



By show directors Smith & Lyall. Photo credit: Luke Dyson

Electronic: From Kraftwerk to The Chemical Brothers

1 April – 26 July 2020
the Design Museum

#MixandRemix

@DesignMuseum

[IMAGE LINK](#)

The Design Museum in London launches new exhibition exploring the hypnotic world of electronic music, from its origins to its futuristic dreams

Discover how design, technology and innovation powered the genre in the work of visionaries including Kraftwerk, The Chemical Brothers, Jeff Mills, Daphne Oram, Jean-Michel Jarre and Aphex Twin

Experience the museum premiere of electronic pioneers The Chemical Brothers' sensory spectacle by creative studio Smith & Lyall featuring mesmerising visuals for the Grammy Award-winning track 'Got to Keep On'

This exhibition makes connections between electronic music and contemporary design, fashion and art. Including works from Charles Jeffrey of Loverboy, Andreas Gursky, Peter Saville, Boiler Room, the Designers Republic, Christian Marclay, Jeremy Deller and more

Grab your headphones and plug into the first music-themed exhibition at the Design Museum, from Wednesday 1 April 2020 – featuring a club-like environment where lighting and video are synced to a specially curated soundtrack by French DJ **Laurent Garnier**.

Complete with a new series of live AV experiences, visitors will be transported by multi-sensory installations. **This is your chance to step inside the visual world of The Chemical Brothers featuring elements of their legendary live show, as visuals and lights interact to create a three-dimensional immersive experience by Smith & Lyall (@smithandlyall)** – inspired by the psychedelic duo's acclaimed 'No Geography' Tour. Delve into the extreme visual world created by **Weirdcore for Aphex Twin's 'Collapse'** and celebrate 50 years of legendary group Kraftwerk with a 30-minute 3D experience.



Photo credit: Peter Boettcher



Photo credit - Gil Lefauconnier

An adaptation of the hugely popular exhibition from Musée de la musique - Philharmonie de Paris, the London showcase will put a spotlight on UK electronic and rave culture. Featuring over 400 items, the exhibition is divided into four sections: Man and Woman Machine, Dancefloor, Mix and Remix, and Utopian Dreams and Ideals. The journey begins with a timeline of revolutionary instruments and the innovators who pioneered them, including **Donald Buchla**, **Tadao Kikumoto for the Roland Corporation** and **Daphne Oram for the BBC Radiophonic Workshop**. As well as an 'imagined' music studio from electronic music innovator **Jean-Michel Jarre**, a **dynamic light installation by 1024 architecture**, the **Moog 55 synthesiser** and the **iconic TR-808**.

Travel to warehouses and dancefloors across the world in celebration of rave and club culture. **Explore the design process behind the vinyl sleeves of Tomato and Underworld, fetish fashion by iconic queer designer Walter Van Beirendonck, objects from the iconic Hacienda club** and turn back time with large-scale images of **rave culture by Andreas Gursky**. Expect to see clothing by **Charles Jeffrey of Loverboy**, projections of dancers from all corners of the globe including New York, Paris, Rio de Janeiro, and Moscow and **relive the moment of ecstasy experienced by many on the dance floor**.

Gemma Curtin, Curator said:

"Sound is only part of the story when it comes to this category of music: it has built communities on and offline, democratised music technology and provided a safe space for free expression."

The Chemical Brothers said:

"Design is an essential element enhancing the experience of our live show. This new installation will give insight into how we work with Adam & Marcus (Smith & Lyall) on the visual aspect of our tours."

Smith & Lyall, Show Directors and Designers for The Chemical Brothers said:

"Our aim for the Chemical Brothers live show has always been to create a visual expression of the music and give the audience a visceral experience. We are excited to translate this to a Museum setting for the first time."

From icons on your streaming service to covers of cherished vinyl records, cover art is seen as an extension of the artist and their genre. The exhibition looks at how **Christian Marclay, Peter Saville, Mr Takahashi and Mark Farrow** responded visually to the music, fusing together fine art, film and sound. See how club posters from the recent campaign that saved **Fabric**, alongside **Cream, Warehouse Project and the Designers Republic** used graphic design to tell their story.

Explore how club communities have addressed laws intended to halt rave culture and the expressions of resistance that have empowered minority groups. From the **removal of the Berlin Wall and its transition into a new haven for club and rave culture** to the **recent campaign that saved iconic London club, Fabric**, cultural movements are at the heart of defending club culture. Also appearing in the **Utopian Dreams and Ideals** section is 'A History of the World' by **Jeremy Deller**, **mask designs for Squarepusher and Aphex Twin**, demonstrating how electronic music has created globally recognised icons.

-Ends-

Notes to Editor

Electronic is an exhibition by the Musée de la Musique – Philharmonie de Paris

Curated by

Jean-Yves Leloup

Design Museum Curatorial Team

Gemma Curtin, Curator

Maria McLintock, Assistant Curator

Exhibition 3D Design

Original concept and exhibition design by 1024 Architecture

London edition designed in collaboration with All Things Studio

Exhibition 2D Design

Agnès Dahan Studio

PRESS ENQUIRIES:

Rioco Green, Media and PR Manager

E: rioco.green@designmuseum.org

T: +44 (0)20 3862 5914

OPENING TIMES AND TICKET INFORMATION:

Open Monday-Thursday and Sunday 10:00 – 18:00.

Open Friday-Saturday 10:00 – 20:00; and to 21:00 on selected Fridays.

Adult £16.00 (weekdays) / £18 (Saturday & Sunday)

Child (6 - 15 years) £8.00 / £9 (Saturday & Sunday)

Student/concession* £12.00 (weekdays) / £13.50 (Saturday & Sunday)

Family (1 adult + 3 children) £24.00 (weekdays) / £29.30 (Saturday & Sunday)

Family (2 adults + 3 children) £36.00 (weekdays) / £41 (Saturday & Sunday)

Art Fund Members (membership cards will be checked at the door) £8 (weekdays) / £9 (Saturday & Sunday)

Children under 6 years free

Members go free

Limited: Special ticket bundle

On sale Wednesday 12 February, 4pm, exclusively on Ticketmaster.

Buy tickets for Kraftwerk 3D at All Points East Festival, Friday 29 May 2020 and see the exhibition for 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.

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