

SKATEBOARD

Tour Proposal

This ramp was created especially for the SKATEBOARD exhibition at the Design Museum, London. It was designed by Jonathan Olivares with Betongpark; one of the most recognisable skateable structures. A simple design, but its smooth, durable surface means it has hardly changed in 40 years. Suitable for a beginner or a pro, its design allows for live skating, the ramp plays host to a new skate film featuring Diggs English and Gavin Bobber – members of the Converse Skateboarding team – skating in the gallery.

Both the mini-history of skateboarding and its evolving impact on skate videography and its evolving impact on skate culture are explored in this exhibition. A particular nod to the trick-based edits seen in such historical films as *Cheese and Crackers* (1978), *Tea and Biscuits* (1982) and *Lovenskate* (2006). These films are appropriate objects – tyres, blankets, doors, which are not typically used in skateboarding. In doing so, they help us to see the world with fresh eyes, the poetic interpretation of the built environment that skateboarding enacts, by disregarding the intended function of objects in our environment.

The 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 130 tours to 104 venues in 31 countries worldwide. The Design Museum’s touring exhibitions range in size from 150 to 1,000 square metres and cover all areas of design – architecture, fashion, furniture, graphics, product 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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The Design Museum, London



CURATORS

Guest Curated by Jonthan Olivares

EXHIBITION DESIGN

Jonthan Olivares

GRAPHIC DESIGN

Apartamento

VENUE

**Design Museum, London
20 October 2023 - 2 June 2024**

TOUR AVAILABILITY

Available from Summer 2024

SPACE

Approx. 300 square metres

Exhibition overview

Since the 1950s, skateboarding has developed from a passing children's hobby into one of the most popular, accessible, and spectacular sports in the world.

This new Design Museum touring exhibition shows how skateboard design has evolved in tandem with performance. Within the elegantly simple parameters of its key components – deck, trucks and wheels – skaters have repeatedly re-designed the skateboard to suit their performance style and surroundings.

Curated and designed by the industrial designer and skater Jonthan Olivares, this is the first exhibition to explore the evolution of skateboard design in such detail. The exhibition celebrates the skateboard as a designed object that connects people to place, performance and community. The core of the exhibition offers an array of decks and components presented chronologically, alongside photographs, video excerpts, music and films which reveal different skate terrains: from sidewalks to empty swimming pools and skate parks.

Skateboard will appeal to the skateboarding community, as well as those with a special interest in skating, sports performance, product and industrial design, or those interested in the interplay between design and the urban realm. The exhibition charts how skateboarding has adapted to different urban environments, with each decade producing new techniques and advances in design. Urban spaces and street furniture such as benches, handrails and fire hydrants each offer their own unique obstacles and challenges.



What's in the exhibition

A mini ramp, skateable by visitors to the exhibition

90 rare and unique boards

Over 100 other objects, including hardware such as wheels and tucks, safety equipment, VHS tapes, DVDs, magazines and ephemera

Some of the earliest produced commercially available boards

Large-scale banners featuring photographs of iconic skateboarders and tricks

Examples of material experimentation in deck design

A film produced for the exhibition, charting the history and evolution of the skateboard, narrated by Alexis Sablone

Historic and contemporary film equipment used to make skate films, which helped to disseminate new tricks and techniques

Iconic skate films, 'Cheese & Crackers' and 'Tea & Biscuits', exhibited alongside a new film created on the Design Museum ramp by the Converse Pro skate team, featuring Diggs English and Gavin Bottger

Architectural photographs taken by Guest Curator Jonathan Oliveres, depicting skateable objects in Brooklyn, London, Los Angeles, Milan and New York

Pro-model skateboards, including Powell Peralta 1985 Rodney Millen pro model; World Industries 1992 Rodney Mullen pro model; Almost 2016 Sky Brown pro model



1950s & 1960s On to the sidewalk

This display shows some of the earliest commercially produced boards. Each new company experimented with materials and shape to make their boards the best on the market and meet growing demand. Skateboarding, sometimes called ‘sidewalk surfing’, was evolving fast. Early boards were modelled on surfboard design. The patenting of the first kicktail in 1969 marked a turning point. This raised tail enabled the kick-turn trick; the first trick which was not borrowed from surfing but unique to skateboarding.

Key objects include: Tresco 1963 Skee-Skate, Humco Surfer 1963, Fleetwing Side Surf, Val Surf 1965 Mark Richards pro model, 1969 Makaha Kicktail.

Opposite: Homemade skateboard, 1953. Children are likely to have made these homemade skateboards by nailing or screwing roller skate trucks and wheels to a wooden plank. The plank was once part of a ‘scooter skate’, typically made from a crate with a handle attached.

Above: Some of the earliest skateboards in the exhibition, which include both homemade boards and the first commercially produced boards starting in 1959.

1990S: AROUND THE CITY

'The 90s was all about change, skateboarders like myself took control of all aspects and this opened up a whole new world of opportunity on the business side, now everything we wanted to do was possible and as an industry we never looked back.'

– Steve Douglas, co-founder of 411 Video Magazine, Element and New Deal skateboards, 2023

At the beginning of the 1990s, economic recession hits pro skaters and the skateboard industry hard. Street skating has now completely taken over vert skating's reign. The era of superstar skateboarders is over.

Independent skater-formed companies become the breakout successes of the era and epitomise its coolness. These new skate brands produce team videos that offer skaters a window into a world of skating possibilities in the urban environment. The sounds of underground hip hop, soul and classic rock music are both the backdrop and the heartbeat of skate ideology. This counter-cultural energy and global youth interest in skateboarding influence the launch of ESPN's Extreme Games, laying the foundation for the commercial success of Tony Hawk's record-breaking Pro Skater videogame at the end of the decade.

The double-kicktail sets the tone for skateboard innovation as the popular wider shapes of the 1980s transition into thinner, symmetrical and lighter skateboards. This new shape meets the needs of the street skaters who are exploring their cities with dynamism. Skateboard shapes are increasingly standardised while the graphics become more vocal, taking on societal issues and pushing boundaries with punk-inspired shock tactics.

2000S: PUSHING BOUNDARIES

"I started skateboarding at 15, it was my first love. It's all I cared about, it was my escape. Then I got a show on MTV and my life completely changed. I still loved skateboarding, but money and fame got me chasing wild parties, tours, fights around the world. They were crazy times."

¹ Matthew F. Richard, *Statebarrier.com*, insurance attorney, 2013.

Skateboarding enjoys a mega boom in global visibility and popularity in the early 2000s. The rise of the internet means a larger communication platform. Skate films are slicker and the narrative more choreographed. Skateboarders convey greater professionalism and the industry thrives.

The appeal of skateboarding bleeds into the mainstream. Pro skateboarders feature on youth culture channels such as MTV as celebrities not just skaters. Skateboarding is everywhere, straddling subcultural membership and pop cultural glare. Pro skater shoe deals become the dominant sponsorship model as there is more scope for technical progression in the field than in deck construction. The now distinctive skate 'look' of baggy trousers, key chains and oversized t-shirts means you no longer need to carry a skateboard to look like a skater.

Skateboarding's widening appeal causes an escalation in the number of people taking up the activity. An exciting fresh wave of skaters arrives, whose unique skating styles and technical skills are advancing rapidly. Skate companies continue to experiment with skate accessories and the branding and design of hardware, while skateboarders flex their personal deck, truck, and wheel set-up combinations.

2010S:
PAST RADICAL

1. The first step is to identify the problem. This involves understanding the current situation and the goals that need to be achieved.

Starting from 1970, migration to the United States
increased sharply. This is not surprising, considering
the economic and political conditions in the country.
The only explanation is that the United States is a
country of immigrants.

Disadvantaged men have a more negative attitude with respect to their background and ethnicity, as well as people with disabilities and the LGBT+ community. The cultural shift to gain a new focus on men, as opposed to other groups such as women, disadvantaged people, LGBT+ people, and people with disabilities, is evident.

The institution is committed to the preservation of 2007 & 2008 tax government information and documents after electronically archiving the information in its archive (e.g., e-mail, e-text, etc.) and from time to time, from electronic sources.

Quadranting is also beneficial to the sheep producers and state parks are recognized as public lands and include 10,000 New Mexico State Parks and Recreation lands in the State of Colorado. When these lands are quadranted they are being used for public recreation. 1, 100 acres of a public lands area is given a higher priority to state use to improve upon the condition of the land. Under a 1000-acre quadranted area in the Chapter for the first of the original 1000-acre group. State parks are maintaining a conservation of the public lands and state parks.



1970s In the skatepark

As a defining decade in modern skateboard design, this display includes polyurethane wheels from the early '70s: grippier, faster, more durable and resilient than previous versions in steel and clay polymer. They led to revolutionary advances in freestyle, downhill and slalom skating. The first purpose-built trucks enabled smoother and tighter turns. Material experimentation in deck construction led to decks in moulded plastic, anodized aluminium, fiberglass and, in 1976, moulded plywood, which has held as the industry standard ever since. Plastic grips and rails were added to boards for better grabs and slides. Skateboarders conquered new terrains including now iconic found spaces: empty Californian swimming pools and industrial pipes.

Key objects include: Creative Urethane 1975 Cadillac Wheels, 1973 Z-Flex board (formerly known as the Zephyr), 1976 Lonnie Toft pro model, Powell 1977 quicktail, 1979 Salba Bevel.

Previous spread: Exhibition view featuring plywood display vitrines and section texts, designed by Apartamento

Opposite: Skateboarding lands in the UK in a big way in the mid to late 1970s and the Benjyboard brand become the leading importer and distributor of skateboards and skate equipment. Shown here are a Ben Howard/Benjyboard deck from 1976, alongside a Grentec GT board from the 1970s.

Above: Laura Thornhill, backside kick turn. Torrance, 1977



1980s Back to the streets

The closure of big skateparks drove skating into the street and into backyard 'vert' ramps made of plywood in the 1980s. Walls, curbs, benches, and banks became important obstacles. This was an equaliser that made the sport broader and more urban-centric. At the same time, professional skaters were pushing performance and design innovations forward. Growing numbers of pro-model skateboards became available commercially. This display includes pro models from some of the most influential names in skateboarding: Mark Gonzales, Natas Kaupas, Jessie Martinez, Chris Miller, and Mike Vallely.

Key objects include: Powell Peralta 1980 Ray 'Bones' Rodriguez pro model, Sims 1980 Steve Rocco pro model, Powell Peralta 1985 Rodney Millen pro model, Vision 1985 Mark Gonzales pro model, Santa Monica Airlines 1985 Natas Kaupas pro model

Opposite: Mike Vallely 'Barnyard' pro model skateboard by World Industries, 1989. Street skating was firmly established in the late 1980s and the array of tricks and styles informed this new 'double-kick' board shape.

Above: Boards and accessories linked to freestyle skating, which features technical tricks performed on flat ground.





1990s Around the city

Street skating continued to dominate the 1990s, with many declaring “vert is dead.” With street skaters increasingly skating regular and switch (opposite foot stances) and relying on tails and noses for slides, skateboards in the early nineties became more symmetrical. As shown in this section, narrower decks and smaller diameter wheels proliferated as they were thought to enable the technical flip tricks that helped define the early '90s street style. In the latter half of the '90s elite vert skaters skated the first super ramps and x-games. The ceramic bearing was developed to reduce heat at high speeds. In later years, skaters mastered technical street tricks and began doing them at greater speeds and on larger obstacles. As a result, board shapes began to widen again and wheel diameters increased.

Key objects include: Blind 1991 Skull and Banana Mark Gonzales pro model, World Industries 1992 Rodney Mullen pro model, Plan B 1992 Sheffey ‘Troll Doll’ deck, Zoo York ‘tag’ team deck, Sony 1997 VX-1000 camera.

Previous spread: The GrenTec GT from the early 1970s is an early example of a ‘complete’ skateboard, where the wheels, deck and trucks are made by a single company.

Opposite: By the mid 1990s the image of the white suburban skateboarder of the 1980s is replaced by dynamic array of diverse urban skateboarders. Shown here are pro models for Daewon Song, Keenan Milton and Eric Koston.

Above: A Panasonic NV-M50 VHS camera from the 1990s. The exhibition features a sample of the most iconic skate films of the 1990s and equipment favoured by videographers of the day



Opposite: Cultural forces in the 2000s gave rise to the new skater celebrity. Here Antwan Dixon features on the cover of Thrasher's 2009 photo special edition after securing his first signature shoe deal.

Above: Urethane wheels by Spitfire, 2001.



2000s Pushing boundaries

This display moves beyond the design story of the skateboard deck, which peaks with the 90s popsicle deck, and onto hardware and accessories. Some earlier designs are still in use but with new refinements like perforated grip tape that eliminates bubbles that occur during application. The production of Canadian Maplewood as the dominant choice for skateboard decks is overtaken by wood manufacturers in China. Skateboarding enjoys a mega boom in global visibility and popularity in the early 2000s. The rise of the internet means a larger communication platform. Skate films are slicker and the narrative more choreographed. Performance styles are harder to categorise because skaters now have easier access to footage and information about older styles of skateboarding. Skateboarders convey greater professionalism and the industry thrives. Skate companies continue to experiment with skate accessories and the branding and design of hardware, while skateboarders finesse their personal deck, truck and wheel set-up combinations.

Key objects include: DC Shoes 2003 'The DC video', Flip 2001 Tom Penny deck, Flip 2003 'Lurker' PJ Ladd pro model deck, Mob perforated grip tape, Spitfire Cardiel wheels





2010s Past radical

This display shows current skateboard design as varied and bespoke, looking back to the past and forward to the future simultaneously. The search for more sustainable and eco-friendly recycled materials is challenging and changing industry standards. Skateboarding as a sport is still growing and evolving too – alongside its recognition as an Olympic sport there is a bigger and more diverse amateur community of skaters than ever before. Skate culture has also become more pluralistic, embracing new faces and voices with LGBTQI+ skate crews gaining increasing recognition.

Key objects include: Real 2003 Ishod Weir pro model, Shake Junt 2010 grip tape, Supreme/Hardie's 2015 hardware set, Project RPSD 2022 deck, Almost 2016 Sky Brown pro model

Previous spread: Exhibition view

Opposite: Vitrine detail, featuring Shake Junt green grip top, 2010; Supreme/Hardie's Hardware set, 2015; and Pocha World Glitter grip tape, 2010s.

Above: Vitrine detail, showing objects the explore the skateboard as a tool for empowerment, including Andrew Reynolds pro skateboard, 2010s; Sky Brown's first pro model deck with Skatestan, 2016; and the Palace Long Live Southbank (LLSB) deck, 2018.



Skateboarding and the urban environment

Over the past 70 years skateboarding has developed alongside an evolving urban environment. In recent years skateboarding is recognised as having a positive effect on the urban environment. Popular skate spots are saved from destruction and integrated into new urban design projects by city planners. Skateparks are introduced into some architecture school curriculums, and non-governmental organisations (NGOs) fund skateparks and set up skate schools across the world. Skateboarding is seen as having social benefits far beyond a recreational activity.

This section comprises a film called '7 Decades of Skate' produced for the exhibition and photography by Jonathan Oliveres, capturing the structures and textures of skateable objects around Brooklyn, London, Los Angeles, Milan and New York.

Opposite: Ledges, London, photographed by Jonathan Oliveres

Above: Exhibition view featuring the film '7 Decades of Skate' produced for the exhibition and featuring archive footage from the 1950s to present day



The mini ramp

Designed by Betongpark, one of Europe's industry leaders in skatepark design and construction. and Jonathan Olivares, the exhibition features a mini ramp influenced by legendary skate films Cheese & Crackers (Almost Skateboards, 2006) and its British counterpart, Tea & Biscuits (Lovenskate, 2020). We would invite touring venues to fabricate their own mini ramp (space allowing) and program accordingly.

Ticketholders for the exhibition can book to skate the ramp. When not in use for live skating, the ramp plays host to a new skate film featuring Diggs English and Gavin Bottger - members of the Converse CONS skateboarding team - skating in the gallery.

Gavin Bottger (opposite) and Diggs English (above) skating the mini-ramp

Next spread: (left page, top) The mini ramp, designed and constructed by Betongpark, with the new skate film 'Cereal' playing above

(left page, bottom and right page): Gavin Bottger during filming in the gallery





2000s
PUSHING BOUNDARIES

Skateboarding has always been a sport that pushes boundaries. In the 2000s, this spirit was embodied by a new generation of skaters who sought to redefine the sport's limits. They experimented with new tricks, styles, and even the materials used in their boards. This era saw the rise of "street" skating, which focused on performing tricks in urban environments like streets, parks, and plazas. The 2000s also witnessed the growth of professional skateboarding, with athletes like Tony Hawk and Steve Caballero achieving unprecedented success. Their innovative moves and fearless attitude inspired a global audience, leading to the sport's inclusion in the Olympic Games. The 2000s were a time of rapid growth and innovation for skateboarding, setting the stage for its continued evolution in the 21st century.

2010s
PROTAGONIST

The 2010s marked a significant period for skateboarding, characterized by the emergence of a new generation of athletes and the continued evolution of the sport. This era saw the rise of "transition" skating, which focused on performing tricks on ramps, bowls, and other curved surfaces. The 2010s also witnessed the growth of professional skateboarding, with athletes like Tony Hawk and Steve Caballero achieving unprecedented success. Their innovative moves and fearless attitude inspired a global audience, leading to the sport's inclusion in the Olympic Games. The 2010s were a time of rapid growth and innovation for skateboarding, setting the stage for its continued evolution in the 21st century.

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Exhibition Design

3D design: Jonathan Olivares
2D design: Apartamento Studios

Designed by Jonathan Olivares, the exhibition design references the urban landscapes and sites that shaped the development of skateboarding and the design of the board. These are displayed in long vitrines that reveal the taxonomy and individual design stories of different skateboard components, whilst subtly referencing the elegantly minimal parameters within which skaters have repeatedly re-designed the skateboard to suit their performance, style and surroundings.

An open format with no dividing walls speaks to the freedom of skateboarding. The narrative arc in the exhibition has a strong industrial design focus; technological advancements, contextual design and performance are explored, as well as a subnarrative on architecture, which adds a new dimension for audiences to understand skateboarding. There is repeated trope of DIY aesthetics conveyed via the vitrine design and the mini ramp; Masonite, plywood and visible screws work to emphasize the skate park as a reference, encouraging visitors to see through the eyes of a skateboarder. This is complemented by the minimal and elegant 2D design by Aparatamento Studios.

Previous spread: Exhibition view

Opposite (above): Exhibition view featuring section texts designed by Apartamento

Opposite (below): Exhibition view

Above: Exhibition view, featuring Jonathan Olivares



Community

The skateboard community reflects a diverse, vibrant and increasingly globalized community. Voices who have been asked to contribute to the exhibition from across the globe allow audiences an insider's perspective on the skateboarding community and a sense of the differences in the attitudes, values and the urban environment. The stories behind the skateboard reflect formative experiences of community, collaboration and inclusivity in practice, including how the skateboarding community could share everything from tools, the latest tricks to politically engaged graphics across transnational networks.

Wherever possible Skateboard is developed to support the local skate community. This includes technical expertise and construction of specific exhibition build elements, photography and film commissions, reuse of materials, as well as through a wide range of public programming.

From its uniquely American origins, skateboarding now supports diverse communities in cities and countries worldwide. The exhibition will play an important role in engaging these local audiences.

Opposite: CONS skaters Gavin Bottger, Alexis Sablone and Louie Lopez

Above: Exhibition view

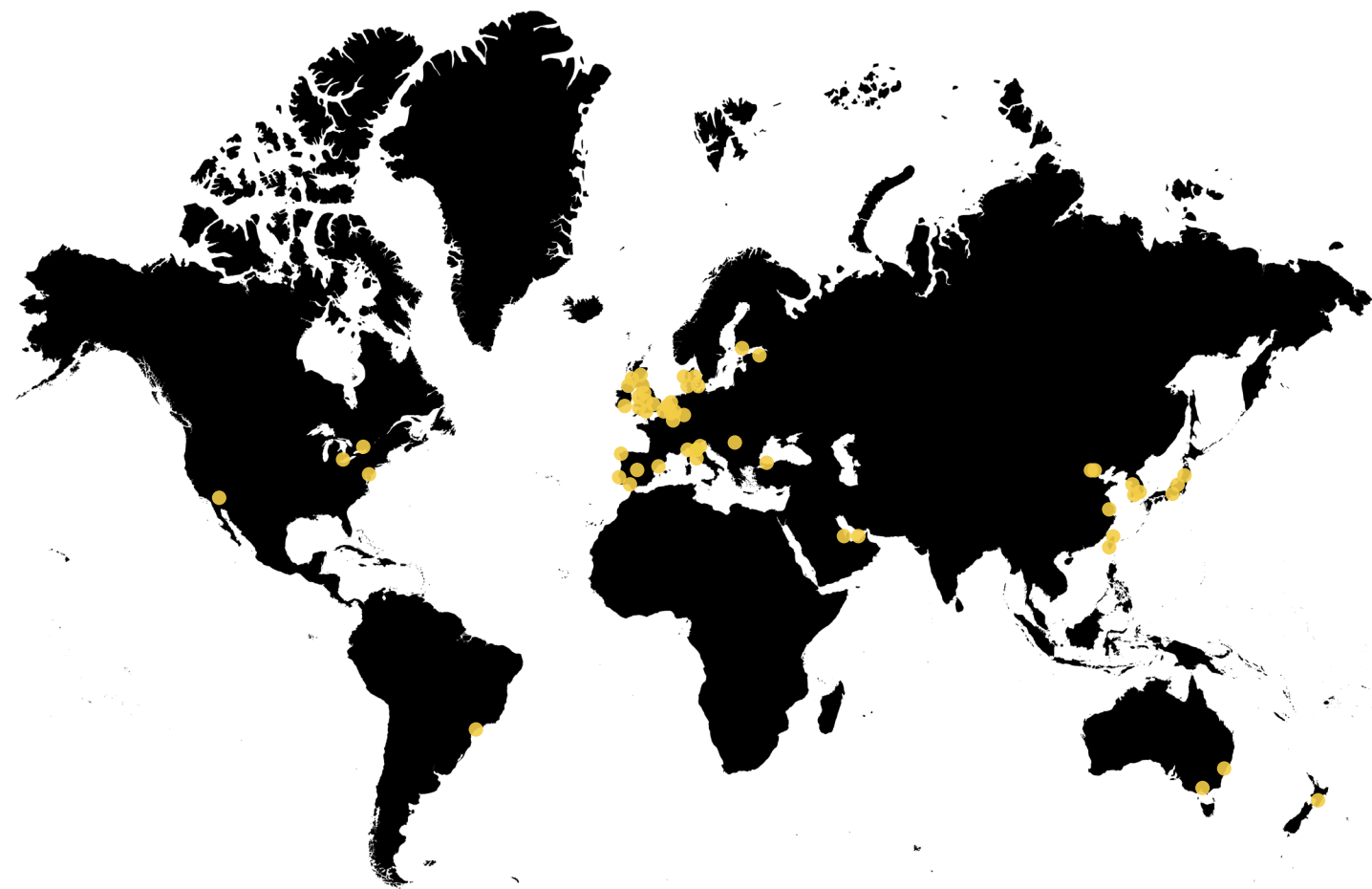
Terms and conditions

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 this exhibition and other tours available, please contact:

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