



the design museum will open on 24 november 2016

Collection open free to the public for the first time in the museum's history.

Programme of exhibitions and new partnerships announced.

The Design Museum has today announced that it will open in its new home on Kensington High Street, on 24 November this year, the result of an £83 million transformation of a listed landmark building from the 1960s.

For the first time in the museum's history it will have a free permanent display of its collection – Designer Maker User tells the story of contemporary design through these three interconnected roles. A wall at the entrance to the gallery will feature some of the world's most popular affordable consumer goods, crowdsourced from the public via the museum's website – the call for suggestions begins today.

Highlights of the collection include: the Vespa Clubman designed by Corradino d'Ascanio and made by Piaggio; Ettore Sottsass and Perry King's Valentine typewriter for Olivetti; Jock Kinneir and Margaret Calvert's British road signs; the Sony TPS L2 Walkman designed by Nobutoshi Kihara; the Obama 'Progress' poster by Shepard Fairey; the GRiD 'Compass' the first laptop computer by Bill Moggridge; Mikhail Kalashnikov's AK47 assault rifle and Ossie Clarke and Celia Birtwell's Paper dress.

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The museum's opening exhibitions have also been revealed. The first exhibition from the museum's Chief Curator, Justin McGuirk, is *Fear and Love: Reactions to a Complex World*. Featuring a series of newly commissioned installations, *Fear and Love* is an insight into our hopes and doubts about the pace and impact of change. The flagship *Designs of the Year* show will return for its ninth outing.

The Design Museum has also announced significant partnerships with Vitra, whose furniture will be used throughout the museum's public spaces and office areas; and with Phaidon, who will publish books to accompany the museum's major exhibitions, as well as a new guide to and history of the Design Museum.

Acclaimed designer John Pawson is remodelling the interior of the Grade II* listed former Commonwealth Institute building, in a project that will increase the museum's size threefold, enabling a significantly extended learning programme and a greater range of exhibitions. Studio Myerscough is designing the Designer Maker User permanent display. The museum's visual identity has been enhanced by Fernando Gutiérrez Studio. Cartlidge Levene are creating the wayfinding and signage system. The museum's recently relaunched multi-award winning website was created with Fabrique, in a year which also saw the Design Museum become the most followed museum in the world on Twitter.

The Design Museum's new building will include the Swarovski Foundation Centre for Learning, Bakala Auditorium, Sackler Library and Archive and a Designers in Residence Studio, which will open with a showcase of the work of the 2016 Designers in Residence, who are due to be announced this spring. There will also be a café, restaurant, and members' room. Wilmott Dixon Interiors were awarded the fit out contract for the building in June 2015. Concord have worked with the museum to design the building's lighting scheme and highlight its architectural features.

The developer of the site, a joint venture between Chelsfield LLP and the Ilchester Estate, has donated the building and land, together with the cost of refurbishing the shell and core of the building. The Heritage Lottery Fund have supported the project with a grant of £4.9 million. Arts Council England have supported the project with a capital grant of £3 million.

The press conference announcing the museum's opening date took place today at Phillips auction house, where a philanthropic auction, entitled *Time for Design* and curated by the Design Museum's Director, Deyan Sudjic, will take place on 28 April. The museum continues to fundraise to complete the Kensington project and secure its future.

Deyan Sudjic, Director of the Design Museum said: 'This move will redefine the Design Museum as the most inspiring, exciting and engaging contemporary design and architecture museum in the world, with 10,000sqm of space, and a target of 650,000 visitors each year. Design is the way to ask questions about what technology is doing to us, to explore how the world will look and work as well as to define new aesthetic approaches. The museum will have a challenging programme that encourages new work and new thinking, and the touring, digital and publications programme will take the message around the world.'

The museum will nurture new generations of designers and continue its history of recognising and supporting emerging design talent.'

Sir Terence Conran, founder of the Design Museum said: 'If you forced me to pick the single most rewarding achievement in my long design career then I would not hesitate to say founding the Design Museum in London. It was a hugely important moment for design in the UK at the time and for me personally. Since 1989 the museum has always led the way and been the first to show some of the work and inspirations of many of the most important designers and architects on the planet. Today, we are about to move from Shad Thames to new, bigger premises in Kensington, where all our dreams and ambitions to create the best and most important design museum in the world will become a step closer to reality. It will make my long lifetime in design absolutely worthwhile.'

Culture Minister Ed Vaizey said: 'The Design Museum is one of the UK's world-class cultural institutions showcasing the best of contemporary design and architecture. I'm delighted the museum will have its first free permanent display, which will make exciting design even more accessible to the public.'

Stuart Hobley, Head of HLF London, said: 'What a huge step for the Design Museum and its leading role in telling the story of contemporary design and architecture. In its new home, much of the museum's extensive collections will be enjoyed by the public for free for the first time. Thanks to money raised by National Lottery players we are delighted to support this ambitious project which celebrates how design impacts on every aspect of our life today.'

Joyce Wilson, Area Director, London, Arts Council England, said: 'We are pleased that we have been able to support the Design Museum's capital development. The relocation and expansion reflects the world-leading organisation the museum has become. With its expanded capacity for education and engagement it will further the Arts Council's investment in creativity and innovation and reinforce our goal: great art and culture for everyone.'

The Design Museum's current site in Bermondsey will close to the public on 30 June. Its final event will be Weekend Punk, a two-day celebration of the influence and legacy of punk design, which is part of the year-long Punk London festival.

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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 a Formula One car to

Lady Gaga's Gareth Pugh-designed bin bag dress. It has staged over 100 exhibitions, welcomed over five million visitors and showcased the work of some of the world's most celebrated designers including Paul Smith, Zaha Hadid, Jonathan Ive, Miuccia Prada, Frank Gehry, Eileen Gray and Dieter Rams.

Designer Maker User crowd sourced wall – the Design Museum is asking members of the public to suggest their most important objects to be featured at the entrance of the exhibition. These objects may be functional or practical, decorative or sculptural. They could be selected on the basis of an emotional attachment, or as a means of self-expression. Submissions can be made via the museum's website and the deadline for suggestions is Sunday 10 April 2016.

Time for Design Auction takes place at 7pm on 28 April at Phillips, 30 Berkeley Square, London. Public Viewing 22 – 28 April. Information on how to bid can be found at: www.phillips.com/buysell/buy

Swarovski Foundation was incorporated in 2013 to pursue charitable goals to honor the philanthropic spirit of Daniel Swarovski, who founded the crystal business in 1895. Since then, five generations of the Swarovski family have reinforced the company's commitment to philanthropy and charitable giving. The Swarovski Foundation's mission is to build on this heritage by supporting charitable initiatives and organizations working in three areas. Fostering Creativity and Culture by promoting the arts, advancing education, supporting cultural institutions and innovative projects with cutting edge talent; Promoting Wellbeing, supporting initiatives on women's empowerment, access to health and education and assisting the advancement and development of young people and communities; and Conserving Natural Resources through water sustainability and environmental projects to promote the conservation, protection and improvement of the physical and natural environment. The Swarovski Foundation's trustees are Nadja Swarovski (Chairperson), Anthony Julius, Paul van Zyl, Helen Jenkins and Emma Soames.

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Vitra Creating innovative products and concepts with great designers is Vitra's essence. They are developed in Switzerland and installed worldwide by architects, companies and private users to build inspirational spaces for living, working and shopping as well as public areas. With its classics Vitra represents groundbreaking 20th century design. Today, in combining technical and conceptual expertise with the creativity of contemporary designers, Vitra seeks to continue pushing the boundaries of the design discipline. A family business for eighty years, Vitra believes in lasting relationships with customers, employees and designers, durable products, sustainable growth and the power of good design. The Vitra Campus with buildings by some of the world's leading architects and the Vitra Design Museum with its exhibitions on design and architecture, design archives and a comprehensive furniture collection are all part of Vitra. They inspire

visitors, inform the design process and create an atmosphere in which innovation flourishes. vitra.com

The **Concord** brand is part of the Feilo Sylvania Group and is one of Europe's most respected architectural lighting brands for Museum & Gallery Lighting. With a long established manufacturing base in the UK, Concord is renowned for its strong design ethos, high technical performance and aesthetic form. Concord focuses on bringing lighting solutions to meet the needs of architects and lighting designers. Concord's innovative portfolio is one of the most comprehensive on the market, encompassing track and spot, downlights, ambient lighting, recessed and linear solutions for a variety of application segments. Concord provides segment specific lighting application advice; and the entire product range is underpinned by in-house technical expertise, from optical system design through to photometric measurement and testing. Concord's best in class range of LED luminaires have won many prestigious design awards and industry accolades in recent years. During 2013, Concord Glace has won the Best Interior Luminaire at the Lighting Design Awards and been a finalist at the Lux Awards and the FX Awards. Concord Lytelab received a five-star review in Lux magazine's tests, Concord Beacon Minor was a finalist at the FX Awards and Concord Officelyte incorporating Organic Response has won the 2014 Lighting Design Awards.

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