

Touring Exhibitions Programme 2018-2019

the Design Museum, London

**the
DESIGN
MUSEUM**

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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 100 exhibitions to 96 venues in 26 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.



Ferrari: Under the Skin

What makes a myth? How does a car acquire an immortal name? What makes its creator an enigma and a legend? Building a brand today is a calculated and knowing process, but Ferrari arose to international fame through a more elusive and organic process, that suited different times; it started in an Italy ravaged by the Second World War, where Enzo Ferrari and his small team decided to create the perfect racing machine.

Charting the holistic development of the luxury car brand as well as the design, the exhibition explores Ferrari's powerful personality, the manufacturing process and its rising profile amongst its famous clientele.

From the very first Ferrari to Michael Schumacher's winning Formula One car, and including the newest hybrid model, the exhibition features rare cars as well as memorabilia displayed in public for the first time. This is a unique behind-the-scenes that will allow visitors to race through 70 years of the Ferrari experience through original hand-drawn sketches, sculpture-like models and engines, alongside films and interviews telling one of the great design stories of all time.



IMAGE BY PAUL ZAK

Curator:	Andrew Nahum
DM Curator:	Gemma Curtin
Exhibition design:	Patricia Urquiola
Graphic design:	Pentagram
Venues:	Museo Ferrari, Maranello 26 May – 30 Sep 17 Design Museum, London 15 Nov 17 – 15 April 18
Tentative:	September – December 2018 (Asia)
Available:	2019
Space:	approx. 870 sq m

Mars (title tbc)

Getting humans to Mars has become one of the great projects of our time. Unlike the Moon landings of the last space race, however, this ambition is not purely symbolic. Mars holds the potential of human settlement and the promise of life after Earth. Some of the world's greatest entrepreneurs, architects and engineers are dedicating themselves to conquering the next frontier.

This exhibition explores the crucial role that design will play in this collective endeavour. From the capsules that need to keep 80 passengers in harmony over a nine-month journey, to the habitats they will live in on Mars, to the terraforming of the landscape, every detail needs to be designed. This is falling to the traditional space agencies, such as NASA, and to private entrepreneurs, such as Elon Musk and Richard Branson, and to architects such as Norman Foster. The exhibition collects the current state of design ingenuity, from shuttle environments to Martian homes, clothing and tools. But it also invites designers and artists to collaborate with the space agencies to create new designs, and to speculate about the way this future might play out.



Design Museum Curators:

Alex Newson
Justin McGuirk

Tour availability:

Spring 2020 onwards

Space:

approx. 875 sq m

New Old: Designing for our Future Selves

As our population ages rapidly, the exhibition looks at how design can help people lead fuller, healthier and more rewarding lives into old age, asking the question: how can designers meet the challenge of a rapidly ageing society? From robotic clothing to driverless cars, this exhibition rethinks design approaches to ageing.

Curated by Jeremy Myerson, Helen Hamlyn Professor of Design at the Royal College of Art, the exhibition is organised into six sections - Ageing, Identity, Home, Community, Working and Mobility.

Each section features a special design commission by a leading designer or design team, creating new solutions for demographic change as well as addressing the challenges of ages. New projects by Yves Béhar /fuseproject, Konstantin Grcic, Future Facility, Special Projects, IDEO and Priestman Goode feature in the show. New Old examines how innovation and design can reimagine how we live the later stages of our lives.



AURA POWERED SUIT RENDERING, BACK VIEW. COURTESY OF FUSEPROJECT AND AURA

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:	Lodz, Poland – October 17 Kaohsiung, Taiwan, Jan to Apr 18
Tentative:	Bucharest, Sep – Dec 2018
Future Venue:	Pratt Gallery, NY, Jan -Apr 2020
Availability:	slots available from late 2018 onwards
Space:	approx. 250 sq m

Breathing Colour by Hella Jongerius

We see the world in colour, but rarely do we appreciate how it shapes what we see. In this unique exhibition, the acclaimed designer Hella Jongerius presents a reading of the world through colour. Drawing on years of research, she sets out to make us look deeper at the way colour behaves – on shapes and surfaces, in shadows and reflections. Through a series of phenomenological studies and experiences, the exhibition makes us question one of the most elemental aspects of design.

How does colour behave on different forms and textures? What happens if you bend or fold a surface? How does a hue change at different times of the day? Where does colour end and its shadow begin? Hella Jongerius' studies into such questions form the basis of what is an extraordinary sensory experience.

The exhibition contains hundreds of dynamic elements, from textiles and porcelain tiles to what she calls "colour catchers" and "3D colour wheels", multi-faceted geometric mobiles that display the complex behaviour of light and movement on surfaces.

Rich in sensory experiences and layered with cultural interpretation, this is an exhibition that inspires both design industry insiders and a broad audience drawn to the dynamics of colour in design, art and life.



COLOURED VASES SERIES 3, ORANGES © GERRIT SCHREURS

Design Museum Curator:
Exhibition and Graphic Design:
Venues:

Alex Newson
Jongeriuslab
Design Museum, London
28 Jun – 24 Sep 17
MAAS, Sydney
March - Jun 2019
Stockholm, Oct – Jan 2020
Summer 2019,
and Feb 2020 onwards
approx. 475 sq m

Tentative:
Availability:

Space:

In the Making

Curated by Edward Barber and Jay Osgerby, In the Making captures objects mid-manufacture and puts the aesthetic of the unfinished centre stage. Varying from a cricket bat to a MacBook, a surprising range of objects have been chosen by Barber and Osgerby to be exhibited in an unfinished state, celebrating the intriguing beauty of the making process and revealing the unexpected quality that everyday objects have before assuming their final, recognisable form.

The exhibition provides a glimpse of the designers' ongoing dialogue with manufacturing that is so distinctive to their practise. Throughout their careers, Edward and Jay have had a technical curiosity and fascination with the making process. The way in which things are created has had a profound influence on them and continually inspires their work.

These partially-made objects give an insight into the design thinking that has driven this duo to such acclaimed success, including designing the London 2012 Olympic Torch, which went on to be awarded the Design Museum's Design of the Year 2012. Their multidisciplinary approach challenges the boundaries of industrial design, architecture and art.



EXHIBITION VIEW. DESIGN MUSEUM, LONDON, 2014. PHOTO BY MIRREN ROSIE.

DM curator:	Margaret Cabbage
Exhibition design:	Universal Design Studio
Graphic design:	Build
Venues:	Design Museum, London: 22 Jan – 4 May 14 Irish Design at Dublin Castle: Dec 14 – Mar 15 The Wilson, UK: Jul – Sep 15 Warehouse421, UAE: Nov – Feb 18
Tour:	spring 2018 onwards
Availability:	
Space:	150-250 sq m

Hello, My Name is Paul Smith

In a career spanning over 40 years, Paul Smith has become one of Britain's foremost designers. The Paul Smith brand is known for an unmistakable classic Englishness augmented with a colourful 'twist'.

The exhibition explores how Paul Smith's unique and intuitive take on design, coupled with an understanding of the importance between designer and retailer, have laid the foundations for the company's lasting success. It charts the company's development from Paul's first shop in Nottingham to its now global scale.

The exhibition, which has broken visitor attendance records in London, Belgium and Japan, is presented through the different stages of design and production behind a catwalk collection, offering great insight into Paul Smith's design and marketing process. It also looks to explore the passions of Paul himself, what drives him as a designer and the significant items, people and places that have inspired him during his extensive career.



HELLO, MY NAME IS PAUL SMITH, DESIGN MUSEUM, 2013. PHOTO BY LUKE HAYES.

Curator:	Donna Loveday
Exhibition Design:	Richard Greenwood Partnership
Graphic Design:	About Creative
Venues:	Design Museum, London Modemuseum Hasselt The Lighthouse, Glasgow Japan tour (Tokyo, Kyoto, Nagoya) Huashan1914 Creative Park, Taipei MAM, Shanghai
Future venues:	Today Art Museum, Beijing Dongdaemun Design Plaza, Seoul
Availability:	from autumn 2018
Space:	600-1000 sq m

Designs of our time

This is the time of the smartphone, social media and AirBnB, all of them designed within the last decade. Each of them has reshaped how we live in ways that few could have predicted. It is the time of the global refugee crisis, and a growing sense of social responsibility – to each other, and to the planet. Though the problems facing us may sometimes seem intractable, this is also a time of unprecedented innovation through design of all kinds, from buildings to software. Design is a means to change the world, and so is fundamentally about optimism.

Designs of our time is an optimistic and uplifting exhibition bringing together the designs that have shaped our world in the years since Steve Jobs launched the smartphone in 2007. The exhibition will be organised into seven themes. Each theme will reflect on how design is responding to a key social, economic or environmental issue facing the world today. It will feature autonomous vehicles, smart devices and websites, as well as furniture, books and buildings. Each of the between 60 and 100 featured projects will be the starting point for an exploration of how it was designed, made and used. Some will be represented by physical examples, others by prototypes, or scale models and digital realisations. Visitors will have a chance to explore augmented reality and virtual simulations, to listen to audio descriptions and watch films of users and makers. Wherever possible, visitors will be encouraged to touch and explore exhibits. The exhibition will engage audiences that are discovering the social and cultural impact of design. It will convey the wide range of approaches to design, and provide a lens through which to understand the rapid changes that the world is going through.



Availability:

from late 2019

Space:

200 - 450 sq m

Terms and conditions

Hire fees, on request

INCLUDED IN HIRE FEE

- Curation and concept by the Design Museum
- Administration and tour management by the Design Museum
- Exhibits
- Use of some images and film 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.

COSTS PAYABLE BY THE VENUE

- Hire fee, payable in instalments
- Fee to the Exhibition Designer to adapt the exhibition for the venue's space
- Share of transport and crating costs, 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
- And any other costs relating to exhibition production.

Contact

To find out more about any of these exhibitions and other tours available from 2018 onwards, please contact:

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