

sneakers unboxed: studio to street

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.

Contents

6	Exhibition overview
8	Exhibitions details
9	Terms and conditions
10	Contact





Exhibition Overview

Whether self lacing, 3D printed, made from 100% recyclables or cushioned with air innovation, the field of sneaker design has shaped consumerism, inspired cultural movements and ignited desire in sneakerheads around the world. Opening in May 2020 the Design Museum's upcoming exhibition on sneakers will explore the ground breaking technology used by leading and emerging sneaker brands and their impact in creating a global subculture as well as a valuable investment opportunity.

Sectioned into three parts: Performance and Purpose, Culture and Power, Fashion and Business, the exhibition will take visitors on a journey into the design process behind the most covetable sneakers, uncover the style icons that have shaped the global sneakerhead culture, examine the high fashion reinvention of a streetwear staple and illuminate the lucrative international resale market which is currently valued at \$2 billion.



Exhibition details

Curator

Shasti Lowton is Curator at the Design Museum

Exhibition design

InterestingProjects

Graphic design

Studio LP

Venues

Design Museum, London

06 May 2020 – 06 September 2020

Tour availability

From Winter 2020

Space

approx. 300 – 500 square metres

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:

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

designmuseum.org/exhibitions/touring-exhibitions

PICTURE CREDITS

Every reasonable attempt has been made to identify owners of copyright. Errors and omissions notified to the museum will be corrected in subsequent editions.

Cover image, © the Design Museum; pp. 3-7 © the Design Museum

Cover image: Image by Michaela Efford

