward next year to displaying a whole range of eye-catching objects, some familiar but many never seen before, to showcase the evolution of design across the decades of Barbie’s world.”

The exhibition will open at the Design Museum on 05 July 2024. More details will be revealed soon, and tickets will go on sale in the spring.

-Ends-

Notes to Editors

PRESS ENQUIRIES:

Maxwell Blowfield, Senior Media and PR Manager

E: maxwell.blowfield@designmuseum.org

Press Office

E: pr@designmuseum.org

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 seven 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, 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. Since opening in Kensington in 2016, the Design Museum has hosted major exhibitions including *Stanley Kubrick: The Exhibition, Moving to Mars, Amy: Beyond the Stage, Sneakers Unboxed: Studio to Street, Electronic: From Kraftwerk to The Chemical Brothers, Charlotte Perriand: The Modern Life, Football: Designing the Beautiful Game, Waste Age: What can design do?, Ai Weiwei: Making Sense, and The Offbeat Sari.*

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).



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[designmuseum.org](https://www.designmuseum.org)

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About Mattel

the
**DESIGN
MUSEUM**

Mattel is a leading global toy company and owner of one of the strongest portfolios of children's and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain, and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends™, UNO®, Masters of the Universe®, and MEGA®, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming and digital experiences, music, and live events. Founded in 1945, we operate in 35 locations and our products are available in more than 150 countries in collaboration with the world's leading retail and ecommerce companies. Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential. Visit us online at [mattel.com](https://www.mattel.com).