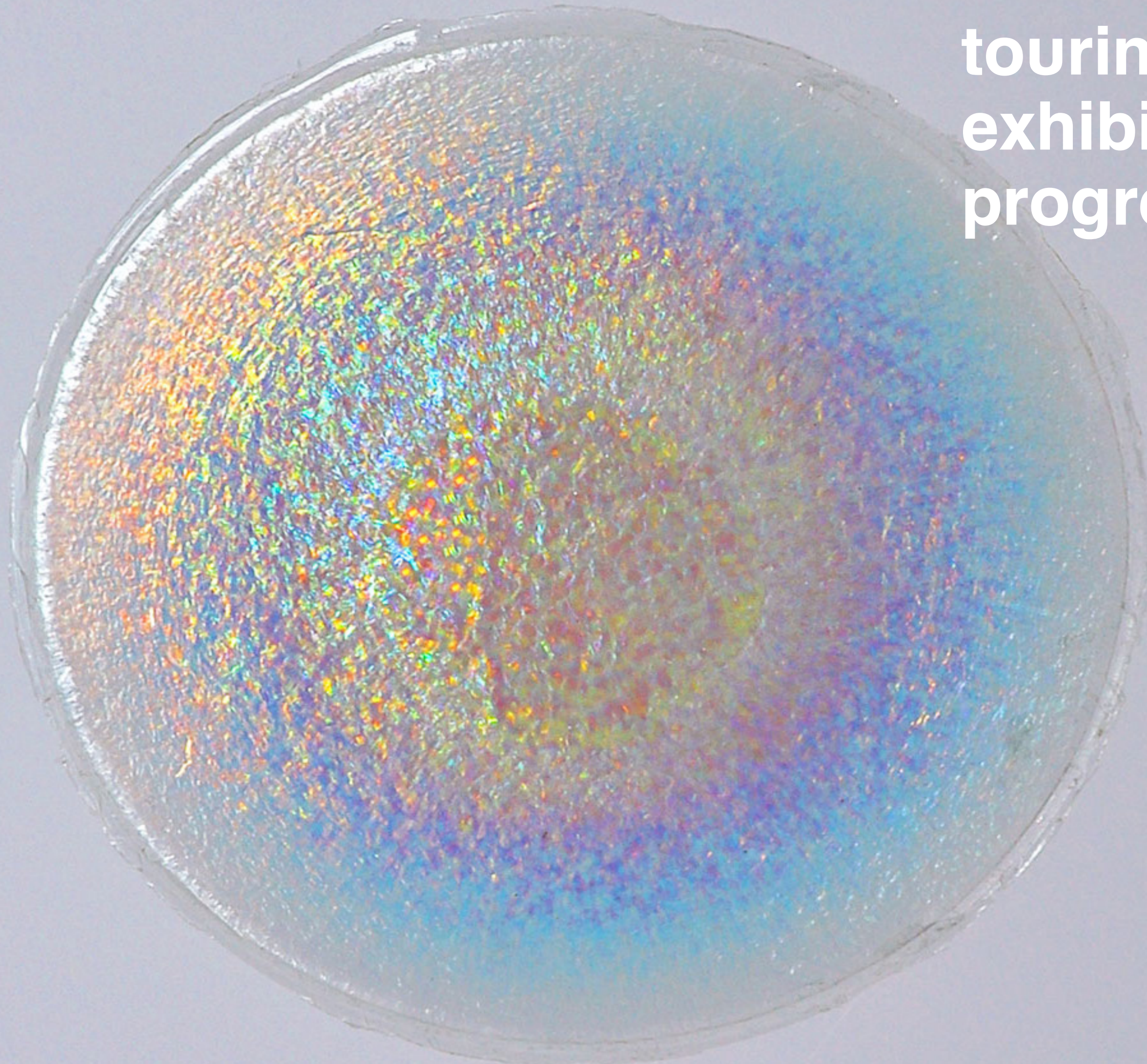


touring exhibitions programme

2022



Design Museum Touring Programme

The programme was set up in 2002 with the aim of bringing design exhibitions to audiences around the UK and internationally. Since then, the museum has organised more than 135 tours to 107 venues in 31 countries worldwide.

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

About the Design Museum

The Design Museum is the world's leading museum devoted to 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. Architect John Pawson 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 May 2018, the Design Museum was awarded the title of European Museum of the Year.

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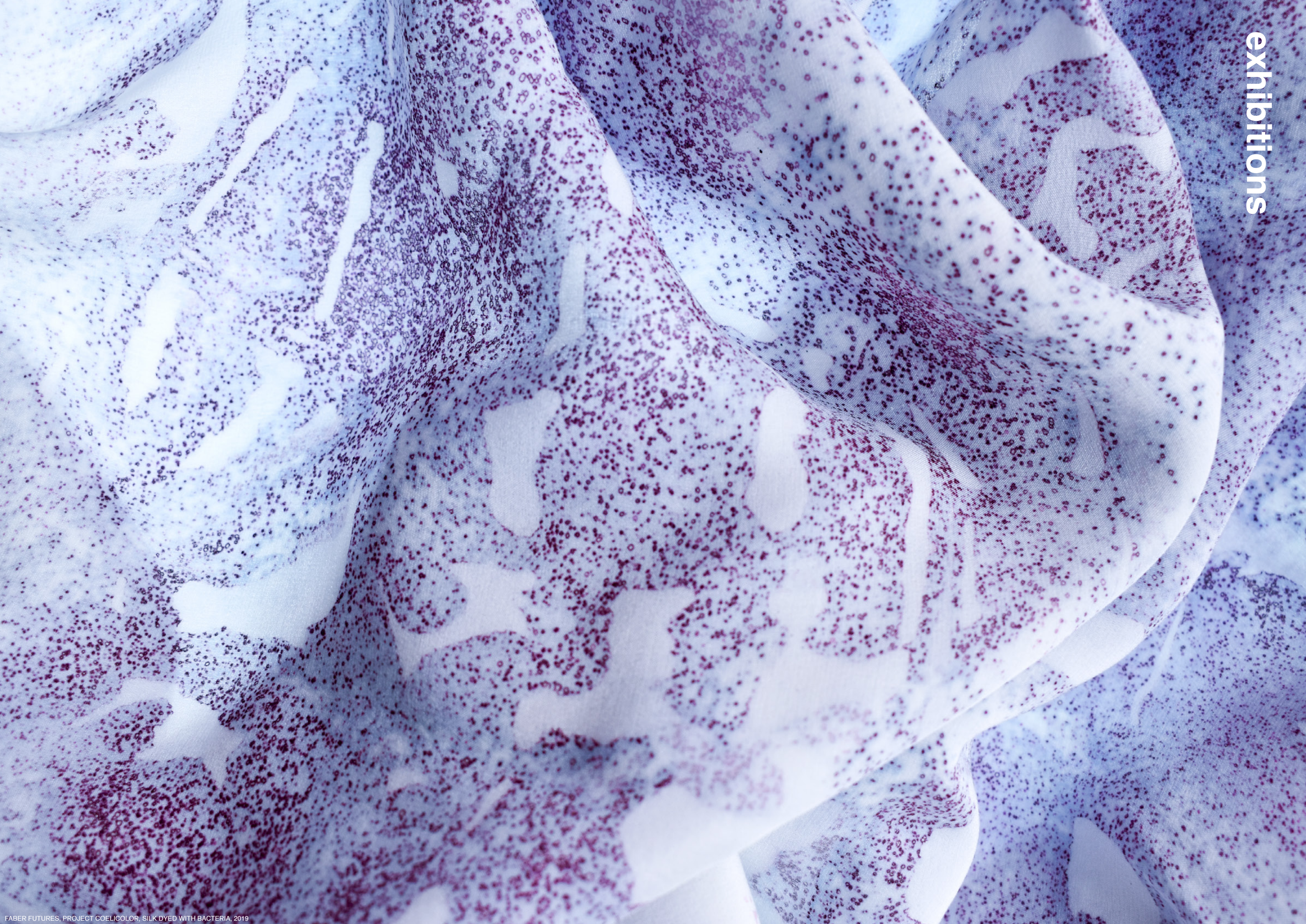
Exhibitions

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The Design Museum, 2016

the
DESIGN
MUSEUM





Material Tales: The Life of Things

As we face the realities of the Earth's limited resources, designers and users alike are seeking greater clarity around how objects are made, and at what material cost. What materials go into the objects that define our day to day lives? And how might we learn to make better use of these materials in future?

Material Tales is a uniquely poetic exploration of the world of materials, taking visitors on a journey through the origins, uses, and evolution of matter. From their microscopic structure through to the global impact of their use and exploitation, materials are revealed in all of their complexities as they share the incredible stories of their emotional, technical and political lives.

Featuring highlights from the Design Museum Collection, as well as works by leading contemporary designers and a wealth of contextual material, Material Tales aims to provide greater material literacy for visitors of all ages. The exhibition is paired with a full educational pack including lesson plans for primary and secondary school students and a 'Research in Action' element allowing host venues to run a full-day materials workshop.

CURATOR
Eleanor Watson is Curator at the Design Museum

EXHIBITION DESIGN
vPPR Architects

GRAPHIC DESIGN
Twelve Design Ltd

VENUES
CAFA Art Museum, Beijing
17 September - 17 October 2021

Art Museum of Nanjing University of the Arts
8 - 24 December 2021

Hong Kong April 2023 (TBC)

TOUR AVAILABILITY
Slots available in late 2022, 2023 and 2024

SPACE
approx. 500 square metres

(LEFT & ABOVE)
Exhibition views, CAFA Art Museum, Beijing



Football: Designing the Beautiful Game

CURATOR
Eleanor Watson is Curator at the Design Museum

EXHIBITION DESIGN
OMMX

GRAPHIC DESIGN
Shaz Madani Studio

VENUE
the Design Museum, London
 8 April - 29 August 2022

sUAE Nov 2022 - Feb 2023 TBC

TOUR AVAILABILITY
 from Autumn 2022

SPACE
 approx. 900 square metres

It is estimated that more than half the world population – some 3.5 billion people – watched part of the FIFA World Cup in 2018. Football is unquestionably the world's most popular sport, with a dedicated fan base and truly international reach. It is also a significant industry, European football alone being estimated to hold a value of £22 billion in 2016. How did football evolve to be such a significant part of our cultural landscape, and what role has design played in shaping the sport?

Football: Designing the Beautiful Game is a large-scale exhibition exploring the design story behind football, unpicking how design has been used to push the game to its technical and emotional limits. From the master-planning of the world's most significant football stadiums to the innovative materials used in today's boots, the graphic design of team badges and the grassroots initiatives pushing back against the sport's commercialisation, the exhibition will provide a rare insight into the people and processes that have made football what it is today.

(LEFT) Exhibition views, the Design Museum London
 (ABOVE) 29th June 2014, FIFA World Cup -
 Ipanemabeach at sunset



Sneakers Unboxed: Studio to Street

CURATOR

Ligaya Salazar is a Freelance Curator
Shasti Lowton was formerly a Curator at the Design Museum

EXHIBITION DESIGN

Interesting Projects Ltd.

GRAPHIC DESIGN

Studio LP

VENUES

the Design Museum, London
18 May - 24 October 2021

Design Museum Den Bosch, Netherlands
3 May - 16 October 2022

Taipei

December 2022 - April 2023

Sejong Centre, Seoul, Korea

May - September 2023

TOUR AVAILABILITY

Autumn 2023

SPACE

approx. 500 square metres

Cult classics, limited edition silhouettes and rare colourways 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 two chapters – Style and Performance – the exhibition invites you behind the scenes and reveals the design process that has led to the world's 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.

(LEFT) Exhibition view, Design Museum Den Bosch
(ABOVE) Air Max 97 MSCHF x INRI Jesus Shoes



Waste Age

Waste Age tells the story of the environmental crisis created by our ‘take, make, waste’ economy. The exhibition explores how trash can be transformed into new resources, and how design can help usher in a new age where there is no such thing as waste.

Globally, over 2 billion metric tons of rubbish are produced annually and the World Bank estimates this will increase to 3.4 billion metric tons by 2050. Today only 15% of that is reclaimed. We are at a crisis point – we need to radically rethink our throwaway economy, changing systems and materials as well as thinking and behaviours.

This exhibition explores what lies beyond our current toxic waste infrastructures, exploring the environmental, social and geopolitical forces at work. Here visitors will be immersed in the waste crisis before being shown the transformative potential of new design approaches that are redefining fashion, construction, food, electronics or packaging and the new materials that will help shape a cleaner future.

This is an exhibition that not only seeks to imagine alternative futures, but one that empowers the visitor to be part of the solution.

CURATORS
Gemma Curtin is former Curator at the Design Museum
Justin McGuirk is Chief Curator at the Design Museum

EXHIBITION DESIGN
Material Cultures

GRAPHIC DESIGN
SPIN

VENUE
Design Museum, London
 23 October 2021 - 20 February 2022

Paris May - December 2024

TOUR AVAILABILITY
 slots available in 2023 and 2025

SPACE
 approx. 900 square metres

(LEFT TOP)
 Exhibition view, the Design Museum, London
 (LEFT BOTTOM)
 Exhibition view of Materialism Volkswagen Beetle, Studio Drift, 2018
 (TOP)
 Exhibition view, the Design Museum, London



The Offbeat Sari

CURATORS

Priya Khanchandani is Head of Curatorial and Interpretation at the Design Museum

EXHIBITION DESIGN

TBC

GRAPHIC DESIGN

TBC

VENUE

Design Museum, London
Opening Spring 2023

TOUR AVAILABILITY

late 2023 onwards

SPACE

approx. 400 square metres

Worn as an everyday garment by some and considered by others to be contrived or uncomfortable, the definition of the sari has multiple subjectivities. Conventionally an unstitched drape wrapped around the body, which can be draped in multiple ways, its unfixed form has enabled it to morph and be absorbent of cultural influences.

In recent years the sari has been reinvented. The urban youth who previously associated the sari with formal wear can now be found wearing saris and sneakers on their commutes to work. Designers are experimenting with hybrid forms such as sari gowns and dresses, pre-draped saris and innovative materials such as steel.

Today the sari manifests as a contemporary fashion garment, an expression of identity, a crafted object and an object of resistance with layers of cultural meanings. This exhibition positions the sari as a designed object from these three perspectives.

(LEFT)

Sari by Raw Mango, 2021

(ABOVE)

Banda, Uttar Pradesh, India - rally of women from the Gulabi Gang, wearing pink sari to fight against violence against women



13 | EXHIBITIONS



A Century of Chairs

CURATOR
Gemma Curtin is former Curator at the Design Museum

VENUES (SELECTED)
The Civic, Barnsley, 2010
Cheongju International Craft Biennale, 2011
Storey Gallery, Lancaster, 2012
Sewerby Hall, Yorkshire, 2015
Brussels Design Museum, 2021

TOUR AVAILABILITY
 from Autumn 2022

SPACE
 200-400 square metres

At a time when design is enjoying unprecedented popularity with the public, A Century of Chairs offers an engaging and informative opportunity to trace the history of modern design through the evolution of one object – the chair. The exhibition features a collection of seventy classic chairs from the Design Museum Collection – each of which illustrates a landmark in aesthetics, functionality, materials, production technology or sustainability.

This exhibition assesses the design and development of the chair in terms of aesthetics, functionality, technology, ergonomics and sustainability. Some of the chairs in this exhibition are extraordinarily flamboyant, such as Charles and Ray Eames' spectacular La Chaise, first designed in 1948 but not produced until decades later, or the Crown Chair welded by Tom Dixon in his London workshop during the late 1980s. Other chairs are remarkable examples of technological innovation: notably Marcel Breuer's 1925-1927 Wassily, which was one of the first chairs to be made from tubular metal, and pioneering plastic chairs from Verner Panton's sensual 1960 Panton Chair to the equally innovative Air Chair developed by Jasper Morrison as recently as 1999.

(LEFT & ABOVE)
 Exhibition view, Brussels Design Museum



Got to Keep On: Installation by The Chemical Brothers and Smith & Lyall

ARTIST DIRECTORS
Smith & Lyall

TOUR AVAILABILITY
from Autumn 2022

SPACE
approx. 11m x 8m footprint

Ed Simons and Tom Rowlands met in Manchester in 1989 and began working as The Chemical Brothers a few years later. Over the last 25 years, the duo have gone from performing at small club nights to headlining festivals across the world with their multi-sensory live shows. Adam Smith (of Smith & Lyall) began this journey with them, from their first live show (using 16mm film and 35mm slide projectors) as one half of the Design partnership Vegetable Vision.

Since 2009 Smith & Lyall have collaborated with the band to create a live experience where the music becomes part of a transcending audiovisual experience of music, film, lights, lasers, large and physical effects.

Much of Smith & Lyall's work involves working with physical performers and dancers in abstracted costumes. This gives a real and human presence in heightened, transcendent form, creating a powerful emotional connection with the audience. Featuring 'Got To Keep On', from the Grammy Award-winning Best Dance/Electronic Album 2020 No Geography, Smith & Lyall translate the spirit of The Chemical Brothers live show into a new experience for the Design Museum.

(LEFT & ABOVE)
Exhibition view, the Design Museum, London



Features
This book – the first of its kind – explores the design story behind football, diving into how design has been used to push the game to its technical and emotional limits.

From the master planning of the new Tottenham Hotspur stadium and the innovative materials used in today’s boots, to the graphic design of the Juventus team logo and the grassroots initiatives pushing back against the sport’s commercialisation, this book provides a rare insight into the people and processes that have made football what it is today.

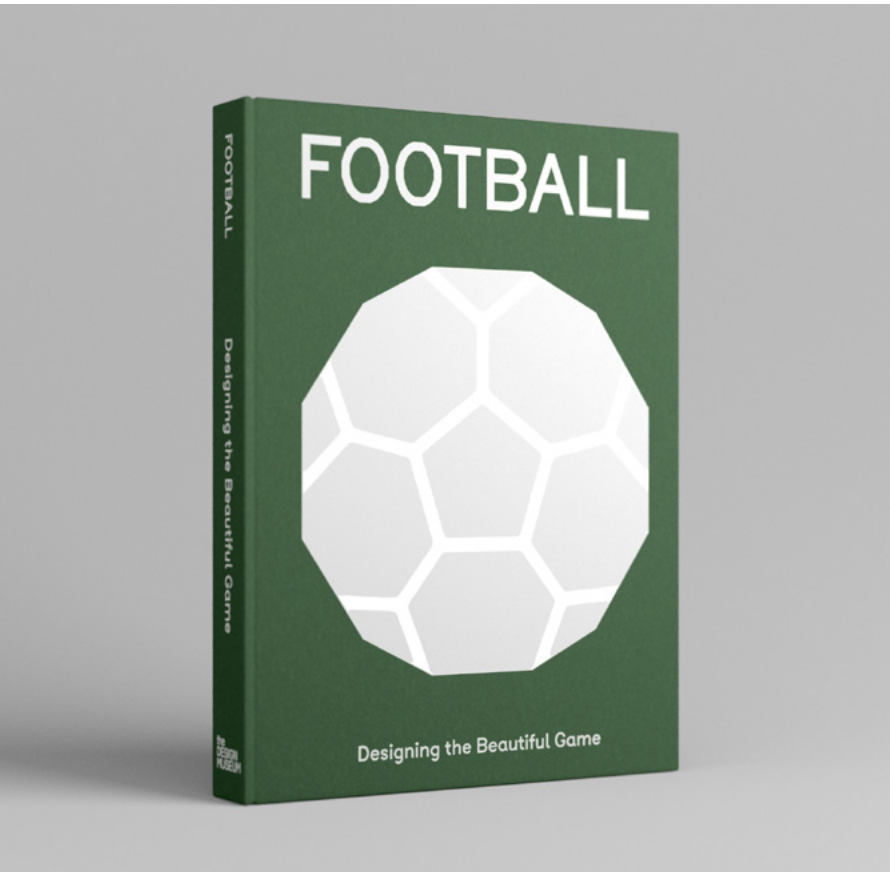
More than 200 carefully curated photographs – of FIFA World Cup posters, fan culture from across Europe and South America, and cutting- edge kit and equipment – tell the story of a changing game, from the earliest days of men’s and women’s professional football to today’s era of e-sports and vast TV audiences.

EXHIBITION
the Design Museum
8 April – 29 August 2022

James Bird is Associate Editor at *Mundial Magazine*.

Eleanor Watson is a Curator at the Design Museum, London.

Autumn 2022
270 x 205mm
304pp
200 colour and b/w illustrations
Hardcover | Worldwide rights
£34.95 UK / €39.95 EU
/ \$44.95 US / \$48.95 RoW
978-1-872005-61-4



Football: Designing the Beautiful Game

Edited by James Bird and Eleonor Watson

This book – the first of its kind – explores the design story behind football, diving into how design has been used to push the game to its technical and emotional limits. From the master planning of the new Tottenham Hotspur stadium and the innovative materials used in today’s boots, to the graphic design of the Juventus team logo and the grassroots initiatives pushing back against the sport’s commercialisation, this book provides a rare insight into the people and processes that have made football what it is today. Accompanying a Design Museum exhibition of the same title, this book features contributions from figures across the world of football and design, from analyst Statman Dave and broadcaster Martin Tyler, to architect Jacques Herzog and VP of design at adidas Sam Handy. The diverse perspectives in this catalogue reveal the extraordinary richness of the game’s design legacy, and cast new light on its future.

FEATURES
One of the few books that explores the enduring impact of Surrealism on contemporary design, from Mary Katrantzou’s innovative pattern and fashion designs to Ricky Saiz’s Afro-surrealist music video for Beyoncé and Jay-Z.

Featuring commissioned essays by leading writers in the field, such as Glenn Adamson and Susanna Brown, and interviews with cutting-edge designers, artists and photographers, such as Tim Walker and Audrey Large.

Taking inspiration from the Vitra Design Museum’s *Objects of Desire* exhibition catalogue, this book will feature new objects and exhibits which will be exclusively shown at the Design Museum.

EXHIBITION
the Design Museum
14 October 2022 –
19 February 2023

Kathryn Johnson is a curator at the Design Museum, London. She is an Oxford University alumni and holds a PhD in modern literature.

Autumn 2022
approx. 148 x 210mm
to 210 x 297mm
c. 160–176pp
c. 130 colour and b/w images
Softcover | Worldwide rights
£24.95 (UK), €29.95 (EU),
\$34.95 (USA), \$39.95 (RoW)
978-1-872005-62-1



Surrealism and Design Now: From Dali to AI

Edited by Kathryn Johnson

This autumn, the *Objects of Desire* exhibition will be held at the Design Museum in London, and to accompany our rendition of the Vitra Design Museum show, the Design Museum will publish *Surrealism and Design Now: From Dali to AI*. This book will focus on key themes and objects from the exhibition and expand upon them and will also contain new objects and exhibits that are specific to the exhibition at the Design Museum. The book will be divided into five thematic chapters, each taking a notable object from the exhibition as its starting point. Commissioned essays by renowned writers, including Glenn Adamson and Susanna Brown, will introduce each object and theme, followed by a richly illustrated series of plates featuring highlights from the London show. Lastly, each chapter will conclude with interviews with a diverse range of designers and artists, from Tim Walker to Audrey Large, showing Surrealism’s enduring legacy and impact on contemporary design.



Terms and Conditions

Hire fee, on request, includes:

- Curation and exhibition concept
- Tour management by Design Museum staff
- Exhibits
- Images and films
- Exhibition text in English
- 2D and 3D design concept
- Selected display kit

Costs payable by the venue:

- Hire fee, in instalments
- Exhibition and graphic design adaptation
- Share of transport and crating costs
- Storage of empty crates
- Nail-to-nail insurance
- All costs relating to exhibition production
- Installation and de-installation costs
- Marketing



Contact

To find out more about any of these exhibitions and other tours available from 2022 onwards, please contact:

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00 44 (0) 20 3862 5883

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designmuseum.org/exhibitions/touring-exhibitions

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