



Football

Sport and Spectacle

the
DESIGN
MUSEUM

Introduction

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



El Clasico at Camp Nou

Introduction

Football: Sport and Spectacle 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 commercialization, the exhibition will provide a rare insight into the people and processes that have made football what it is today.

Football



Leeds fans at Elland Road, 1972

Introduction

The exhibition will be produced in partnership with the National Football Museum, Manchester, who will be providing unparalleled football expertise as well as over 100 significant historical exhibits.

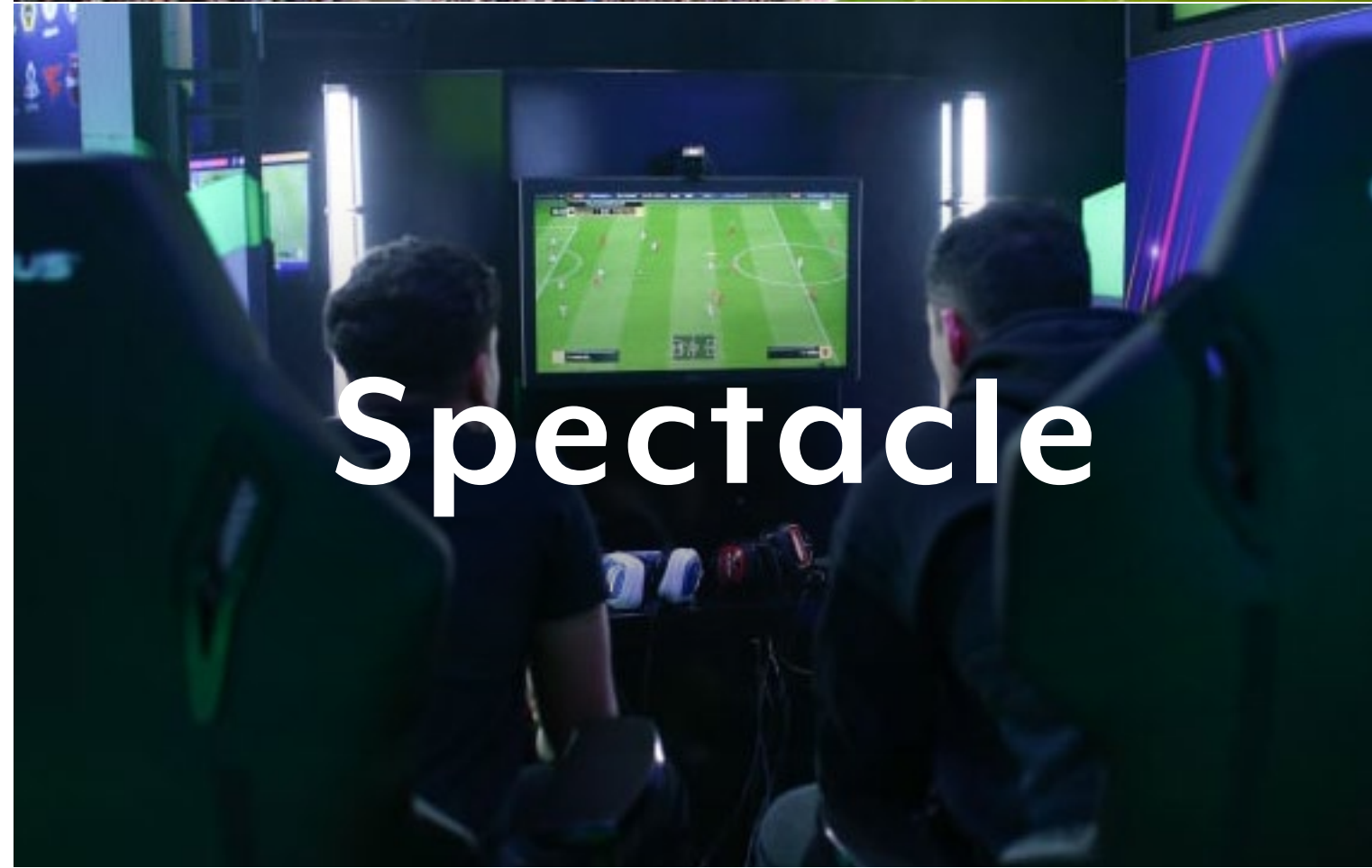
These will be paired with a wealth of contemporary design projects from across the field, including work from prominent figures such as Herzog & de Meuron, Zaha Hadid Architects, Foster + Partners, Populous, Peter Saville, Wim Crouwel, Aitor Throup, Christopher Raeburn as well as major sportswear brands such as Nike, adidas, PUMA, Hummel and Umbro.



Top: Billy Meredith's Wales Cap 1908,
Geoff Hurst's England Cap 1970
Bottom: Nike Vaporknit fabric
from Liverpool Home 20/21

Introduction

The exhibition will be divided into five chapters, taking visitors on a journey from the large-scale impact of the world's great stadia through to digital technologies shaping the sport today. Each chapter will feature both formal and informal design projects, showcasing the incredible relationship between football and its fans.



Kits

Football

Performance

Performance



The opening chapter of the exhibition will provide a rich behind the scenes into the design and production of football's essentials: boots and balls. Covering 150 years of innovation, the chapter will include star objects as well as rarely seen process material from both historic and contemporary sources.



Performance

Contemporary exhibits will include work by major sportswear brands such as Nike, adidas, Hummel, PUMA and Umbro, as well as work by independent designers such as Aitor Throup, Christopher Raeburn and Coco Capitan.

Football



Beazley Designs of the Year 2018 nominee
Nigeria World Cup Kit created by Nike

Performance

Football



Sam Kerr wearing Australia Home 19/20 by Nike

Performance

The chapter will also examine the human body and shed light on how training and exercise regimes have allowed clubs to design the perfect athlete.

From the football medical through to tactics and formations, this important subsection will explore the changing ways that footballers train and perform.

Football



Blackburn's train in the snow
Ewood Park in February 1969
W & H Talbot Archive

Performance

Football



China players wearing STATSport tracking vests

Identity



Boca Juniors supporter displays at La Bombanera

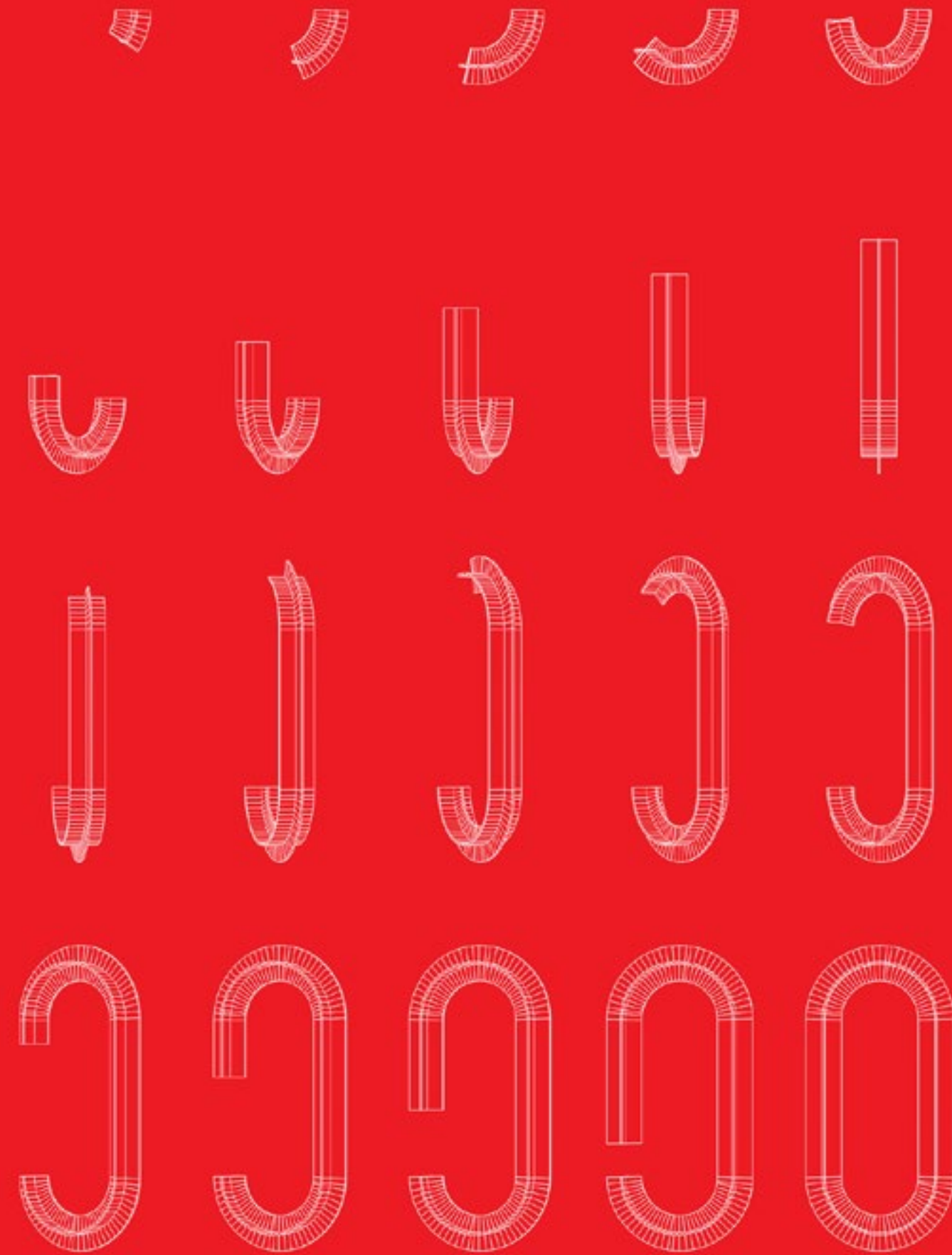
The second chapter of the exhibition will be a rich exploration of the graphic identities of significant tournaments, clubs and grassroots campaigns. This will be a particularly dense section of the exhibition and will feature a high volume of exhibits in a limited space.

Exhibits will include important historical exhibits such as match worn caps from star players, historic crests and badges, as well as informal artefacts such as fan-zines and banners.



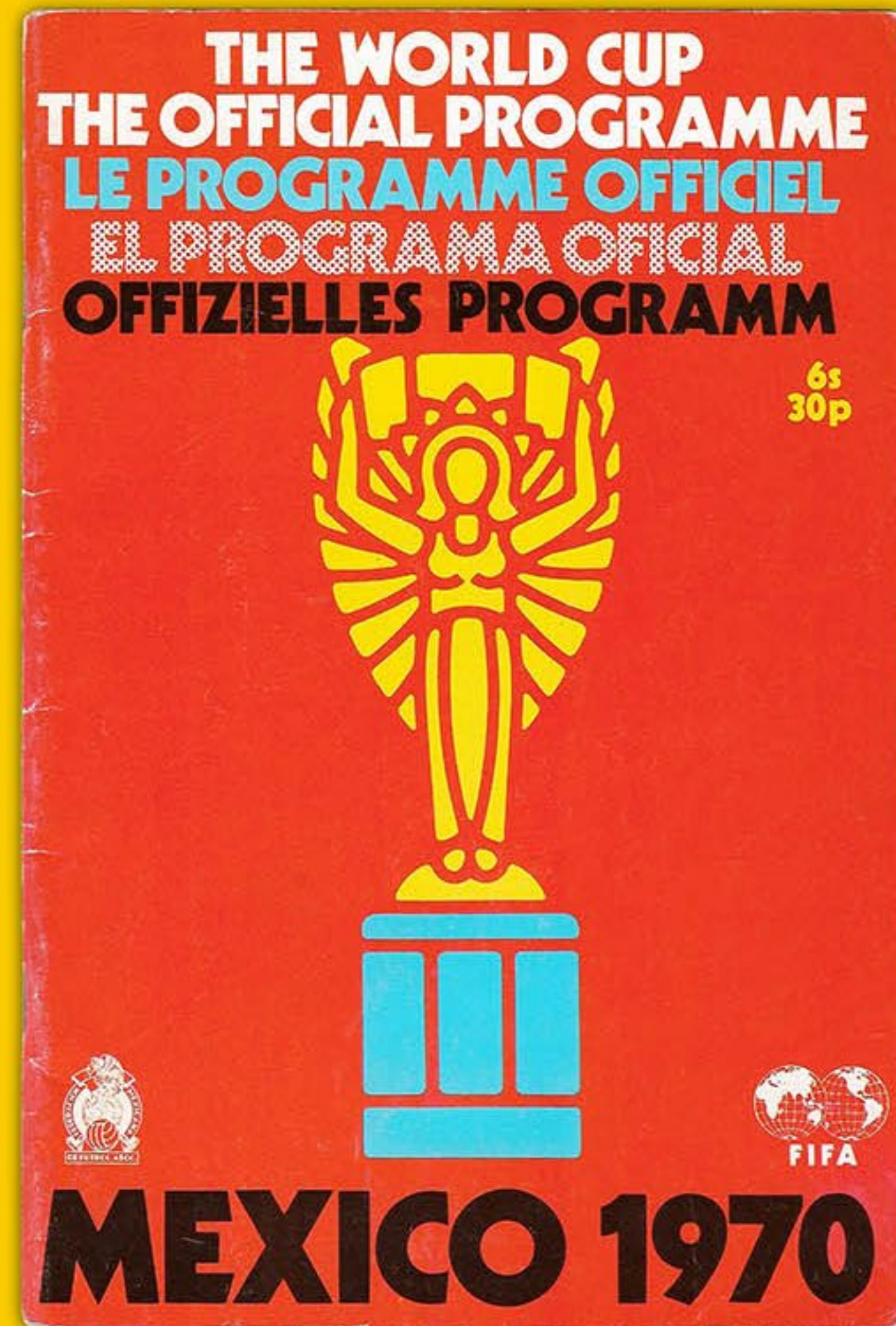
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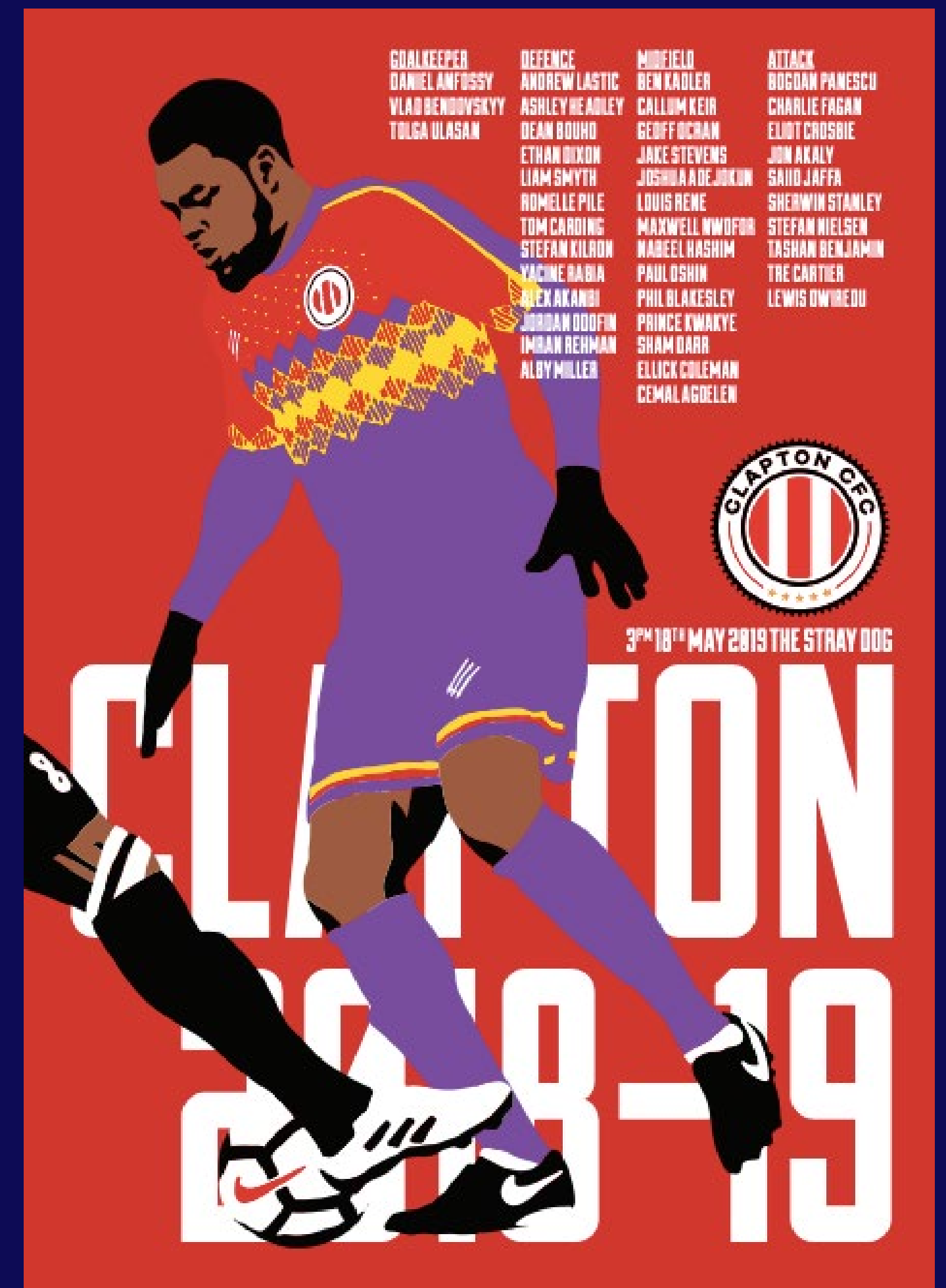
E G A ND
E L A D
N G
L N



Football

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z





Identity

Football



Romance FC x Pharrell

Identity

The chapter will also include a section on football jerseys, exploring their development from straightforward signifier to global consumer product. Exhibits will include rare match worn jerseys by star players such as Pele, Maradona, Platini and Zidane, as well as an incredible array of replica kits from the 1970s to the present day.



Football shirt stall, Bogota

Identity

Football



Dick, Kerr Ladies FC, 1923

Football

Crowds

Braga Municipal Stadium
by Eduardo Souto de Moura

Crowds

The third chapter will provide an immersive interlude at the centre of the exhibition, presenting a brief history of football stadia and the incredible technical detail that goes into creating the 'temples of the earthbound gods' fans enjoy today.



Football

Borussia Dortmund's 'Yellow Wall'
Signal Iduna Park

Crowds

Football



Player's Tunnel, Camp Nou
Barcelona

Crowds

Football



The world's first all-timber stadium for Forest Green Rovers by Zaha Hadid Architects

Crowds

A range of stadia will be showcased from both the UK and internationally, including iconic venues such as La Bombonera, Camp Nou and San Siro, as well as new work by Herzog & de Meuron, Foster + Partners, Populous and Zaha Hadid Architects.

Care will be taken to celebrate both the final product and the intensive planning behind the acoustics, circulation and sightlines of these important civic spaces, while showcasing the many creative ways in which fans occupy them.

Football



FIFA WORLD CUP
RUSSIA 2018

FIFA
VAR ROOM

Football

Spectacle

VAR Control Room
World Cup 2018

Spectacle

The fourth chapter of the exhibition will explore the mediatisation of the game and the role of new technologies in transforming football into the world's most popular spectator sport. From the establishment of official tournaments through to the impact of television, gaming and social media, the chapter will be a provocative overview of the changing faces of spectatorship.

Football



Croatia players crash into photographer Yuri Cortez while celebrating World Cup 2018

The chapter will include a number of star objects such as the 1911 FA Cup and original design sketch, the Women's FA Cup, a Jules Rimet trophy and a full set of original World Cup posters.



Spectacle

Football

5 PABLO ZABALETA
 29 5'9"
 San Lorenzo
 Espanyol
 Aug. 2008
 h.v Chelsea

4 VINCENTI KOMPANY
 6'3"
 Anderlecht
 Hamburg
 Aug. 2008
 60(4)

42(2)
 River Plate; B. Munich
 Malaga; Malaga
 Atletico Madrid
 Sept. 2013

5 JESUS NAVAS
 29 5'5" ILC
 Seville 10 years
 June 2013
 25(17) + 4
 5(3)

42 YAYA TOURÉ
 31 6'3"
 5 3P
 1 CL
 1 LC
 2 in last 2
 Beveren; Metakurg D;
 Olympiakos; Barcelona
 July 2010
 h.v CSKA Moscow
 85(16)
 Will be away for ACN Jan 17th - Feb 8th

25 FERNAN
 Shakht
 £30m J
 36(9) +
 15(2)

16 SERGIO AGUERO
 26 5'8"
 Atletico Madrid
 £38m
 17 12P
 5 CL
 4 v Spurs
 3 v B. Munich
 84(16) + 4

Spectacle

Football



Zidane: A 21st Century Portrait
Douglas Gordon and Phillippe Parreno, 2006
photograph by Martin Runeborg

Ownership

Ownership

The final chapter of the exhibition will celebrate the many different ways that people engage with football beyond the pitch, from collecting to gaming, fan ownership to community activism.



Independiente supporters
Estadio Libertadores de América

Ownership

An important part of the final chapter will be investigating the phenomenon of football gaming. This will include early examples of tabletop games such as Blow Football and Subbuteo, as well as video games including Sensible Soccer, Football Manager and the FIFA series.



Ownership

Football



Chris Smalling and a class of participants at Football Beyond Borders NW

Ownership

The exhibition aims to promote plurality, diversity and inclusion throughout, with these values neatly summarised in the final moments of the visitor journey. Everyday heroes of the sport will be celebrated, and visitors will be encouraged to share their own views and visions for the future of football.

Football



Ownership

Football



Ownership

A wide range of public programme activities will take place in conjunction with the exhibition, encouraging people of all ages, abilities and backgrounds to get involved in the game. The exhibition will play an important role in connecting the museum to its local community and to international audiences both online and through the exhibition tour.



Football

Players train at Golden Club, Mogadishu



Football

Sport and Spectacle

Opening Spring 2022
Curated by Eleanor Watson

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