



Image credit: Spectacles, Snap Inc.

california

designing freedom

24 May – 15 October 2017

Press view: 23 May
the Design Museum

From skateboards to iPhones and start-up garages, the exhibition explores how “designed in California” expresses a distinctive approach to design and life

California’s drive to create tools of personal liberation is explored through a diverse landscape ranging from LSD blotting paper and political posters to portable technology

Rare exhibits include hand-drawn sketches of the Apple Macintosh’s icons, concept artwork for *Blade Runner*, and, on display for the first time in the UK, Waymo’s self-driving car (formerly the Google self-driving car project)

“Designed in California” is the new “Made in Italy”. While California’s mid-century modernism is well documented, this is the first exhibition to examine the state’s current global reach. Picking up the story in the 1960s, the exhibition charts the journey from counterculture to Silicon Valley’s tech culture. Its central idea is that California has always pioneered tools of personal liberation, from LSD to surfboards and iPhones. This ambitious survey brings together political posters, personal computers and self-driving cars but also looks beyond hardware to explore how user interface designers in the Bay Area are shaping some of our most common daily experiences and expanding what we think of as design.

California: Designing Freedom is composed of over 200 objects, curated in five thematic sections. Collectively, these works assert that design in California is distinguished by an emphasis on individual freedom. The exhibition's five themes explore different facets of this freedom.

GO WHERE YOU WANT: Tools of movement and escape

So many of the innovations associated with California, from LA's freeways to Google Maps, revolve around freedom of movement. This section of the exhibition focuses on mobility, from navigation to portability and exploration. Exhibits include Waymo's self-driving car, the first consumer GPS device and a replica of the Captain America chopper from *Easy Rider*.

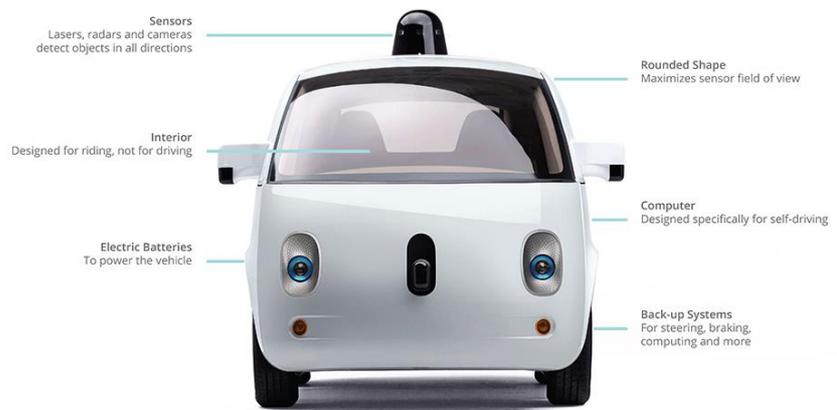


Image credit: Waymo

SEE WHAT YOU WANT: Tools of perception and fantasy

California is best known as the land of make-believe, the home of Disney, Hollywood and videogaming. This section explores how California has pioneered new ways of looking at the world, from acid trips to virtual reality. Exhibits include Syd Mead's artwork for *Blade Runner*, LSD blotting paper and early videogame graphics.



Image credit: Institute of Illegal Images

JOIN WHO YOU WANT: Tools of collaboration and community

Since the founding of California, the freedom to create your own community has been considered essential to success and survival. From hippy communes to Facebook, this section examines tools that enable communities both on the ground and online. Exhibits include a geodesic dome, Sussman Prejza's designs for the 1984 LA Olympics and documentation of the early Burning Man festivals.



Image credit: Facebook

Diverse, engaging, revolutionary and addictive, Californian design has impacted so many aspects of our lives. *California: Designing Freedom* reveals how this culture of design and technology has made us all, in certain ways, Californians.

Ends.

PRESS ENQUIRIES:

Jordan Lewis, Design Museum Press and PR Manager
the Design Museum, 224-238 Kensington High Street, London, W8 6AG
E: Jordan.Lewis@designmuseum.org T: +44 (0)20 3862 5914

OPENING TIMES AND TICKET INFORMATION:

Open daily 10:00 – 18:00 (last admission 17:00)

Adult £16

Student/concession £12

Family (1 adult + 3 children) £24

Family (2 adults + 3 children) £36

Child (6 - 15 years) £8

Children under 6 years free

Members free

Exhibition catalogue:

The exhibition will be accompanied by a catalogue, published by Phaidon in May 2017, featuring essays by leading experts and interviews with key figures in Californian design.

designmuseumshop.com

Curatorial team:

Exhibition Curator: Justin McGuirk and Brendan McGetrick

Curatorial Assistant: Kyle Osbrink

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. Leading architectural designer John Pawson has 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.

designmuseum.org | newdesignmuseum.tumblr.com