



NEW OLD
designing for our future selves

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

‘This engaging and provocative exhibition gives comfort that our future selves are in capable hands – but also cautions us to question where those hands are coming from and what they’re really after.’

★★★★ The Guardian





Exhibition summary

The exhibition focuses on the potential role of design and designers, working with enterprises and public institutions to transform the experience of ageing. Against the backdrop of radical demographic change, a context in which growing numbers of older people in society will depend on and desire innovations in design, the exhibition brings together a range of new approaches to the issues that face them.

We are living through the most profound shift in the age balance of human populations since the transformation of infant mortality in Victorian times. We are living longer due to significant advances in life science, medical care, diet and education. Our extended life expectancy is associated with a general shift in attitudes to ageing.

The traditional medical model of ageing – associated with dependency, disease, decrepitude and death – is being replaced by a social model of ageing in which the ‘third age’ is a productive and connected time, and even by a cultural model of ageing in which there is something uniquely compelling and exceptional about older age. All of this has profound implications for designers, who are moving from small-run design for a special needs group to working in the mainstream for an unprecedented demographic change.

According to the Stanford Longevity Center, life expectancy worldwide is predicted to rise from 67 in 2008 to 75 in 2050. There will be twice as many over 60s, reaching 22 per cent of the world’s population by 2050. In the UK, we already have more pensioners than teenagers.

The New Old will experience ageing unlike any of their predecessors. They are better educated; more open to experimenting with technological possibilities and will experience a longer and more active old age. Nevertheless the familiar challenges of ageing – the need to keep people fit, active and living independently in their own homes, rather than in institutional care – do not go away. But there is a vastly increased potential to address them for the New Old at every level, from architecture to technology, from digital applications to redesigning domestic appliances.

This is the aspect that the exhibition addresses in a timely and relevant way. It sets out the changing demographic picture in which design sits, and showcases specially commissioned prototype projects by leading designers related to such areas as living, health, communication and mobility.

It focuses on one of the most important political and social challenges of our times with an optimistic look at the way that design can transform the way we will live in the future.



Exhibition structure and commissions

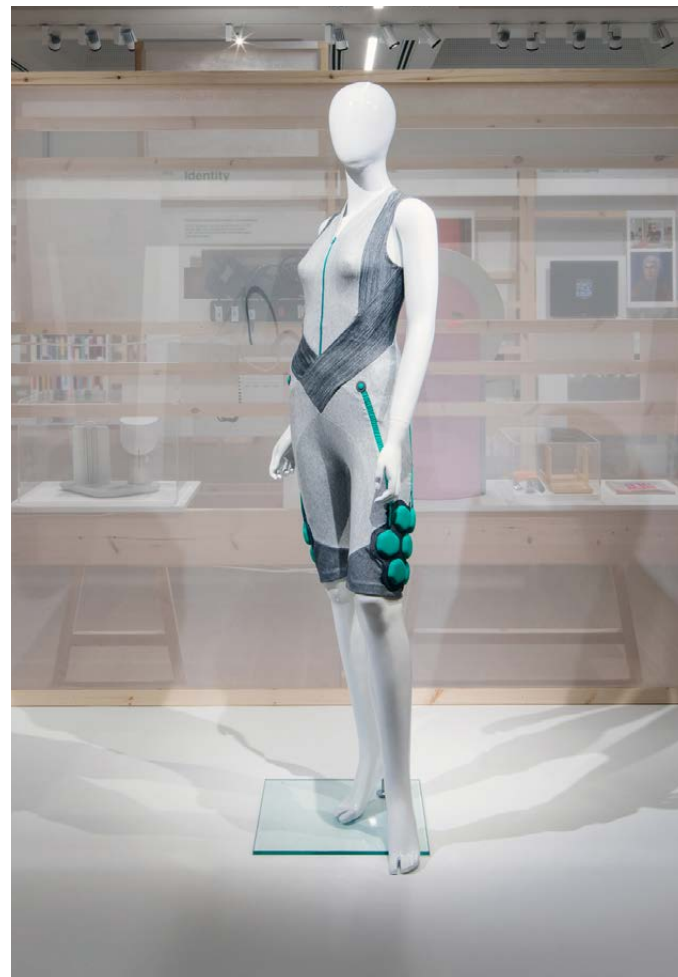
The exhibition is curated and designed in six sections. It is a combination of info-graphics, videos and new commissions alongside existing physical exhibits. Each section has as its centrepiece a special design commission by a leading designer or design team.

Ageing

Our life expectancy at birth has increased by five years in the past 20. More years are a given for most of us. The question is how we will live those years. Will we enjoy independence and a good quality of life? Or will we become isolated and marginalised? This section of the exhibition explores how the scale and implications of demographic change – and people's views about age – are creating the context for designers to intervene to support an ageing society.

Yves Behar, fuseproject

'The concept is assisted robotics that allows the elderly to continue to be mobile physically through fashionable clothing. Continuing to be physically mobile (getting up, walking) prolongs the body's ability and confidence, as well as allows people to continue to be social and independent ...'



1. ElliQ, Yves Béhar and fuseproject
2. NEW OLD, the Design Museum, 2017, Exhibition View
3. NEW OLD, Kaohsiung Museum of Fine Art, 2018, Exhibition View
4. Aura Suit, NEW OLD, the Design Museum, 2017, Exhibition Detail



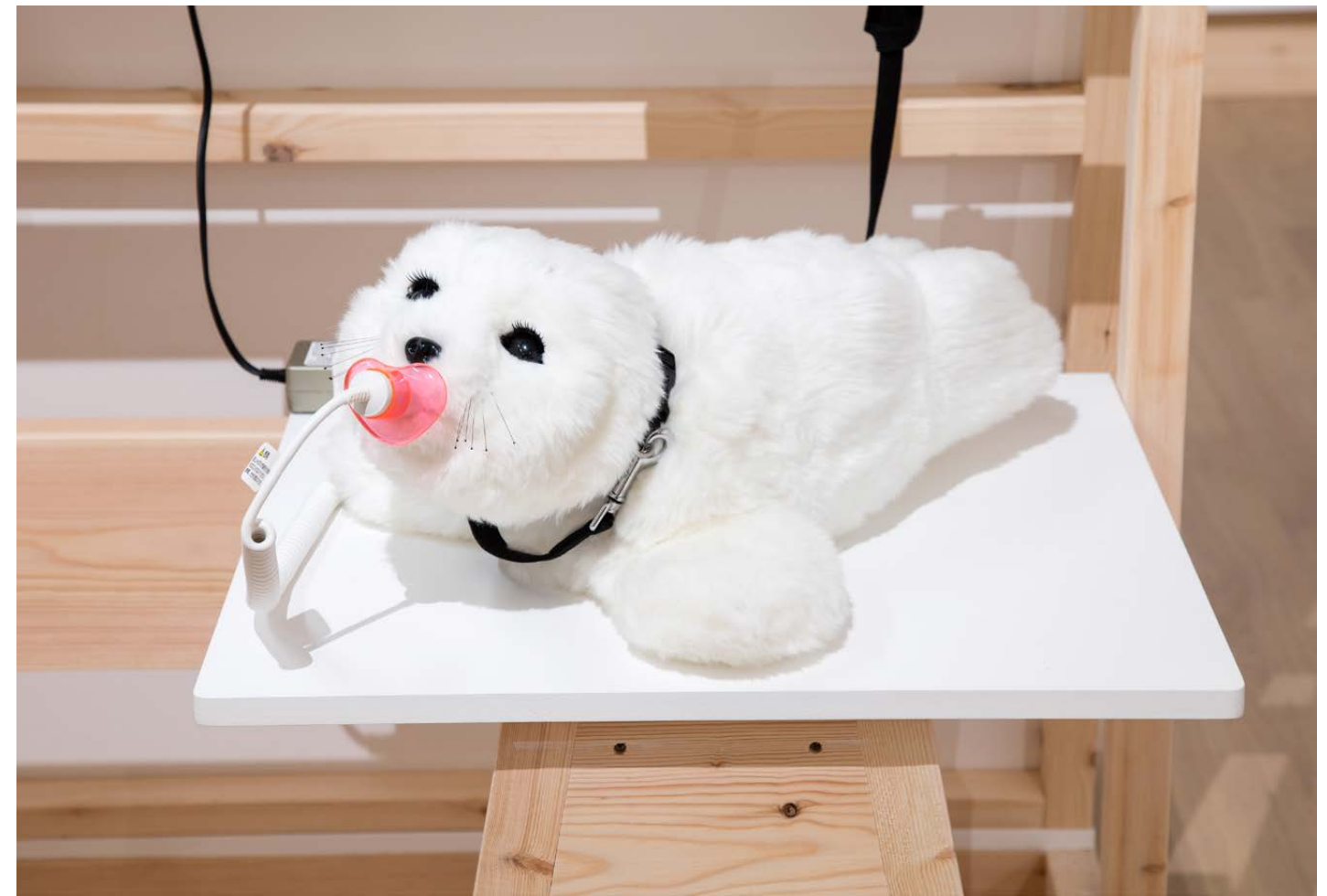
Identity

A steep rise in the number of older people in society has not yet changed deep-rooted negative stereotypes around ageing: the stigma of growing old persists. But the meaning of being old in the next 30 years will be quite unlike previous definitions. Design can play a pivotal role in the changing representations of older people in the media, branding, advertising and public discourse. This section explores how perceptions are being shifted by creative new ideas in fashion, furniture, graphics and communication.

Clara Gaggero and Adrian Westaway, Special Projects Studio

'The concept is a special setting with video backdrop to enable young visitors to the exhibition to spend 10 minutes (in timed slots) face to face in conversation with a real older person. The aim is to cut down stigma and prejudice around ageing. Each conversation contributes to a design installation that 'grows' over the course of the exhibition ...'

1. NEW OLD, 2017, Łódź Design Festival, Exhibition View
2. NEW OLD, the Design Museum, 2017, Exhibition View
3. Exchange, NEW OLD, Koohsiung Museum of Fine Art, 2018, Exhibition Detail
4. Exchange, NEW OLD, the Design Museum, 2017, Exhibition Detail
5. NEW OLD, the Design Museum, 2017, Exhibition View



Community

Successful ageing depends on how well older people can interact with the wider world in their neighbourhoods and communities. Loneliness and social isolation are exacerbated in older age following retirement from work, the loss of a partner, children moving away or ill health reducing mobility. This section looks at how designers can develop the new physical and digital enablers of connectivity, helping older people to age well in their communities.

IDEO

'Our concept is set 30 years in the future. We believe that in 2047, connecting people will be the most important tool we have in tackling a deadly public health epidemic: loneliness. Our proposal envisages an Artificial Intelligence platform for community wellness that links individuals with others to optimize their wellbeing. The system knows the people who are best for you better than you know yourself. Visitors engage with the AI platform in an interactive experience.'

1. NEW OLD, the Design Museum, 2017, Exhibition View
2. Paro, NEW OLD, Kaohsiung Museum of Fine Art, 2018, Exhibition Detail
3. NEW OLD, 2017, Łódź Design Festival, Exhibition View
4. Paro, NEW OLD, the Design Museum, 2017, Exhibition Detail



Home

If we are to cope with the needs of an ageing population then we will need to transform the way that we design and build homes over the next 25 years, to provide more adaptable and specialist housing. Future homes will need to be safer for older people – they will also need to be adapted to support new technologies for working and caring in the home. This section looks at design for everyday living, from smart materials and sensual bathrooms to robot-assisted care.

Sam Hecht and Kim Colin, Industrial Facility

‘One of the hardest things about growing older is feeling left behind by new technology and servicing, and feeling unable to navigate the world of new products. In our living environments, appliances and conveniences turn into maintenance nightmares. Our installation envisions a living space that is entirely serviced by a service company (e.g. Amazon). This company can deliver, replace or service anything in the space without needing to bother us or engage us personally. The apartment is entirely serviced from ‘behind’ its walls. The concept presents both sides of the wall: a streamlined, stress-free living space on one side and a back-of-house service corridor on the other. Appliances such as refrigerators and washing machines open both ways.’

1. Amazin Apartment, NEW OLD, the Design Museum, 2017, Exhibition Detail
2. NEW OLD, the Design Museum, 2017, Exhibition View
3. NEW OLD, 2017, Łódź Design Festival, Exhibition View
4. Amazin Apartment, NEW OLD, the Design Museum, 2017, Exhibition Detail



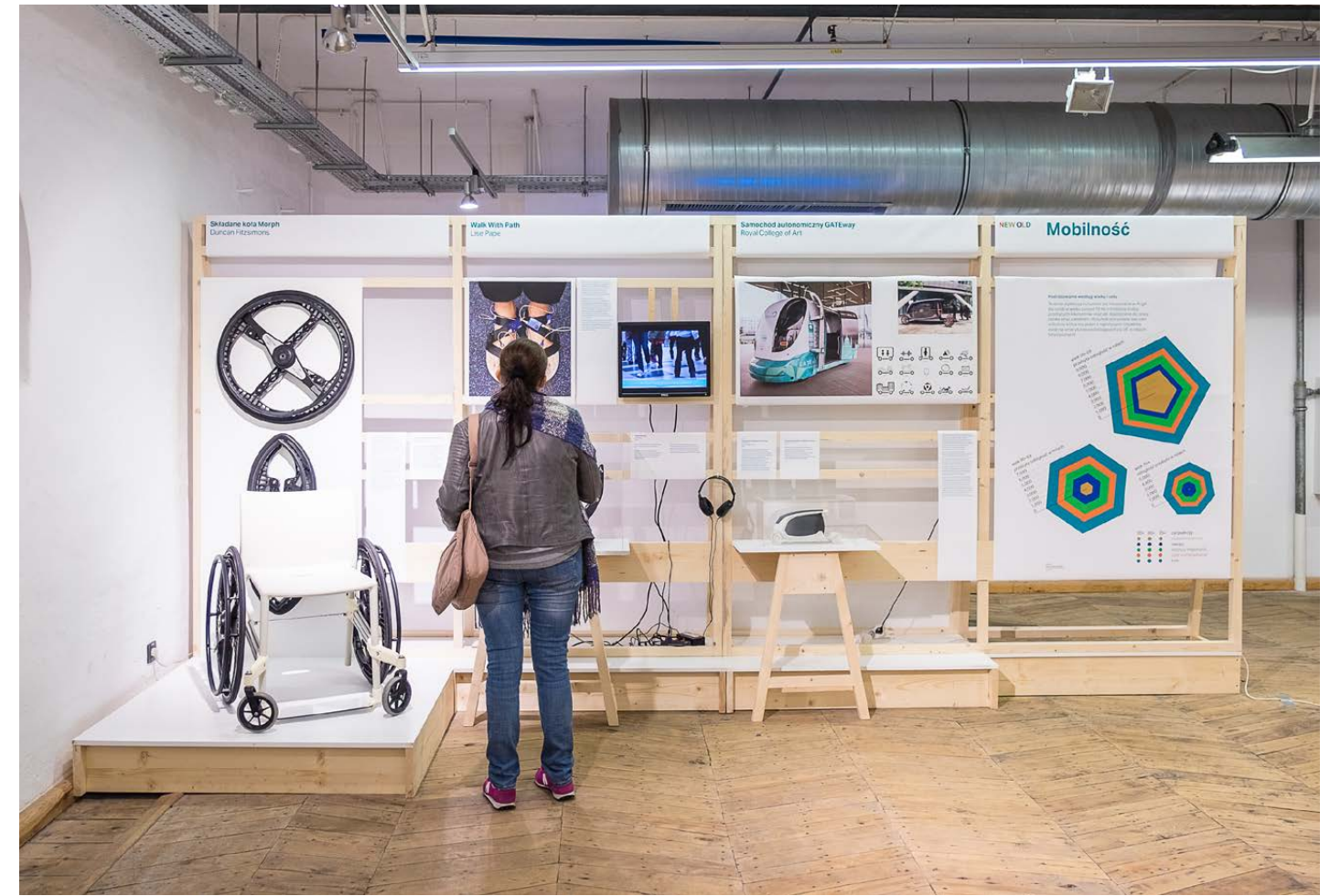
Working

As the population ages, our working lives will extend beyond current retirement models. Longer working lives will not only plug skill gaps and reduce welfare bills but can also bring health and cognitive benefits to older members of the workforce. To achieve this, the work environment will need to be designed more appropriately. This section looks at design innovations that create healthier offices, more flexible production lines and more accessible technology, so that older workers can continue to make a contribution.

Konstantin Grcic

'A new furniture piece that reinterprets the portrait of St Jerome in his Study (Antonello de Messina 1475), one of the most famous and iconic images of older people remaining productive at work ...'

1. NEW OLD, 2017, Łódź Design Festival, Exhibition View
2. Boskke Sky Planter, NEW OLD, 2018, Kaohsiung Museum of Fine Art, Exhibition Detail
3. Head in the Sky, Konstantin Grcic



Mobility

Maintaining mobility is vital for an ageing population. Being able to get around is important not just for practical reasons – such as working or shopping – but also for social connection, identity and self-esteem. This section explores mobility solutions for the new old – from folding wheelchair wheels to assistive technology for walking, and the future of autonomous vehicles.

Paul Priestman, Priestman Goode

‘A new scooter concept reflecting health through mobility and in ‘slowbility’ – a desirable whole-life branded product that adapts over time from the micro-scooter for the child to the older person’s mobility scooter ...’



Participation

The exhibition ends with a Participation Zone that invites visitors to reflect on what they have seen and learnt. A single question is posed: 'How old is 'old'? When does old age begin? An Ipsos MORI poll commissioned for the NEW OLD exhibition revealed that, on average, people in the UK think old age starts at 73, although eight per cent refuse to think of any age as 'old'. Visitors are invited to have their say by filling in a postcard and hanging it under the age range indicated.

NEW OLD

Community

Feeling lonely in the UK, by age and gender
A survey of 40,000 households in 2009-2010 highlighted the proportion of people who sometimes or often feel lonely. Across all older age groups women experience more loneliness than men.



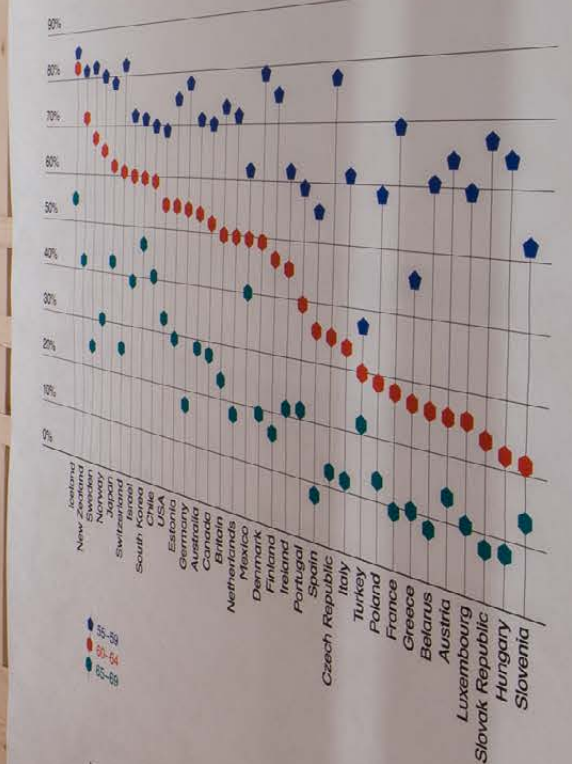
Government Action Plan for Universal Design, Norway



Government Action Plan for Universal Design, Norway

Working

Employment rates of older people by age group for OECD countries
The UK's employment rates for older people are around the average for OECD (Organisation for Economic Cooperation and Development) countries, but if they had been as high as those in Sweden between 2003 and 2013, national GDP would have been £100 billion higher.





Exhibition details

Curators

Jeremy Myerson, Helen Hamlyn Professor of Design, RCA

Exhibition design

Plaid London

Graphic design

LucienneRoberts+

Venues

Design Museum, London
12 January – 19 February 2017

Łódź Design Festival, Poland
3-17 October 2017

Kaohsiung Museum of Fine Arts, Taiwan
13 January – 22 April 2018

Pratt Manhattan Gallery, New York
7 February - 23 May 2020

Tour availability

from Summer 2020

Space

approx. 250 square metres



Participation

How can we best?

How can we best?

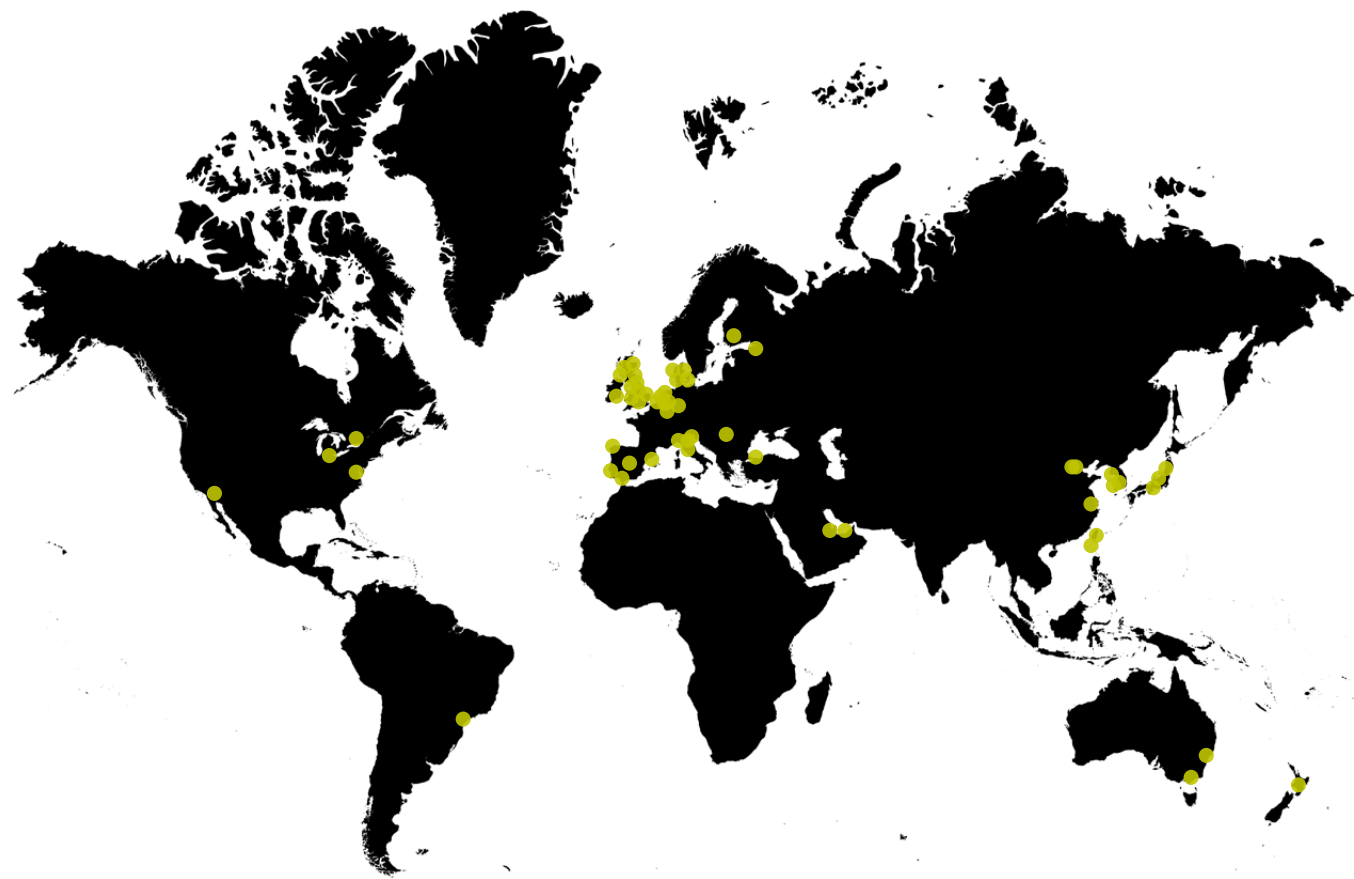
Terms and conditions

Hire fee, on request, includes:

- Curation and concept by the Design Museum
- Administration and tour management by the Design Museum
- Exhibits and commissions
- Use of images and films 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 to be confirmed.

Costs payable by the venue:

- Fee to Exhibition Designer to adapt the exhibition for the venue's space
- Share of transport and crating, storage of empty crates
- Insurance
- Installation and de-installation costs
- 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
- Provision of English language exhibition catalogue (optional)
- Any other costs relating to exhibition production.



Contact

To find out more about this exhibition and other tours available from 2020 onwards, please contact:

Charlotte Bulté
Acting Head of Touring Exhibitions
charlotte.bulte@designmuseum.org
00 44 (0) 20 3862 5883

designmuseum.org/exhibitions/touring-exhibitions

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