



## the design museum goes 'on loan' for london design festival

17-25 September 2016  
the Design Museum

**The Design Museum loans out objects, curators and even its Director this London Design Festival 2016**

**Pop-up displays to be located throughout London whilst new home in Kensington is under construction**

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Ahead of the opening of its new home in Kensington High Street in November, the Design Museum in London has announced a series of talks and displays for this year's London Design Festival as part of their 'On Loan' campaign.

'On Loan' will see the museum lend their collection, curators, Designers in Residence and their Director Deyan Sudjic as part of the capital's annual week-long celebration of design.

Details of all the Design Museum's activity during London Design Festival can be found on the next page.

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designmuseum.org

**#LDF16**



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

**Six Vases by Bethan Laura Wood for Bitossi Ceramiche.**  
**The Design Museum Shop, 224 - 238 Kensington High Street, London W8 6AG**  
**15 September – 25 September 2016**  
**10am – 6pm daily, until 8pm on 22 September 2016**  
**PRESS PREVIEW: 9:30-10am 15 September 2016**

The museum's onsite showcase will take place just outside the front door of their new building in west London. Teaming up with former Designer in Residence Bethan Laura Wood, the installation Six Vases will transform the Design Museum Shop and will be the inaugural Designer Takeover in the main display window. Combining traditional and contemporary materials and techniques, the display will feature a curated selection of six vases from new Guadalupe Collection for Bitossi Ceramiche. Inspired by the traditional colour palette of Bitossi Ceramiche, Six Vases will include aqua-coloured bowls and pots displayed amongst flowers. Six Vases will be on display in the Design Museum's newly opened shop on Kensington High Street from 15 – 25 September and all products will be available to purchase in store and online.

Deyan Sudjic commented 'The Design Museum Shop reflects the values of the museum itself. It's our ambassador on the high street, always changing, always full of fascinating things, displayed with style, and staffed by people who live and breathe design. Who better to exhibit in the shop's first dedicated window display than Bethan Laura Wood, who first exhibited at the museum as a Designer in Residence and has continued to develop as a significant talent.'

**@Design\_Mus\_Shop #BethanLauraWood #BitossiCeramiche #SixVases**



## **100% Design**

**Olympia London, Hammersmith Road, London, W14 8UX**

**21 September – 24 September 2016**

**10 – 6 daily, until 9pm on 22 September**

Located just a short walk away from the new Design Museum in Olympia exhibition centre, the museum will be programming the talks series for this year's 100% Design. The talks will bring some of the industry's most interesting voices to bear on the issues the museum thinks are important right now. Highlights include Design Museum Trustee Asif Khan opening the show, Assemble discussing their work and philosophy, Ron Arad in conversation with David Michon and Daniel Hopwood leading an interior design masterclass. Panels will interrogate everything from the future of London to the state of luxury design and a series of trend reports will look at what's coming next in retail, interior and office design.

The complete programme of talks can be seen here:

<http://www.100percentdesign.co.uk/whats-on/talks-with-100-design>

**@DesignMuseum #newdesignmuseum @designlondon**



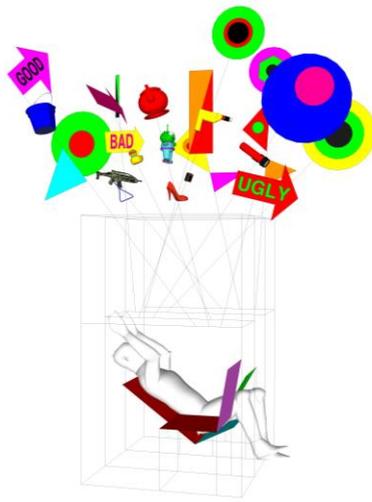
## **The Sign Machine by Morag Myerscough and Luke Morgan**

**Bulgari Hotel, 171 Knightsbridge, London SW7 1DW**

**12 September – 25 September 2016**

As the festival passes through Knightsbridge, designers Morag Myerscough and Luke Morgan will catch the eyes of passers-by with an engaging graphic display and immersive, indoor interactive structure of bold colour entitled 'The Sign Machine'. The installation at Bulgari Hotel, London will act as a preview to 'Designer Maker User', the new permanent exhibition designed by Studio Myerscough at London's new Design Museum opening in West London on 24 November 2016.

**@DesignMuseum @Bulgarihotels @moragmyerscough #signmachine**



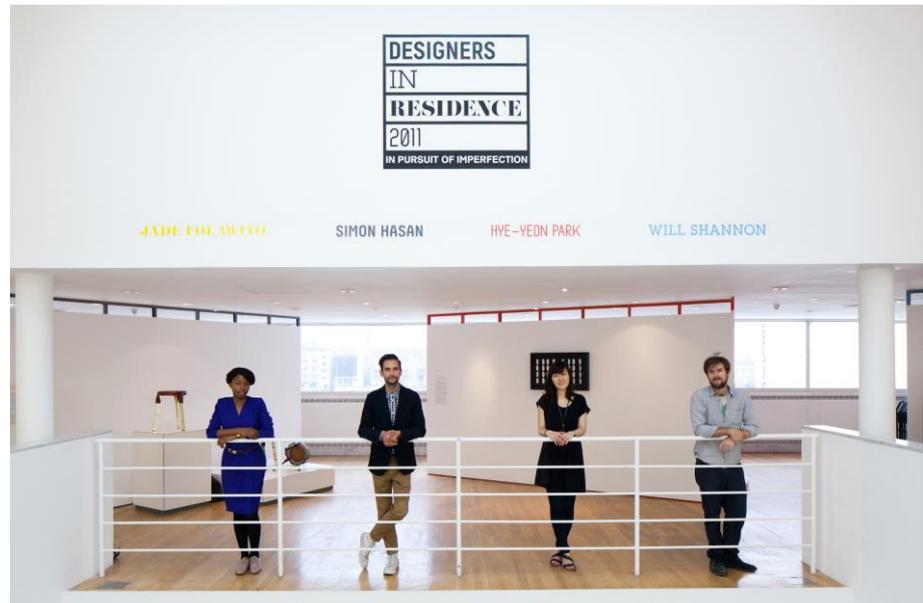
**Wallpaper\* Magazine is 20! Construction Sight**  
**34 Cork Street Galleries, Mayfair, London, W1S**  
**12 September – 24 September 2016**

To coincide with its landmark, 500+ pages 20th birthday issue Wallpaper\* Magazine is staging a Cork Street Galleries takeover, curating an exhibition of stunning images by legendary fashion photographer Koto Bolofo. "Construction Sight" is Bolofo's first foray into architectural photography, a four-year project documenting the transformation of a 1960's building on Kensington High Street into the new Design Museum.  
**@Wallpaper mag @Design Museum**

**Tent London**  
**Old Truman Brewery, Brick Lane, London E1 6QR**  
**22 September – 25 September 2016**  
**22 September 10am-7pm**  
**23 September 10am-8pm**  
**24 September 10am-8pm**  
**25 September 11am-6pm**

Join the Design Museum in the Project Space at Tent London for a celebration of the annual programme Designers in Residence. 2016 is the ninth year of the residency, which provides a platform to celebrate new and emerging designers at an early stage in their career. Alumni include Asif Khan, Bethan Laura Wood, Giles Miller, Yuri Suzuki, Tomas Alonso and Sarah van Gameren.

A timeline, originally designed for the Design Museum by Martino Gamper and Bibliotheque, will look back and celebrate the alumni and the work that has been commissioned as part of the scheme. The display will introduce this year's selected designers, who are currently developing new work in response to the theme 'Open'. The newly commissioned works will be revealed in a new John Pawson-designed studio in the Design Museum on Kensington High Street in November. The theme for 2017 will also be announced at Tent London and the Design Museum will be inviting the next generation of designers to apply.  
**@DesignMuseum @Tent\_London #designersinresidence**



## WIN!

The Design Museum will also be offering the chance to win the ultimate London Design Festival experience to enjoy the best of capital's design celebrations. The prize includes:

- A pair of tickets to the Design Museum opening party in November 2016.
- A complimentary stay for two at The Radisson Blu Edwardian Vanderbilt Hotel (double room including breakfast) on the evening of the Design Museum opening party.
- A pair of tickets to the two opening exhibitions at the new Design Museum opening on the 24 November 2016.
- £100 voucher for the Design Museum Shop.
- A pair of Global Design Forum tickets at London Design Festival from 17 to 25 September 2016.
- A pair of invites to the V&A party at London Design Festival on 22 September 2016.
- A pair of London Design Biennale tickets.
- A night's stay for two at citizenM hotel on the evening of the V&A Party during London Design Festival.

To enter please visit:

<http://www.londondesignfestival.com/ultimate-design-pass-competition-page>

Ends

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Notes to editors:

The Design Museum is building 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. The Design Museum is relocating Kensington, west London. The Design Museum will reopen on 24 November 2016. Leading architectural designer John Pawson has converted the interior of the former Commonwealth Institute 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.

[designmuseum.org](http://designmuseum.org) | [newdesignmuseum.tumblr.com](http://newdesignmuseum.tumblr.com)