

touring exhibitions programme

2024 - 2025



the
DESIGN
MUSEUM

designmuseum.org

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 organised more than 179 tours to 144 venues in 38 countries worldwide.

The Design Museum's touring exhibitions range in size from 150 to 1000 square metres and encompass all areas of design – architecture, fashion, graphics, product, digital and more.

About the Design Museum

The Design Museum, is the world's leading museum dedicated to contemporary architecture and design.

Winner of the 2018 European Museum of the Year Award, the Design Museum is a multifaceted museum, an ever-changing space for the public, industry and education to come together and explore new ideas. A registered charity, the museum's innovative exhibitions, partnerships, research and learning programmes evidence how design can enable this planet and its inhabitants to thrive. Our landmark building in Kensington is the centre of our national network and a global hub for the transformative potential of design

In 2021, the Design Museum launched Future Observatory, the UK's national programme for design research supporting the green transition. The museum's action research is leading new approaches to lowering the environmental impact of exhibition making, most recently forming Museums 2030 a new peer support network to help UK museums and galleries catalyse change.

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Splash! A Century of Swimming and Style

Celebrating our enduring love of water, this exhibition will dive into design's role in shaping our relationship with swimming over the past 100 years – both in the water and beside it.

From the 1920s, swimwear was marketed for swimming rather than bathing as fitness became fashionable. Groundbreaking women set a number of records in the water, and a beach holiday was all the rage, evident in the lidos built across Britain's towns and coastlines. Today, we are witnessing a flourishing of outdoor swimming for both physical and mental health. Swimwear shapes our relationship with the water, both as performance design and fashion design.

This exhibition will chart the century that followed, right up to the role of swimming in modern life and how it has influenced and subverted our ideas of autonomy and agency, and sport and style. Visitors will discover the full spectrum of the design of swimming — from sports performance to fashion and architecture.

Splash! is guest-curated by Amber Butchart, a dress and design historian and broadcaster known for her history segments on BBC One's The Great British Sewing Bee.

CURATOR
Amber Butchart (guest curator)

EXHIBITION DESIGN
Scott Whitby Studio

GRAPHIC DESIGN
Mark El-Khatib

VENUES
the Design Museum, London
28 March - 17 Aug 2025

TOUR AVAILABILITY
From October 2025

SPACE
approx. 400 square metres (adaptable)

(LEFT)
Beach Fashion in Cuba, 1956

(ABOVE)
*Interior of Marshall Street Swimming Pool,
Soo Burnell*



More Than Human

Why has design traditionally only focused on the needs of humans, when we exist alongside billions of animals, plants and other living beings? This groundbreaking exhibition offers a new perspective, one that will be crucial to enabling the planet to thrive.

This will be the first major exhibition on a growing movement of ‘more-than-human’ design, presenting a new generation of international designers whose practices embrace the idea that human activities can only flourish alongside other species and systems. It is created in collaboration with Future Observatory, the Design Museum’s national research programme for the green transition.

Featuring art, design, architecture and technology, this thought-provoking show will present visitors with radical ideas on how to design with — and better understand — the living world.

CURATORS
Co-curated by **Rebecca Lewin**, Senior Curator at the Design Museum and **Justin McGuirk**, Director of Future Observatory

EXHIBITION DESIGN
Msoma Architects

GRAPHIC DESIGN
Kellenberger-White

VENUES
the Design Museum, London
6 June - 5 October 2025

TOUR AVAILABILITY
from November 2025

SPACE
approx. 900 square metres (adaptable)

(ABOVE)
Video still, Forest Mind, Ursula Biemann, 2024



Wes Anderson: The Exhibition

Each Wes Anderson picture plunges the viewer into a world with its own codes, motifs, references, and sumptuous and instantly recognisable sets and costumes. This exhibition will be the first time museum visitors have the opportunity to delve into the art of his complete filmography, examining his inspirations, homages, and the meticulous craftsmanship that define his work.

Through a curated collection of original props, costumes, and behind-the-scenes insights, including from his personal collection, this exhibition offers an unprecedented look into the world of Wes Anderson, celebrating his enduring influence on contemporary cinema.

From the melancholic charm of *The Royal Tenenbaums* to the youthful adventure of *Moonrise Kingdom*, discover how Anderson’s unique vision and dedication to detail have created some of the most visually and emotionally compelling films of recent times.

CURATORS
Johanna Agerman Ross, Chief Curator at the Design Museum
Lucia Savi, Head of Curatorial and Interpretation at the Design Museum
Matthieu Orléan, Artistic Collaborator at Cinémathèque française

VENUES
la Cinémathèque française, Paris
19 March -27 July 2025

the Design Museum, London
21 November 2025 - 3 May 2026

TOUR AVAILABILITY
from Summer 2026 - Summer 2029

SPACE
approx. 900 square metres (adaptable)

(ABOVE)
Wes Anderson and his protagonists in Isle of Dogs, Charlie Gray



CURATOR
Danielle Thom, Curator at the Design Museum

EXHIBITION DESIGN
Sam Jacob Studio

GRAPHIC DESIGN
LMC

VENUES
the Design Museum, London
 5 July 2024 - 23 February 2025

TOUR AVAILABILITY
 Seeking expressions of interest

SPACE
 approx. 500 square metres (adaptable)

(LEFT)
 1959 Barbie No. 1 © Mattel, Inc.

(ABOVE)
 1962 Barbie Dream House © Mattel, Inc.

Barbie®: The Exhibition

Opening to coincide with the 65th anniversary of the Barbie™ brand in 2024, the exhibition explores the story of Barbie through a design lens, including fashion, architecture, furniture and vehicle design.

Highlights include a rare first edition of the very first doll released by Mattel® in 1959 ('No. 1 Barbie'), the groundbreaking Day to Night Barbie from 1985 and the best-selling Barbie of all time, 1992's Totally Hair Barbie which sold over 10 million across the globe.

Other dolls highlight the diversity of the Barbie range, with examples of the first Black, Hispanic and Asian dolls to bear the Barbie name, as well as dolls that reflect today's diverse, multicultural society, including the first Barbie with Down syndrome, the first to use a wheelchair, and the first to be designed with a curvy body shape.

We're also showcasing the friends of Barbie, including her first friend, Midge, and the much-loved Christie and Teresa; as well as the younger sister of Barbie, Skipper. There's a section dedicated to Ken, displaying six decades' worth of Ken dolls on show, showing his evolution from his introduction in 1961.

Other objects from this historic brand such as Dreamhouses, vehicles and furniture are on show, including the first ever Barbie Dreamhouse™ from 1962. Together these items show how Barbie's homes, vehicles and other products have all helped to design the universe in which she exists and has always reflected the tastes and trends of day, engaging with modern design in an aspirational but accessible way.



The Offbeat Sari

Worn as an everyday garment by some and considered by others to be contrived or uncomfortable, the definition of the sari has multiple subjectivities. Conventionally an unstitched drape wrapped around the body, which can be draped in multiple ways, its unfixed form has enabled it to morph and be absorbent of cultural influences.

In recent years the sari has been reinvented. The urban youth who previously associated the sari with formal wear can now be found wearing saris and sneakers on their commutes to work. Designers are experimenting with hybrid forms such as sari gowns and dresses, pre-draped saris and innovative materials such as steel.

Today the sari manifests as a garment subject to transformation, an expression of identity and resistance, and a crafted object with layers of cultural meanings. This exhibition positions the sari as a designed object from these three perspectives.

CURATOR
Priya Khanchandani, former Head of Curatorial and Interpretation at the Design Museum

EXHIBITION DESIGN
Studio MUTT

GRAPHIC DESIGN
Sthuthi Ramesh Design

VENUES
the Design Museum, London
 19 May - 17 September 2023

Wereldmuseum, Amsterdam
 12 April - 3 November 2024

Midlands Art Centre, UK
 28 June 2025 - 25 November 2025

Australia (tbc)
 2026-2027

TOUR AVAILABILITY
 from 2027

SPACE
 approx. 400 square metres (adaptable)

(TOP LEFT)
 Exhibition views, Wereldmuseum, Amsterdam

(BOTTOM LEFT & ABOVE)
 Exhibition views, the Design Museum, London



Sneakers Unboxed: Studio to Street

Cult classics, limited edition silhouettes and rare colourways go under the spotlight as the Design Museum steps into the world of sneakers for the first time. Sneaker design has revolutionised retail styles, taken hold of a subculture and sparked a phenomenal audience of ‘sneakerheads’ from all over the world.

Divided into two chapters – Style and Performance – the exhibition invites you behind the scenes and reveals the design process that has led to the world’s most innovative kicks, be that self-lacing, 3D printed, made from 100% recyclables or cushioned with air bubbles.

Uncover the style icons and brand collaborations that have shaped the sneaker scene, examine the high-fashion reinvention of a streetwear staple and touch on the lucrative resale market that is currently valued at \$2 billion. For the first time trend cycles are moving faster than the traditional speed of sneaker production. This exhibition asks what the impact of this is on manufacturing technology, creatives and makers.

(TOP LEFT) Exhibition view, Design Museum Den Bosch, Netherlands

(BOTTOM LEFT) Exhibition view, Design Museum Den Bosch, Netherlands

(ABOVE) MN ED31 ØYEBLIKK, Central Saint Martins Graduate Collection 2020, Helen Kirkum x Matthew Needham

CURATORS
Ligaya Salazar, Freelance Curator
Shasti Lowton, former Curator at the Design Museum

EXHIBITION DESIGN
Interesting Projects Ltd.

GRAPHIC DESIGN
Studio LP

VENUES
the Design Museum, London
 18 May - 24 October 2021

Design Museum Den Bosch, Netherlands
 3 May - 16 October 2022

Chiang Kai-shek Memorial Hall, Taipei
 22 December 2022 - 5 March 2023

Sejong Museum of Art, Seoul
 1 June - 10 September 2023

HOTA, Gold Coast, Australia
 25 November 2023 - 18 February 2024

Pop Culture Gallery, Stary Browar, Poland
 10 October - 10 March 2025

TOUR AVAILABILITY
 from April 2025

SPACE
 approx. 400 square metres (adaptable)



WEIRD SENSATION FEELS GOOD: The World of ASMR

CURATORS

James Taylor-Foster, Guest Curator from ArkDes, the Swedish Centre for Architecture and Design
Esme Hawes, Displays Curator at the Design Museum

EXHIBITION DESIGN ÉTER

GRAPHIC DESIGN
Agga Mette Stage and Alexander Söder

VENUE
the Design Museum, London
 13 May 2022 - 10 April 2023

AIRSIDE - Nan Fung Development Limited
 March 2025 - August 2025

TOUR AVAILABILITY
 from November 2025

SPACE
 approx. 400 square metres (adaptable)

(LEFT AND ABOVE)
 Exhibition views, the Design Museum, London

As little as a decade ago, ASMR (Autonomous Sensory Meridian Response) was largely dismissed as a figment of the imagination. Today the term represents one of the largest movements on the Internet, and it has become impossible to ignore. As academic institutions around the world seek to make sense of the phenomenon, creatives—known as “ASMRtists”—are building on a cultural movement that transcends language and culture in favour of bodily ‘feels’.

ASMR is a term that describes a physical sensation: euphoria or deep calm, sometimes a tingling in the body. In recent years an online audience of millions has grown, dedicated to watching the work of designers and content creators who try to trigger this feeling in their viewers. They do it by whispering or eating, touching or tapping, and more besides. This exhibition is the first dedicated to this feeling, and the emerging field of creativity that has grown up around it.

The exhibition was a winner of the Dezeen Awards 2022 Exhibition design of the year.



Skateboard

CURATORS
Jonathan Olivares, Guest Curator
Tory Turk, Associate Curator
Kathryn Johnson, former Curator at the Design Museum

EXHIBITION DESIGN
Jonathan Olivares

GRAPHIC DESIGN
Apartamento Studios

VENUES
the Design Museum, London
 20 October 2023 - 2 June 2024

Venue in Belgium
 9 April - 14 September 2025

TOUR AVAILABILITY
 from November 2025

SPACE
 approx. 400 square metres (adaptable)

(LEFT TOP)
 Laura Thornhill, backside kick turn Torrance, 1977
 Photograph by Jim Goodrich

(LEFT BOTTOM)
 Boards and accessories linked to freestyle skating, which features technical tricks performed on flat ground.

(ABOVE)
 Exhibition view, the Design Museum, London

This exhibition chronicles the history of skateboard design from the 1950s to the present day, from homemade, humble beginnings to today's professional and technologically advanced models.

Curated and designed by author, designer and skater Jonathan Olivares, this is the first UK exhibition to explore the evolution of skateboard design in such detail, developed in partnership with Converse. The exhibition showcases innovative skateboards and components and track how skateboarders have taken over sidewalks, swimming pools and skate parks designing new boards to suit their performance, style and surroundings.

Around 90 rare and unique boards are on display, alongside over 100 other objects, including hardware such as wheels and tucks, safety equipment, VHS tapes, DVDs, magazines and ephemera. Together they show skateboard's technical developments and its evolving social acceptance.

Explore a range of contemporary boards alongside 1950s homemade skateboards from California – Laura Thornhill's Logan Earth Ski 1970s pro model, Tony Hawk's first ever professional model skateboard, Sky Brown's first pro model and the Sky Brown x Skateistan Almost deck.



CURATORS
Gemma Curtin, former Curator at the Design Museum
Justin McGuirk, Chief Curator at the Design Museum

EXHIBITION DESIGN
Material Cultures

GRAPHIC DESIGN
SPIN

VENUES
the Design Museum, London
 23 October 2021 - 20 February 2022

Hong Kong Design Institute
 3 February - 7 May 2023

Cité des sciences et de l'industrie, Paris
 5 December 2023 - 1 September 2024

Midlands Arts Centre, UK
 26 October 2024 - 23 February 2025

TOUR AVAILABILITY
 from April 2025

SPACE
 approx. 900 square metres (adaptable)

(LEFT TOP)
 Exhibition view, the Design Museum, London

(LEFT BOTTOM)
 Exhibition view of Materialism Volkswagen Beetle, Studio Drift, 2018, the Design Museum, London

(ABOVE)
 Exhibition view, the Design Museum, London

Waste Age

Waste Age tells the story of the environmental crisis created by our 'take, make, waste' economy. The exhibition explores how trash can be transformed into new resources, and how design can help usher in a new age where there is no such thing as waste.

Globally, over 2 billion metric tons of rubbish are produced annually and the World Bank estimates this will increase to 3.4 billion metric tons by 2050. Today only 15% of that is reclaimed. We are at a crisis point – we need to radically rethink our throwaway economy, changing systems and materials as well as thinking and behaviours.

This exhibition explores what lies beyond our current toxic waste infrastructures, exploring the environmental, social and geopolitical forces at work. Here visitors will be immersed in the waste crisis before being shown the transformative potential of new design approaches that are redefining fashion, construction, food, electronics or packaging and the new materials that will help shape a cleaner future.

This is an exhibition that not only seeks to imagine alternative futures, but one that empowers the visitor to be part of the solution.



Material Tales: The Life of Things

As we face the realities of the Earth's limited resources, designers and users alike are seeking greater clarity around how objects are made, and at what material cost. What materials go into the objects that define our day to day lives? And how might we learn to make better use of these materials in future?

Material Tales is a uniquely poetic exploration of the world of materials, taking visitors on a journey through the origins, uses, and evolution of matter. From their microscopic structure through to the global impact of their use and exploitation, materials are revealed in all of their complexities as they share the incredible stories of their emotional, technical and political lives.

Featuring highlights from the Design Museum Collection, as well as works by leading contemporary designers and a wealth of contextual material, Material Tales aims to provide greater material literacy for visitors of all ages. The exhibition is paired with a full educational pack and a 'Research in Action' element allowing host venues to run a full-day materials workshop.

An expanded version of the exhibition with interactive games and physical interactives has also been created for tour by the Design Museum and Hong Kong Science Museum in collaboration with Globe Creative and is titled **Material Tales: The Art and Science of Things**.

CURATOR
Eleanor Watson, former Curator at the Design Museum

EXHIBITION DESIGN
vPPR Architects

GRAPHIC DESIGN
Twelve Design Ltd

VENUES
CAFA Art Museum, Beijing
17 September - 17 October 2021

Art Museum of Nanjing University of the Arts
8 - 24 December 2021

Hong Kong Science Museum
19 May - 18 October 2023

TOUR AVAILABILITY
from Spring 2025

SPACE
300-500 square metres (adaptable)

(LEFT)
Exhibition views, CAFA Art Museum, Beijing

(ABOVE)
Exhibition view, Hong Kong Science Museum





Design Museum Academy

Learning forms a central part of the Design Museum’s ambition to be a global hub for the transformative potential of design. Our Learning Programmes supports the museum’s mission by inspiring and empowering everyone to engage with design and imagine positive change through design. Our programme seeks to nurture creativity, radical thinking, empathy and collaboration, with activities that encourage everyone to develop a passion for design.

We offer a variety of courses and workshops facilitated by design educators and creative professionals, where attendees can explore the breadth of design and learn a new skill. Our portfolio of experiential learning programmes is predicated on reliance, problem-solving and applied creativity, inviting learners to think and act like designers.



Design-based learning for non-design professionals

Design skills are essential tools to thrive in the contemporary business landscape, from creative problem-solving to optimising a system’s performance. The courses and workshops in this section explore different aspects of design disciplines that can be applied to business scenarios.

Design fundamentals

Thinking like a designer is a skill that can expand the way you work. The courses in this section explore the bases of some design disciplines from a beginner’s perspective, so that participants can expand on skills such as observation and synthesis, as well as visual communication and interaction design.

Digital design workshops

Focusing on the role of digital technology in the design and technology industries, these sessions combine analogue hands-on experiences with an introduction to designing through software. During the sessions, participants will learn to use the software to create a design response to a user brief.

Workshops:

Design your way to Net Zero
Sustainable Design Workshop
Design Challenge Workshop

Format: Online

Workshops:

Design your way to Net Zero
Digital Illustration and Collage
Digital Design Workshop

Format: Online

Workshops:

App Design
Graphic Design
Coding and Narrative Design
3D Character Design

Format: Online

(LEFT AND RIGHT)
Design your way to Net Zero, Matthew Kaltenborn



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 any of these exhibitions and other tours available from 2024 onwards, please contact:

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designmuseum.org/exhibitions/touring-exhibitions

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