



Image Credit: Prada Womenswear SS20 Fashion Show Parade

The Design Museum announces 2020 exhibitions

Following record-breaking visitor numbers in 2019, the Design Museum, London announces its forthcoming exhibition programme

The first major museum exhibition of one of the world's most influential fashion houses, 'Prada. Front and Back', to open in September 2020

Experience the story of electronic music and journey through dancefloors around the globe in a multi-sensory exhibition delving into the technology behind electronic music and legends of the era, opening in April 2020

Know your Air Jordans from your Air Force 1s? Stay tuned for 'Sneakers Unboxed: Studio to Street' – an exploration into sneaker performance, subculture and fashion, dropping May 2020

[IMAGES HERE](#)

Prada. Front and Back
Dates: Opening September 2020

The exhibition will offer unprecedented insight into Prada's creative approach, inspirations and landmark collaborations. Facing the future, it will explore Prada's transformation of the idea and practice of fashion and the continuing evolution of a global enterprise. Different sectors will reflect the idea of front and back, conveying both the surface of fashion and at the same time the creative and industrial infrastructure on which it depends.

Miuccia Prada's story is unique. Joining the family business in the mid-70s, she turned it into one of the most successful fashion houses in the world, at the same time as transforming the landscape of style and culture. With her husband, Patrizio Bertelli, she has changed the way that people dress, redefined how we understand luxury, explored new materials and technologies and invested passionately in art, design and architecture. She has made Prada the essence of modernity.

[Prada. Front and Back image here.](#)



Deyan Sudjic, Director and Curator, Prada. Front and Back

"We are delighted to announce our 2020 Programme, with a series of provocative exhibitions that will allow us to make the impact of design visible: from examining the technology and innovation that drive the sneaker industry to the transformation of our musical world through electronics. Through the prism of design visionaries such as Rem Koolhaas and Herzog and de Meuron, we will tell Prada's remarkable story in fashion. By questioning every aspect of the design landscape through our exhibitions, public and learning programme, we can connect design with people's everyday lives and passions."

Electronic

Dates: 01.04.20 – 26.07.20

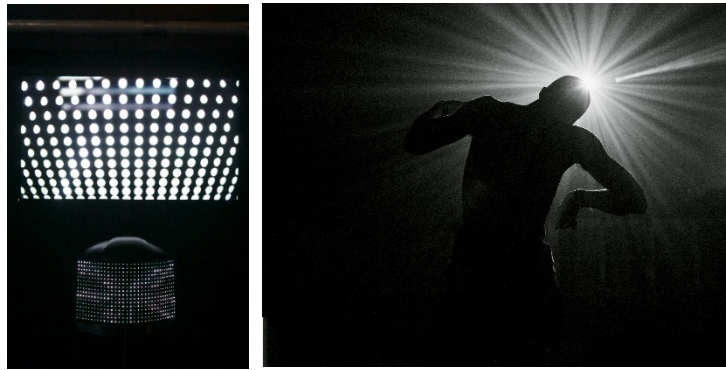
Media preview: 31.03.20

Music is only part of the story. Evoking the experience of a being in a club, the exhibition will transport you through the people, art, design, technology and photography that have been capturing and shaping the electronic music landscape.

Travel to dance floors from Detroit to Chicago, Paris, Berlin and the UK's thriving scene. Enter a 3-D Kraftwerk experience, lose yourself in mesmerising installations and discover the stories behind the instruments that made it all possible.

Featuring the likes of Detroit techno legend Jeff Mills, Ellen Allien, Jean-Michel Jarre, the seminal BBC Radiophonic Workshop, large scale images of rave culture by Andreas Gursky, iconic DJ masks and fashion, a genre-spanning soundtrack by French DJ and producer Laurent Garnier, graphics from Peter Saville, history-making labels and club nights; and more.

An Exhibition by the Musée de la Musique – Philharmonie de Paris



Sneakers Unboxed: Studio to Street

Dates: 06.05.20 – 06.09.20

Media preview: 05.05.20

#SneakersUnboxed

Cult classics, limited edition silhouettes and rare colourways will go under the spotlight as the Design Museum steps into the world of sneakers for the first time. Sneaker design has revolutionised retail styles, taken hold of a subculture and sparked a phenomenal audience of 'sneakerheads' from all over the world.

Divided into three parts – Performance, Street Culture and Fashion – the exhibition invites you behind the scenes and reveals the design process behind the most innovative kicks, be that self-lacing, 3D printed, made from 100% recyclables or cushioned with air bubbles.

Uncover the style icons and brand collaborations that have shaped the sneaker scene, examine the high-fashion reinvention of a streetwear staple and touch on the lucrative resale market that is currently valued at \$2 billion. For the first time trend cycles are moving faster than the traditional speed of sneaker production, this exhibition asks what the impact of this is on manufacturing technology, creatives and makers.

[Sneakers Unboxed images here.](#)



Beazley Designs of the Year

Dates: 07.10.20 – 21.02.21

Media view: 06.10.20

Guest Curator: Emily King, Design Historian

Now in its thirteenth year, Beazley Designs of the Year is the Design Museum's annual celebration of the most original and exciting products, concepts and designers in the world today.

This international awards programme showcases design projects from the previous 12 months, across six categories: Architecture, Digital, Fashion, Product, Graphics and Transport. Design experts, practitioners and academics from across the world are asked by the Design Museum to nominate potential projects, from which the museum selects over 70 designs for its major annual exhibition. A high-profile jury chooses a winner from each category and an overall winner.

Past winners include Forensic Architecture for their Counter Investigations Exhibition, Sir David Adjaye OBE for the National Museum of African American History and Culture in Washington D.C. and the London 2012 Olympic Torch by Edward Barber and Jay Osgerby.

Exhibition sponsored by Beazley

Free displays at the Design Museum

Design Ventura

Now in its tenth year, Design Ventura is the Design Museum's flagship design and enterprise project for schools supported by Deutsche Bank's global youth engagement programme, *Born to Be*. Design Ventura places design skills in a real-world context, developing student creativity and enterprise capabilities. The project invites students aged 13-16 to tackle a live brief set by a leading designer, develop their ideas with the support of design and business professionals, taking into consideration environmental and ethical implications of their product, and finally compete to sell their product in the Design Museum Shop. Deadline for competition entries is 13 November 2019 with the winner announced in February 2020. The 2019 top ten shortlisted student designs and past winners will be exhibited at the Design Museum from February to April 2020.

Designers in Residence

Designers in Residence is the Design Museum's annual programme which provides a platform to celebrate new and emerging designers at an early stage in their career. The Designers in Residence programme provides young designers with time and space to research and consider new ways of developing their work. Each year four designers are selected from an open call to take part; recent alumni include Giles Miller, Asif Khan, Bethan Laura Wood and Adam Nathaniel Furman. Each designer will work in the dedicated Designers in Residence studio on the top floor of the Design Museum where the work they produce will eventually feed into an exciting exhibition showcase, unique publication and engaging public programme event. The new theme will be announced in January 2020.

Designers in Residence is supported by Arts Council England



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Designer Maker User

Permanent Display

The Design Museum has the UK's only collection devoted exclusively to contemporary design and architecture. Designer Maker User features almost 1000 items of twentieth and twenty-first century design viewed through the lens of the designer, manufacturer and user, including a crowdsourced wall and an interactive digital experience which allows you to design your own vehicle inspired by two iconic brands, Land Rover and Jaguar. The free-to-visit permanent display combines architecture, product design, technology, transport and fashion in an exhibition that investigates the form, function and meaning of the world around us.

Designer Maker User is in partnership with Jaguar Land Rover.

ENDS

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Design Museum Membership

Design Museum membership unlocks free, unlimited entry to all exhibitions, priority access to a vibrant programme of talks and events plus discounts in the shop and cafe. Members can also bring a guest to all exhibitions. Join today [here](#).

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