



ASMR Arena, Ed Reeve for the Design Museum

## WEIRD SENSATION FEELS GOOD: The World of ASMR

13 May 2022  
the Design Museum

#ASMR\_IRL  
@DesignMuseum

[IMAGE LINK](#)

**This spring, the Design Museum is set to open the UK's first ever exhibition on ASMR**

**Launching during Mental Health Awareness Week on 13 May 2022, the exhibition sheds light on one of the internet's largest cultural movements – the creation of content designed to trigger an Autonomous Sensory Meridian Response (ASMR)**

**Inducing tingles, tranquillity and much more, the exhibition showcases the culture, community and creativity of ASMR**

**Experience ASMR in real life by entering a mesmerising interactive space, engage with works by Björk and world-renowned TV painter Bob Ross, as well as a performative installation by Tobias Bradford, a new interactive commission by designer Marc Teyssier, and viral works by YouTubers including The Slow Mo Guys, HidaMari Cooking and 슈앤트리 SHU AND TREE**

**Visitors will be able to create their own ASMR in an interactive studio space conceptualised and designed by Julie Rose Bower**

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Opening on 13 May 2022, join the Design Museum for 'WEIRD SENSATION FEELS GOOD: The World of ASMR', an exploration of the online phenomenon known as Autonomous Sensory

Meridian Response (ASMR). Visitors are invited to immerse themselves in the design story of an evolving internet sensation through a series of 40 audio, visual, and tactile works. The exhibition is presented in collaboration with ArkDes, the Swedish Centre for Architecture and Design.

ASMR is a term that describes a physical sensation: euphoria or deep calm, sometimes a tingling in the body. In recent years an online audience of millions has grown, dedicated to watching the work of designers and content creators who try to trigger this feeling in their viewers. This is done by whispering or eating, touching or tapping, and far more besides. For ASMRtists, everything has the possibility to be trigger a response in experiencers.



Meridians Meet by Julie Rose Bower, Ed Reeve for the Design Museum

ASMR injects the Internet with softness, kindness, and empathy. As a movement, it allows us to understand another side to the Internet: one that is slow, gentle, and centred on self-care. The exhibition traces how people across the globe are using ASMR to help cope with anxiety, stress, insomnia and loneliness.

Enter the exhibition and dive into the world of Visual ASMR. Wander through a section dedicated to mesmerising 3D motion design, immediately establishing the artform's close relationship with emerging technologies. Alongside digital works, experience paintings and corresponding episodes of *The Joy of Painting* by the celebrated TV artist and 'Godfather of ASMR' Bob Ross – the first time they are being exhibited in the UK.

Meet twelve ground-breaking ASMRtists and hear their definitions of the movement. Discover mysterious objects that embody these definitions, including a salivating tongue by artist Tobias Bradford, and researcher Marc Teyssier's prototype of an artificial skin for a mobile device.

Next, walk through a live studio-space created by artist and researcher Julie Rose Bower, exploring the act of close-listening through five unique installations including echoes in a cave, the crunch of snow underfoot, the sound of a coin dropping into a wishing well, and more.

Fall into the ASMR Arena – a structure made from a continuous pillow where you can immerse yourself in a selection of audio-visual works. Explore examples of Unintentional ASMR that celebrate the variety of ways that the feelings can be triggered and, in

particular, cases that go viral as a result – including hushed words from Björk, woodblock carving, footage of intricate beadwork at the V&A.

Be guided through a landscape of Intentional ASMR, shedding light on some of the more specialist practices of ASMRtists from around the world. Expect to see an instructional ASMR baking video, traditional wet-shaving in a Japanese barbershop, and dogs getting haircuts in a Korean dog-grooming salon. Also featured are examples commissioned by IKEA and Virgin Atlantic, showing how ASMR techniques are used to make soothing content in a commercial context.

Tickets for the exhibition are now on sale. Visit [designmuseum.org](http://designmuseum.org) to book your visit today.

**-Ends-**

#### **Notes to Editor**

‘WEIRD SENSATION FEELS GOOD: The World of ASMR’ is an exhibition created and presented in collaboration with ArkDes, Sweden’s National Centre for Architecture and Design, and was first presented in Stockholm.

## **ArkDes**

#### **Curated by:**

James Taylor-Foster, Curator of Contemporary Architecture and Design at ArkDes  
Assistant Curator: Esme Hawes, Displays Curator at the Design Museum

#### **Exhibition 3D Design:**

ĒTER (Dagnija Smilga, Kārlis Bērziņš, Niklāvs Paegle)

#### **Exhibition 2D Design:**

Agga Mette Stage and Alexander Söder

#### **Exhibition Partner:**



#### **Exhibition Supporter:**

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MUSEUM**

**PRESS ENQUIRIES:**

pr@designmuseum.org

**About ArkDes:**

ArkDes is Sweden's National Centre for Architecture and Design, located in Stockholm. It is a museum, a study centre, and an arena for debate and discussion about the future of architecture, design, and citizenship. ArkDes invites a broad public to reflect on, debate, and affect design and architecture's role in society through a critically acclaimed exhibition programme alongside many other events, activities, and research. ArkDes contributes to Sweden's national policy context for architecture and design in collaboration with other government institutions.

arkdes.se

@ArkDesC

**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 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.

In October 2020, the Design Museum was awarded £2,968,634 by Arts Council England from the Culture Recovery Fund announced by the Department for Digital, Culture, Media and Sport. In July 2020, the Design Museum was awarded nearly £1 million National Lottery funding through the Arts Council's Emergency Response Fund.

designmuseum.org

**About Ultrafabrics:**

Ultrafabrics, Exhibition Partner, are providing materials for seating in the exhibition and for installations in Julie Rose Bower's live studio-space. Ultrafabrics have also upholstered the bench seating in the museum atrium with material from their new range, Coast, which is engineered to provide a sensory experience.

Ultrafabrics is a range of premium, animal-free materials that is reshaping the world of performance fabrics. Crafted in its Japanese mill using the proprietary production process, Takumi (meaning artisan) Technology, their passion is the creation of unrivalled sensorial experiences.

Ultrafabrics' continuous investment in innovation, research and development has resulted in a range of polyurethane materials suitable for both indoor and outdoor use. Spanning many industries, the brand's growing client list of luxury brands includes Jaguar Land Rover, Herman Miller, Winnebago, Fitbit, Virgin Galactic, and Movado.