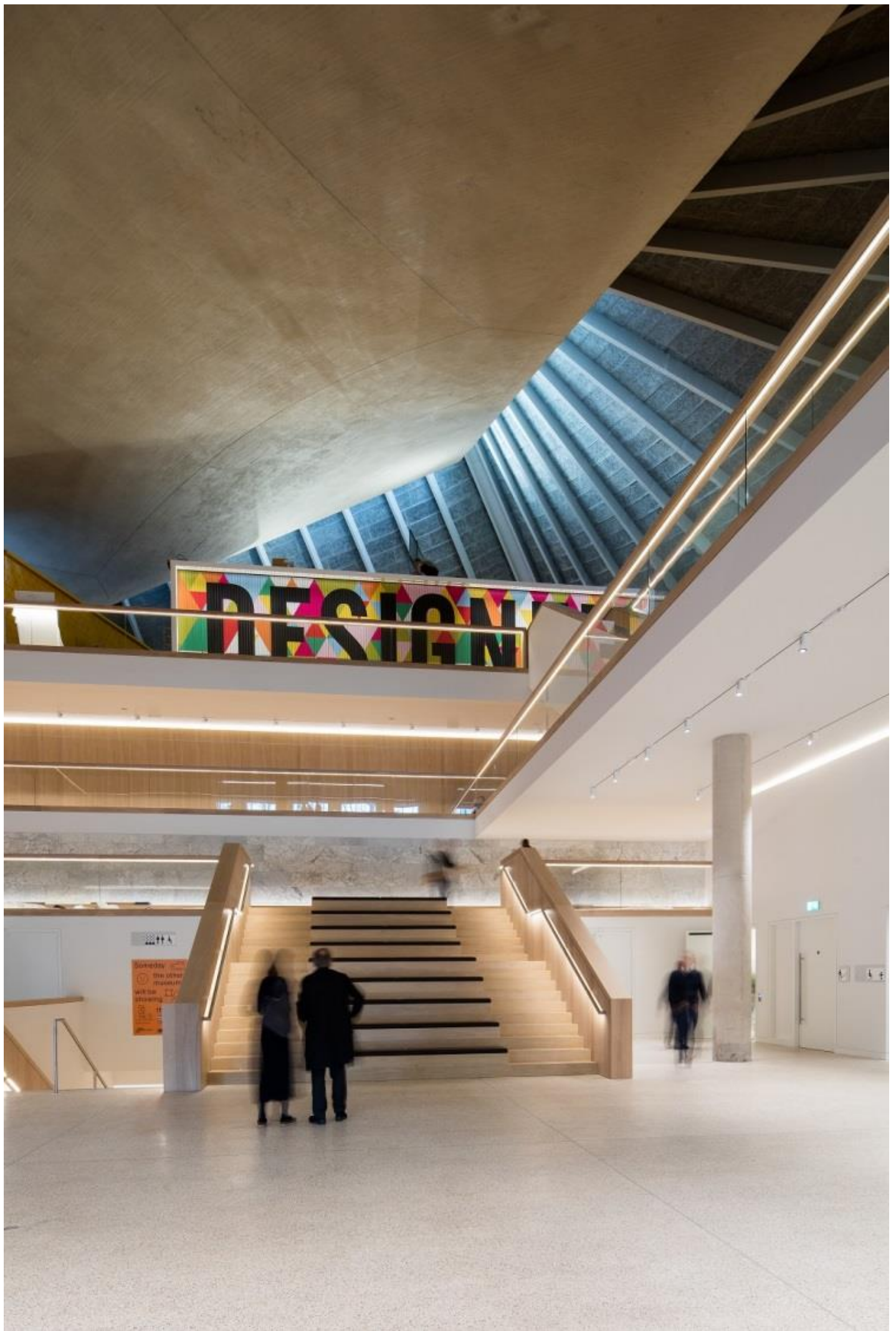


# New Old – Designing for our Future Selves

## Tour proposal



PRIESTMAN GOODE'S SCOOTER FOR LIFE



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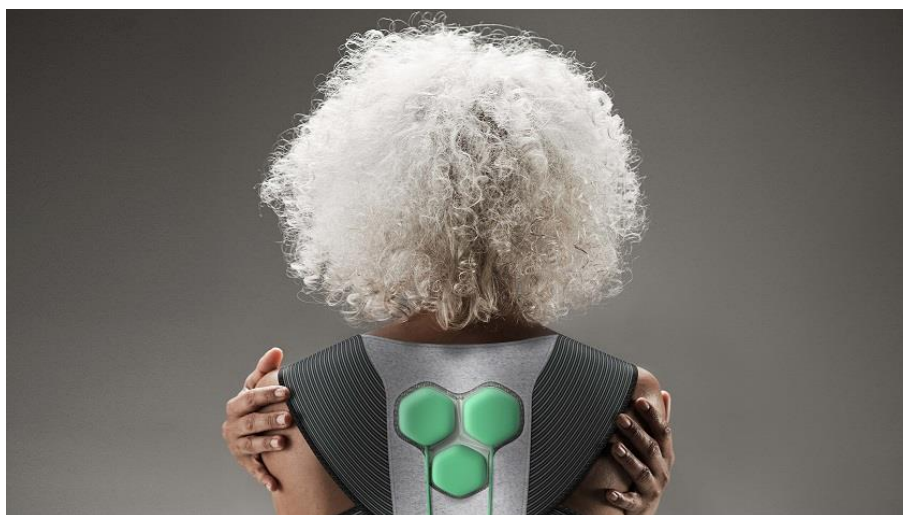
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## The Design Museum Touring Programme

The Design Museum Touring Exhibitions Programme was set up in 2002 with an aim to bring design exhibitions to audiences around the UK and internationally. Since then, the Museum has toured more than 120 exhibitions to 99 venues in 27 countries worldwide.

In May 2018, The Design Museum was awarded the title of European Museum of the Year and commended by the panel for its effort in developing ‘an important democratic and multi-layered intercultural dialogue, with a significant social impact in the community’.

The Design Museum touring exhibitions range in size from 150 to 1000 square metres and cover all areas of design – architecture, fashion, furniture, graphics, product, and more.



AURA, COURTESY OF YVES BÉHAR





EXHIBITION PHOTOGRAPHY BY LUKE HAYES



## Exhibition summary

*“This engaging and provocative exhibition gives comfort that our future selves are in capable hands – but also cautions us to question where those hands are coming from and what they’re really after.” ★★★★★ The Guardian*

The exhibition focuses on the potential role of design and designers, working with enterprises and public institutions to transform the experience of ageing.

Against the backdrop of radical demographic change, a context in which growing numbers of older people in society will depend on and desire innovations in design, the exhibition brings together a range of new approaches to the issues that face them.

We are living through the most profound shift in the age balance of human populations since the transformation of infant mortality in Victorian times. We are living longer due to significant advances in life science, medical care, diet and education. Our extended life expectancy is associated with a general shift in attitudes to ageing.

The traditional *medical* model of ageing – associated with dependency, disease, decrepitude and death – is being replaced by a *social* model of ageing in which the ‘third age’ is a productive and connected time, and even by a *cultural* model of ageing in which there is something uniquely compelling and exceptional about older age. All of this has profound implications for designers, who are moving from small-run design for a special needs group to working in the mainstream for an unprecedented demographic change.

According to the Stanford Longevity Center, life expectancy worldwide is predicted to rise from 67 in 2008 to 75 in 2050. There will be twice as many over 60s, reaching 22 per cent of the world’s population by 2050. In the UK, we already have more pensioners than teenagers.

The New Old will experience ageing unlike any of their predecessors. They are better educated; more open to experimenting with technological possibilities and will experience a longer and more active old age. Nevertheless the familiar challenges of ageing – the need to keep people fit, active and living independently in their own homes, rather than in institutional care – do not go away. But there is a vastly increased potential to address them for the New Old at every level, from architecture to technology, from digital applications to redesigning domestic appliances.

This is the aspect that the exhibition addresses in a timely and relevant way. It sets out the changing demographic picture in which design sits, and showcases specially commissioned prototype projects by leading designers related to such areas as living, health, communication and mobility.

It focuses on one of the most important political and social challenges of our times with an optimistic look at the way that design can transform the way we will live in the future.





## Exhibition structure and commissions

The exhibition is curated and designed in six sections. It is a combination of info-graphics, videos and new commissions alongside existing physical exhibits. Each section has as its centrepiece a special design commission by a leading designer or design team.

### **AGEING - Yves Behar, fuseproject**

“The concept is assisted robotics that allows the elderly to continue to be mobile physically through fashionable clothing. Continuing to be physically mobile (getting up, walking) prolongs the body's ability and confidence, as well as allows people to continue to be social and independent...”



AURA COURTESY OF YVES BÉHAR AND FUSE PROJECT



ELIQ, COURTESY OF YVES BÉHAR AND FUSEPROJECT. ELIQ IS A HOME COMPANION ROBOT THAT UTILISES ADVANCED AI AND ROBOTIC TECHNOLOGY TO MEET THE NEEDS OF OLDER ADULTS



## IDENTITY - Clara Gaggero and Adrian Westaway, Special Projects Studio

“The concept is a special setting with video backdrop to enable young visitors to the exhibition to spend 10 minutes (in timed slots) face to face in conversation with a real older person. The aim is to cut down stigma and prejudice around ageing. Each conversation contributes to a design installation that ‘grows’ over the course of the exhibition...”



## COMMUNITY - IDEO

“Our concept is set 30 years in the future. We believe that in 2047, connecting people will be the most important tool we have in tackling a deadly public health epidemic: loneliness. Our proposal envisages an Artificial Intelligence platform for community wellness that links individuals with others to optimize their wellbeing. The system knows the people who are best for you better than you know yourself. Visitors engage with the AI platform in an interactive experience.”



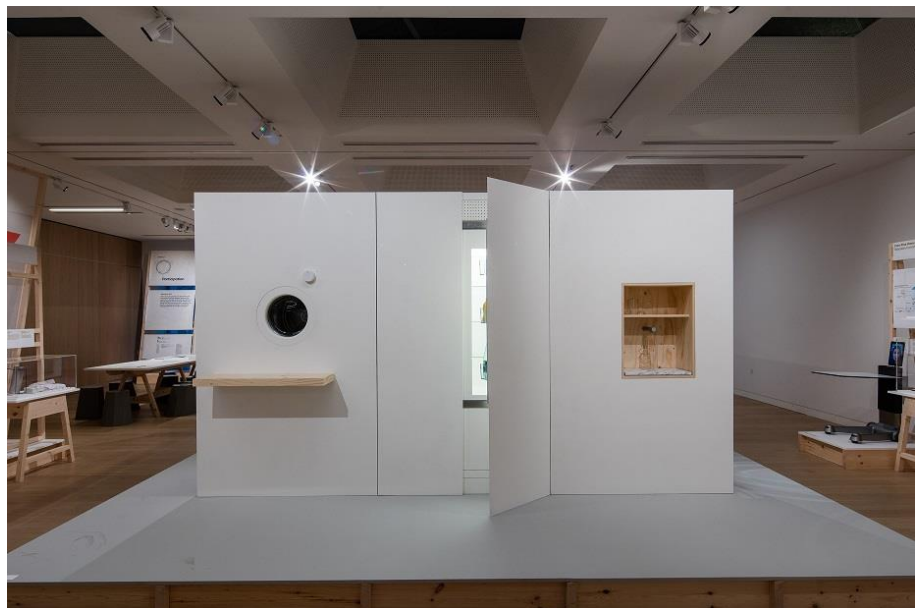


## HOME - Sam Hecht and Kim Colin, Industrial Facility

“One of the hardest things about growing older is feeling left behind by new technology and servicing, and feeling unable to navigate the world of new products. In our living environments, appliances and conveniences turn into maintenance nightmares. Our installation envisions a living space that is entirely serviced by a service company (e.g. Amazon). This company can deliver, replace or service anything in the space without needing to bother us or engage us personally. The apartment is entirely serviced from 'behind' its walls. The concept presents both sides of the wall: a streamlined, stress-free living space on one side and a back-of-house service corridor on the other. Appliances such as refrigerators and washing machines open both ways. “



INDUSTRIAL FACILITY'S AMAZIN APARTMENTS



### **WORKING - Konstantin Grcic**

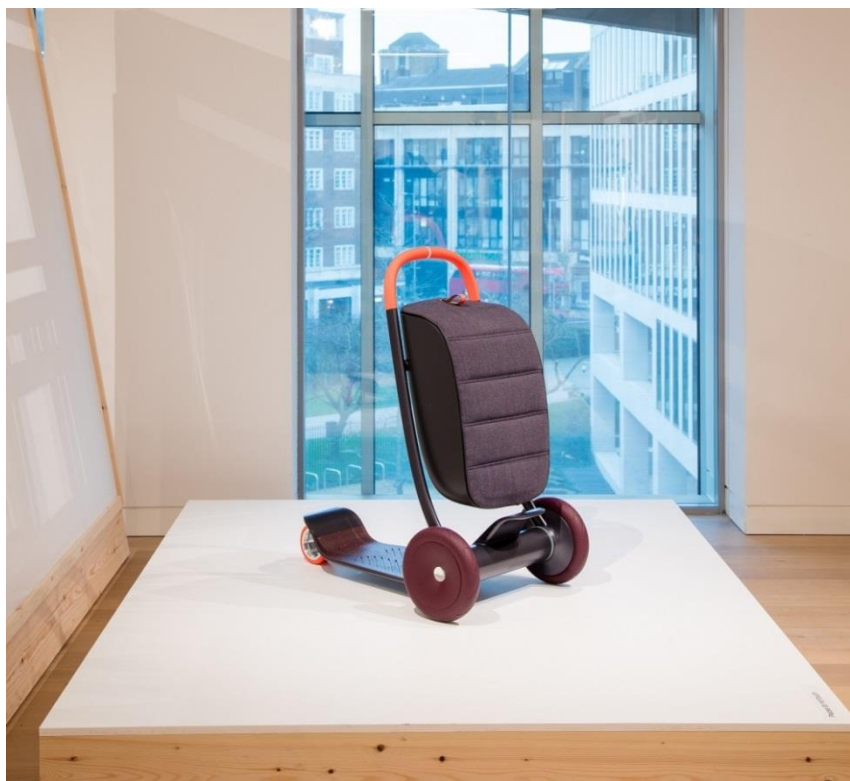
“A new furniture piece that reinterprets the portrait of St Jerome in his Study (Antonello de Messina 1475), one of the most famous and iconic images of older people remaining productive at work...”



KONSTANTIN GRIC'S MESH STRUCTURE FOR OUTDOOR WORKING

### **MOBILITY- Paul Priestman, Priestman Goode**

“A new scooter concept reflecting health through mobility and in ‘slowbility’ – a desirable whole-life branded product that adapts over time from the micro-scooter for the child to the older person’s mobility scooter...”



PRIESTMAN GOODE'S SCOOTER FOR LIFE



## Walk With Path

Lise Pape

[illegible]

2. *Write a program that reads in a number and prints out the corresponding day of the week.*  
 0 - Sunday  
 1 - Monday  
 2 - Tuesday  
 3 - Wednesday  
 4 - Thursday  
 5 - Friday  
 6 - Saturday

10



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## Exhibition details

Curator:	Jeremy Myerson, Helen Hamlyn Professor of Design, RCA
Exhibition Design:	Plaid London
Graphic Design:	LucienneRoberts+
Venues:	Design Museum, London 12 Jan – 19 Feb 17
Tour:	Łódź Design Festival, Poland, Oct 17 Kaohsiung Museum of Fine Arts, Taiwan, Jan – Apr 18
Tentative:	Bucharest, Spring 2019 New York, Jan – Apr 2020
Available:	spring 2019 and from summer 2020 onward
Space:	approx. 250 sq m



'PATH FINDER' SHOES WITH LASER GUIDES FOR PARKINSON SUFFERERS AND 'CROSS WHEEL', FOLDING WHEELCHAIR WHEEL



'PARO THE SEAL', FOR COMMUNITY CARE OF PEOPLE WITH DEMENTIA

# Terms and conditions

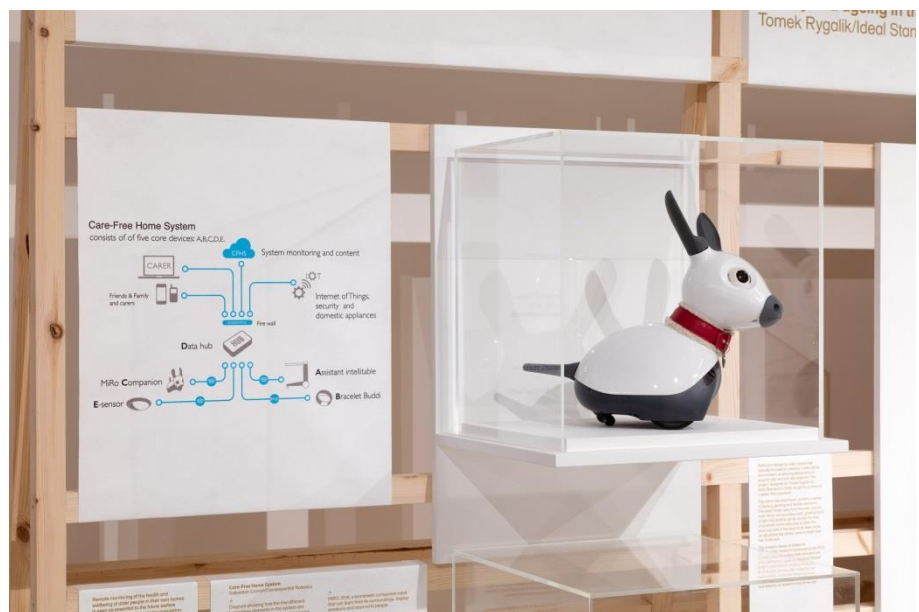
Hire Fee, on request

## INCLUDED IN THE HIRE FEE

- Curation and concept by the Design Museum
- Administration and tour management by the Design Museum
- Exhibits and commissions
- Use of images and films with rights cleared
- DM exhibition text in digital format (English only included)
- Use of DM exhibition and graphic design concept
- Use of selected DM display and AV kit to be confirmed.

## COSTS PAYABLE BY THE VENUE

- Hire Fee, payable in instalments
- Fee to Exhibition Designer to adapt the exhibition for the venue's space
- Share of transport and crating, storage of empty crates
- Insurance
- Installation and de-installation costs including build, technicians, couriers and any additional staff required on site
- Provision, installation and maintenance of AV kit
- Translation and production of exhibition graphics, fee to graphic designer
- Publicity costs, press or printed materials such as private view invitation, flyer, poster, advertising
- Provision of English language exhibition catalogue (optional)
- Any other costs relating to exhibition production.



CAREFREE HOME SYSTEM BY SEBASTIAN CONRAN/CONSEQUENTIAL ROBOTICS



The Creative Review advertising challenge  
Karmarama/Mother

A lifetime in the making

New Old is just getting started.

New Old is an adventure.

New Old is savoured.

New Old takes a stand.

New Old sees clearly.

New Old knows the best  
is yet to come.

LEARN FROM  
EXPERIENCE



NEW OLD FINE AGED SPIRIT AND LEARN FROM EXPERIENCE



## Contact

To find out more about this exhibition and tours available from spring 2017, please contact:

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