

in the making

Tour Proposal



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 toured more than 120 exhibitions to 102 venues in 30 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

'It speaks directly to my seven-year old self, and I expect a million others too, of every age.'

'All that makes this an exhibition which showcases Barber & Osgerby's skills as designers better than any retrospective. Their zeal for making, and understanding of process and material is what enables them to explore and create things of outstanding value and utilitarianism on the one hand, and serene beauty on the other.'

The Telegraph

'The idea makes for a very curious but wonderfully engaging exhibition of half finished objects, some of which, in their incomplete state, look seductively sculptural, abstract, occasionally deceptive and counterintuitive and occasionally, utterly beautiful.'

'This is a design show of rare modesty, almost the opposite of a monographic exhibition. Instead it is a pure celebration of making and the designers' pure pleasure in process shines through.'

Financial Times



'We have always been fascinated by the making process as it is an integral part of our work. We have curated an exhibition that will provide a platform to capture and reveal a frozen moment in the manufacturing process and unveil an everyday object in its unfinished state. Often the object is as beautiful, if not more so, than the finished product!'

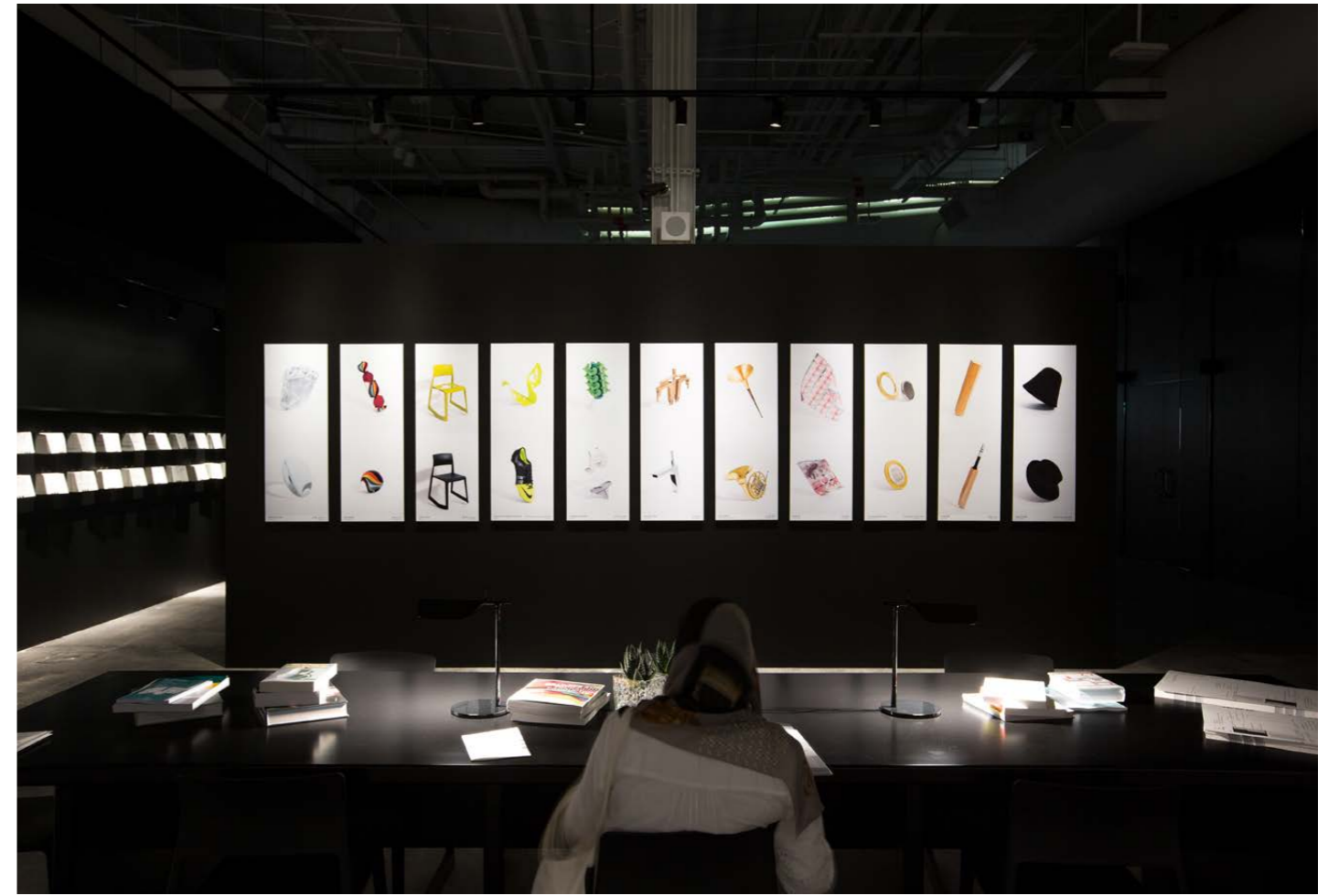
Edward Barber and Jay Osgerby

Exhibition overview

Curated for the Design Museum by Edward Barber and Jay Osgerby, *In the Making* captures objects mid-manufacture and puts the aesthetic of the unfinished centre stage. Varying from the £2 coin to a tennis ball, 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 show gives a glimpse of the designers' ongoing dialogue with manufacturing that is so distinctive to their practice. Throughout their careers, Edward and Jay have had a technical curiosity and fascination with the making process. The 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.

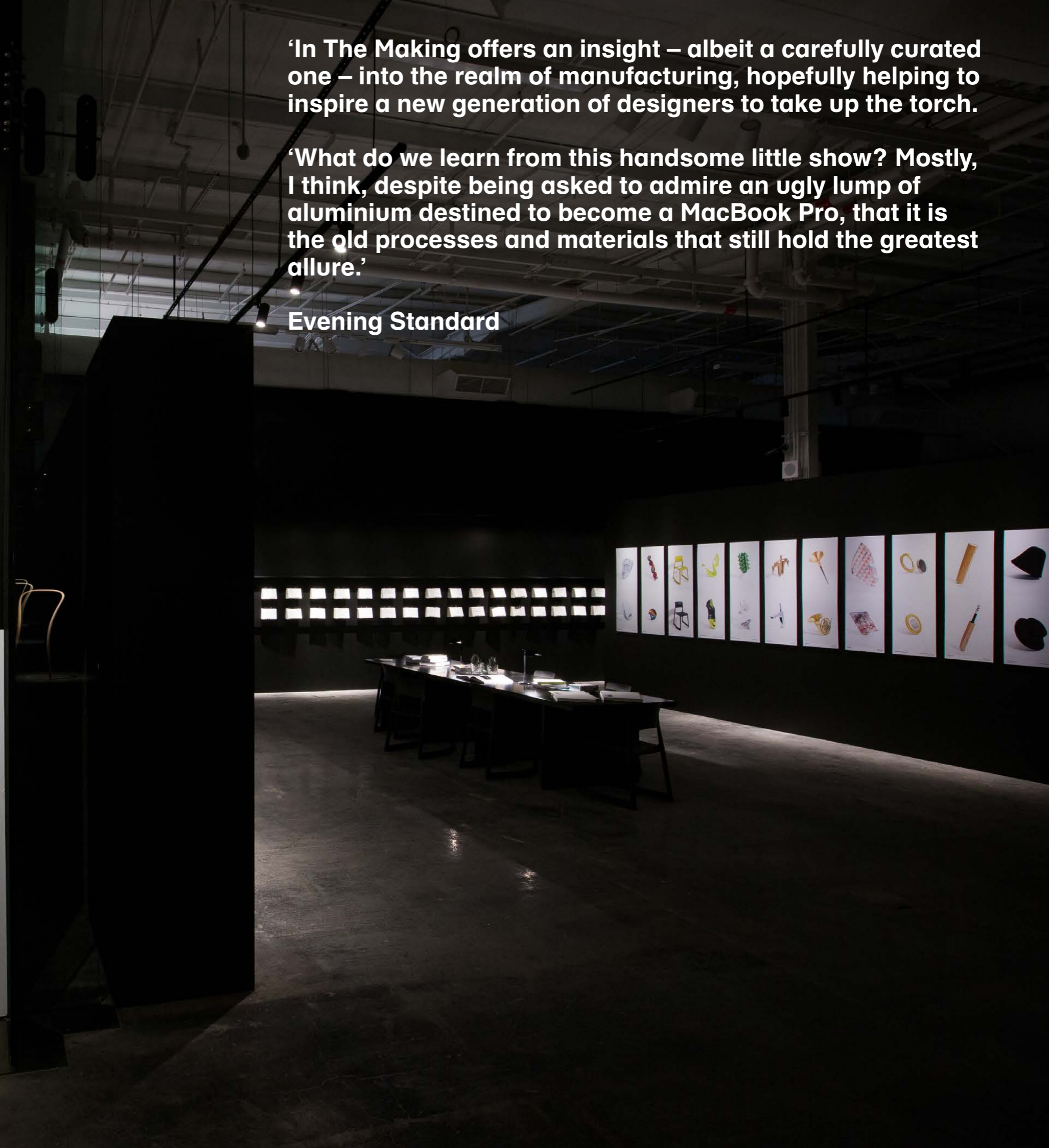
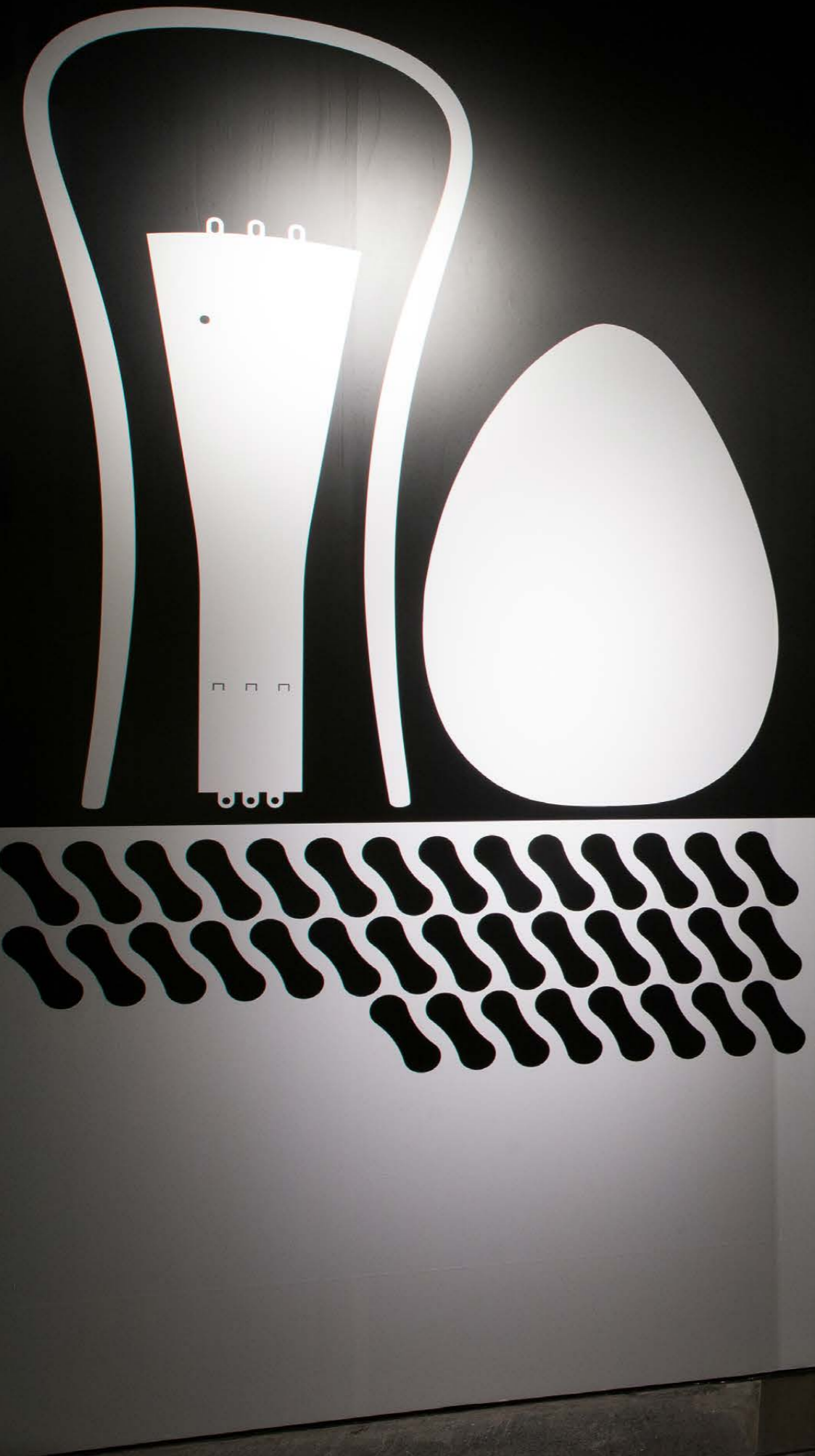
There is an option for tour venues to work with Edward Barber and Jay Osgerby to curate locally manufactured exhibits for their venue.



'In The Making offers an insight – albeit a carefully curated one – into the realm of manufacturing, hopefully helping to inspire a new generation of designers to take up the torch.'

'What do we learn from this handsome little show? Mostly, I think, despite being asked to admire an ugly lump of aluminium destined to become a MacBook Pro, that it is the old processes and materials that still hold the greatest allure.'

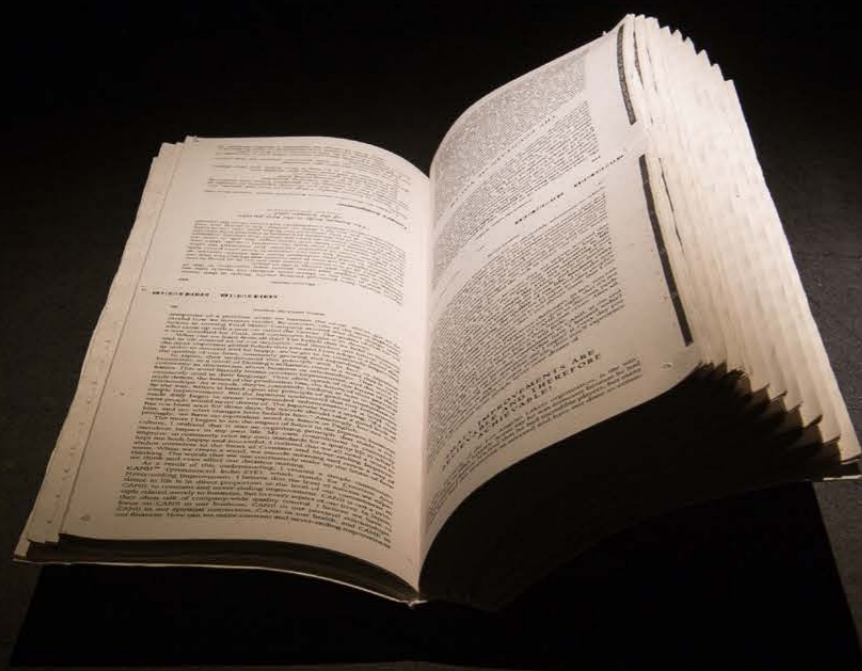
Evening Standard





About Barber & Osgerby

Internationally acclaimed designers Edward Barber and Jay Osgerby founded their London-based studio in 1996. Their diverse body of work spans industrial design, furniture, lighting and site-specific installations as well as limited edition pieces and public commissions such as the London 2012 Olympic Torch and a £2 coin designed for the Royal Mint. They are currently working with many manufactures including Knoll, Vitra, B&B Italia, Cappellini, Venini and Flos. Their work is held in permanent museum collections around the world including the V&A and the Design Museum in London, the Metropolitan Museum of Art, New York and the Art Institute of Chicago. In 2001, Barber and Osgerby established architecture and interior design practice Universal Design Studio and in 2012 they founded Map, specialising in research and strategy-led design. In 2013 they were awarded an OBE for their services to the design industry.



Exhibition details

Curators

Edward Barber and Jay Osgerby are a duo of internationally acclaimed designers whose eponymous studio has been based in London since 1996

Margaret Cabbage is an independent curator and worked at the Design Museum from 2008 to 2018

Exhibition Design

Universal Design Studio

Graphic Design

Build

Venues

Design Museum, London
22 January – 4 May 2014

Irish Design at Dublin Castle
29 December 2014 – 17 March 2015

The Wilson, Cheltenham
11 July – 20 September 2015

Warehouse421, Abu Dhabi
9 November 2017 – 11 February 2018

Tour Availability

from Spring 2020

Space

200 – 400 square metres

> In The Making

Curated by
Edward Barber
& Jay Osgerby

This exhibition, curated by the designers Edward Barber and Jay Osgerby, is a study into the lesser-known moments in the production of everyday objects. Celebrating traditional craft techniques and industrial manufacturing methods, the exhibition is an extension of the designers' practice, revealing their interest in the production process.

The exhibition is made up of two parts, firstly the display of the object interrupted mid-production. This includes not only objects designed by Barber and Osgerby, but a range of curious forms, which may not be immediately recognisable. We encourage you to guess the final form, which will then be revealed in the second part of the exhibition, where the journey from raw material to finished product is presented. Each object has been chosen for either its unexpected form, or the production technique employed.

Barber and Osgerby work across design disciplines on a range of scales and types of projects, from product and furniture to interior and architecture. Intrinsic to their design practice is a close working relationship with the client and manufacturer, interrogating and finding inspiration in materials, craftsmanship and technological processes.

يرأس باربر وأوسجيري عملهما وفق قواعد تصميم معينة على مجموعة من المشاريع ذات الأحجام والأنواع المختلفة، بدءاً من المنتج الأولي والتجارب المتعلقة به وصولاً إلى التصميم الداخلي والشكل الهندسي للمنتج النهائي. ولا يعمل المصممان معاً عن العمل والمصنّع، حيث يحتفظا بعلاقة عمل وثيقة معهما طوال عملية التصميم، مما يؤدي إلى تحفيز وإثارة الإلهام والشغف لديمماً في تشكيل المواد الخام وإتقان مهارة الصنعة والعمليات التكنولوجية.

يهدف هذا المعرض، الذي نسقه كل من إدوارد باربر وجاي أوسجيري، إلى دراسة المراحل التي لا يتم تسليط الضوء عليها كثيراً في عملية تصنيع منتجات حياتنا اليومية. ويركز هذا المعرض على الإضاءة بتقنيات تصنيع منتجات الجراف التلقائية وترويج أساليب التصنيع المستخدمة بها، كما يندّد نشاطه لتسليط الضوء على اهتمام المصنّعين بعملية التصنيع والإنتاج واعتناهم بها.

يتألف المعرض من جزأين، حيث يتصور الجزء الأول منه حول عرض المنتجات أثناء مرحلة تصنيعها الأولية وقبل اكتمالها في شكلها النهائي، ولا يشمل ذلك المعروضات التي صمّمها كل من باربر وأوسجيري فقط، بل يتضمن أيضاً مجموعة من المعروضات البارزة والناقصة للنظر، والتي قد لا يمكن التعرف عليها عند رؤيتها للوهلة الأولى. وتخلّصك في هذه المرحلة على استخدام حدسك في تخمين شكل المنتج النهائي، والذي سيتم الكشف عنه فيما بعد في الجزء الثاني من المعرض، والذي يتم فيه اكتشاف رحلة تصنيع المنتج من مادته الخام وصولاً إلى شكله النهائي. ويختص اختيار هذه المنتجات إلى معايير معينة، فمنها ما تم اختياره نظراً لشكله الذي لا يمكن التهنك به أو حسب تقنية الإنتاج التي استخدمت في تصنيعه.

< قيد التصنيع

بتنسيق من
إدوارد باربر
وجاي أوسجيري

the DESIGN MUSEUM 421



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 from 2020 onwards, please contact:

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designmuseum.org/exhibitions/touring-exhibitions

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DESIGN
MUSEUM

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designmuseum.org