

# the design museum 2017 exhibition programme

The Design Museum announces exhibition programme for opening year in its new building on Kensington High Street, London

Landmark exhibition California announced, exploring the state's unique contribution to global design

Other exhibitions planned explore our ageing population and the architecture of the Russian avant-garde

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## Imagine Moscow; Architecture, Propaganda, Revolution 15 March – 4 June 2017

Marking the centenary of the Russian Revolution, this exhibition explores Moscow as it was imagined by a bold new generation of architects and designers in the 1920s and early 1930s. Drawing on rarely seen material, Imagine Moscow presents an idealistic vision of the Soviet capital that was never realised. Large-scale architectural drawings are supported by artwork, propaganda and publications from the period. Taken together, these unbuilt projects suggest an alternative reality for the city, offering a unique insight into the culture of the time. Each of the six projects presented in the exhibition introduce a theme relevant to life and ideology in the Soviet Union: collectivisation, urban planning, aviation, communication, industrialisation, communal living and recreation.

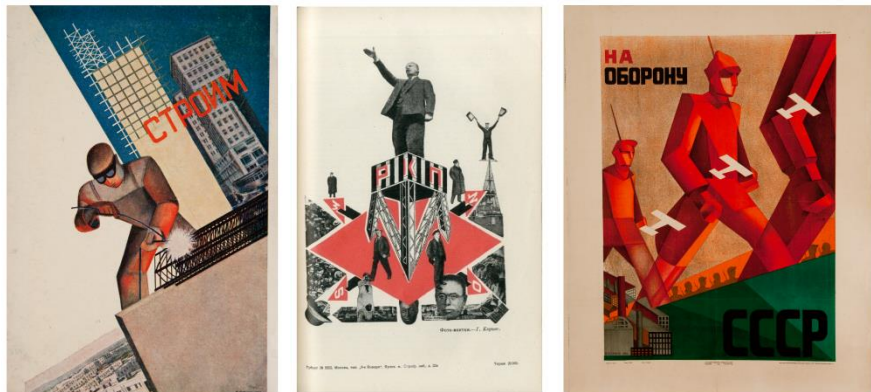


Image credits: Valentina Kulagina, *We Build*, 1930's, *Ne boltai! Collection*; Gustav Klutssis, *Photomontage*, lithography on paper, 1924, *Ne boltai! Collection*; Valentina Kulagina, *To the Defence of the USSR*, Poster, 1930, *Ne boltai! Collection*

## California

24 May 2017 – 15 October 2017

“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 the counterculture to Silicon Valley’s tech culture. Its central idea is that California has pioneered tools of personal

liberation, from LSD to skateboards 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. The exhibition reveals how this culture of design and technology has made us all Californians.



Image credit: Snapchat glasses, Snap Inc.

### **Hella Jongerius: Breathing Colour**

**28 June – 24 September 2017**

We see the world in colour but rarely do we appreciate how colour shapes what we see. Drawing on years of research, designer Hella Jongerius presents Breathing Colour; an installation-based exhibition that takes a deeper look at the way colour behaves, exploring shapes, materials, shadows and reflections. Through a series of phenomenological studies and experiences, the exhibition will make us question one of the most elemental aspects of design.



**Pop-up exhibitions to be held at the Design Museum:**

**NEW OLD: Designing for our Future Selves**

**12 January – 19 February 2017**

Created to mark the 30th anniversary of Helen Hamlyn's pioneering New Design for Old exhibition at the Boilerhouse Project, the forerunner to the Design Museum, NEW OLD explores the potential for design and designers to enhance the experience of our later lives. As our population ages rapidly, the exhibition looks at how design can help people lead fuller, healthier and more rewarding lives in an ageing society, looking at such themes as home, working, community, identity and mobility.

Curated by Jeremy Myerson, Helen Hamlyn Professor of Design at the Royal College of Art, and sponsored by the Helen Hamlyn Trust and AXA PPP Healthcare, with additional support from Arthritis Research UK, each section of the exhibition will feature a special design commission by a leading designer or design team. NEW OLD will include new commissions by Yves Béhar / fuseproject, Special Projects Studio, Future Facility, Konstantin Grcic and PriestmanGoode.

Press places are available at an invitation-only preview seminar 'Is Design Ready for Ageing?' being hosted at the Design Museum on 14 December 2016 from 2.30pm to 5.30pm. Selected highlights from the exhibition will be previewed and new research in the field will be presented along with communication campaigns that were commissioned to reposition ageing. The seminar will explore the readiness of design to respond to demographic change. To secure places please contact [jordan.lewis@designmuseum.org](mailto:jordan.lewis@designmuseum.org)

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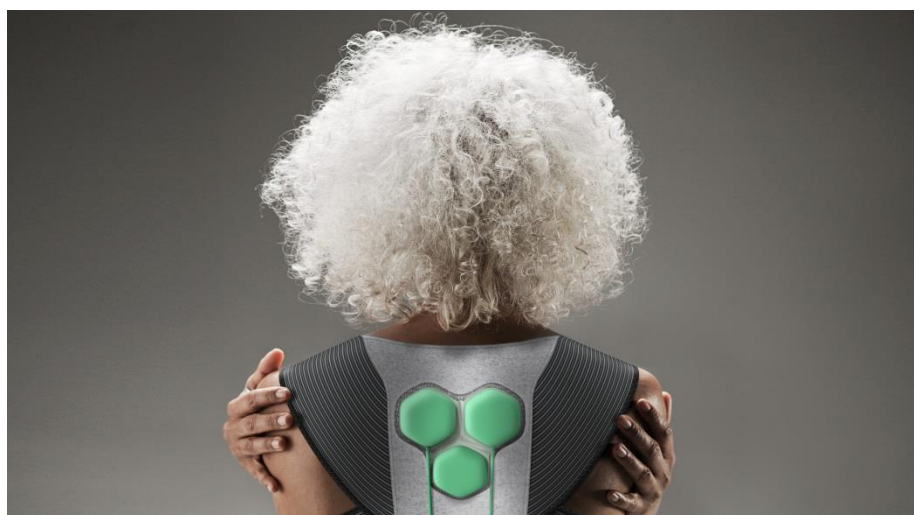


Image credit: Aura

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**Notes to editors:**

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