



Image credit: Supersurface, The Happy Island by Superstudio

Home Futures

07 November 2018 – 24 March 2019
the Design Museum

Media preview:

Tuesday 06 November, 9:00 – 12:00

To attend please RSVP to 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

Organised in partnership with the IKEA Museum, the exhibition explores the radical domestic visions of the 20th 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

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?

This landmark exhibition features significant works by designers including Ettore Sottsass and Enzo Mari, as well as contemporary figures such as Dunne & Raby and Industrial Facility.

Through more than 150 objects and experiences *Home Futures* explores the key social and technological aspirations that have driven change in the home. 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.

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 exhibition has been created in partnership with IKEA Museum. After being on display in London, the exhibition will travel to Älmhult, Sweden in Spring 2019.

Exhibition themes

Living smart

This section 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. Living self-sufficiently draws parallels between Enzo Mari's *Autoprogettazione* (1974), a design guide to assembling furniture from basic materials using just a hammer and nails, and contemporary Open Source design. It features a newly commissioned series of modular furniture by Brussels-based design studio Open Structures.

Living with less

One recurring ideal of the 20th 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.

Other dreams of home

This section questions the functional role of the home through dream-like, surreal visions that render this most intimate environment in novel and unfamiliar forms. Furniture and interiors from the Italian Radical Design movement by Pietro Derossi, Michele de Lucchi and Gaetano Pesce will be compared with contemporary speculative 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 Frederik 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

About the IKEA Museum and the Design Museum partnership:

The collaboration with the Design Museum in London is the first of many where IKEA Museum is on a journey towards becoming IKEA Democratic Design Museum. The ambition of the IKEA Democratic Design Museum is to showcase unexpected and outstanding exhibitions through collaborations with other Design Museums, as well as being an inspiring and creative meeting place where people in all ages can learn, meet and interact.