

# The Design Museum announces 2021 programme

1 October 2020  
the Design Museum

**A major retrospective on French designer Charlotte Perriand, a giant of 20<sup>th</sup> century design who helped define modern life, opens March 2021**

**Know your Air Jordans from your Air Force 1s? 'Sneakers Unboxed: Studio to Street' exploring sneaker performance, subculture and fashion is finally dropping next spring**

**The earth is suffocating under the burden of one material: waste. A major new exhibition, 'Waste Age', in autumn 2021 will show what the design industry can do about this, with your help.**

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## **Charlotte Perriand: The Modern Life**

**Dates:** Opens 26.03.21

**Media Preview:** 23.03.21

In a life that spanned the twentieth century, Charlotte Perriand helped define the modernist interior and championed good design for the masses. One of the great furniture designers and architects, she was also a famous free spirit and a prolific collaborator whose work was often overshadowed by her male peers, such as Le Corbusier and Jean Prouvé. Featuring large-scale reconstructions of some of her most famous interiors, as well as original furniture, her photography and her personal notebooks, the exhibition sheds new light on Perriand's creative process and her place in design history.

Curated in collaboration with the Perriand family and the Fondation Louis Vuitton in Paris, which staged a highly successful retrospective last year, this exhibition falls on the 25th anniversary of Charlotte Perriand's last significant presentation in London, held at the Design Museum in 1996.

[30% off Early Bird Tickets on sale from Thursday 1 October.](#)



[Download Charlotte Perriand images here.](#)

## **Sneakers Unboxed: Studio to Street**

**Dates:** Opens 30.04.21

**Media preview:** 27.04.21

Cult classics, limited edition silhouettes and rare colourways will 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 three parts – Performance, Street Culture and Fashion – the exhibition invites you behind the scenes and reveals the design process behind the most innovative kicks, be that self-lacing, 3D printed, made from 100% recyclables or cushioned with air bubbles.

[Tickets on sale from Thursday 1 October.](#)



[Download Sneakers Unboxed images here.](#)

## **Waste Age**

**Dates:** Autumn 2021

We live in an age defined by our waste. Design has helped create this problem, and it will be crucial in solving it. Discover how our production of waste has escalated since the mid-twentieth century and face the epic scale of this man-made crisis through immersive installations. Then explore how what we throw away can be transformed into new resources, and how design can help usher in a new age where there is no such thing as waste. Find out more about the imaginative new approaches and ingenious new materials that will help shape a cleaner future. This is an exhibition that not only seeks to imagine alternative futures but that empowers the visitor to be part of the solution.



[Download Waste Age image here.](#)

**Talking about the 2021 Programme, Tim Marlow, Director and Chief Executive, Design Museum said:**

“Last month we were devastated by the news that Sir Terence Conran passed away. We dedicate this programme to his founding spirit, his passion for craftsmanship, his generous philanthropic and entrepreneurial spirit and his vision that good design is a right not a privilege which can make life better for everyone.

Our 2021 programme is wide-ranging and exciting, I hope you agree, but fundamentally looks to a better future for all: where design is the accelerator for a UK-wide recovery, where visitors are able to come to the museum and share enriching experiences and where we find innovative ways to build the museum’s financial resilience in this new era.”

## Digital Events Programme

**[Talk - The Spirit of Rave](#)**

**Dates: Thursday 12 November, 7pm**

**£5 / Free Members**

The rave movement of the 1980's and 90s demonstrated a joyful disregard for design convention. The cut-n-paste aesthetic, coupled with bold colours and brash imagery, pioneered a new movement in design that hadn't been seen before. This talk chaired by music writer Simon Reynolds, with graphic design Trevor Jackson, fashion designer Martine Rose and artist Jeremy Deller, reflects on the cultural phenomenon of rave and its impact on design today.

**[Performance - Company Wayne McGregor](#)**

**Dates: Thursday 10 December, 7pm**

**£10 / Free Members**

In response to the Design Museum’s exhibition Electronic, dancers from Company Wayne McGregor will perform new choreographic interactions by Wayne McGregor live at the museum that investigate the juxtaposition of the body in space.

[Click here to see all talks, courses and workshops.](#)

## Balcony Gallery free displays at the museum

**Ai-Da**

**Dates: January 2021**

Meet Ai-Da, a humanoid robot artist whose ‘self-portraits’ use artificial intelligence to open up questions about human identity and creativity. This display features Ai-Da’s artwork alongside supporting material and a public programme that puts machine learning in context.

## Bethany Williams

**Dates:** Summer 2021

From garments made from recycled book waste to collaborations with female prisoners, this London-based designer is building a practice that seeks to avoid the usual contradictions of fashion. Her work tackles social and environmental issues, and this display also includes her collaboration as part of the Emergency Designer Network to create PPE during the pandemic.



[Download images for Ai-Da and Bethany Williams here.](#)

## Design Ventura

**Dates:** September 2020 – April 2021

Design Ventura is the Design Museum's award-winning design and enterprise programme for schools, now in its eleventh year. Supported by Deutsche Bank as part its global CSR youth engagement programme **Born to Be**, the project challenges students aged 13-16 to tackle a brief set by a leading designer to design a new, sustainable/sustainably considered product for the Design Museum Shop. This year's brief setter is artist and designer [Yinka Ilori](#). The deadline for competition entries is 24 February 2021 and the winner will be announced on 22 April 2021. The top ten shortlisted student designs will pitch for the top spot at Deutsche Bank's UK head office and all be exhibited at the Design Museum in Spring 2021. This year's programme also includes additional free online resources to support teachers, students and schools [online mini challenge](#) and [The Idea Machine](#).

Design Ventura is supported by Deutsche Bank.



## Emerging Designers Showcase

### Designers in Residence

Designers in Residence is the Design Museum's annual programme which provides a platform to celebrate new and emerging designers at an early stage in their career. Four designers are selected from an open call to take part; recent alumni include Giles Miller, Asif Khan, Bethan Laura Wood and Adam Nathaniel Furman. Each designer's work will feed into an exciting

exhibition showcase, a publication and engaging public programme events. Next year's theme will be announced in January 2021.

The current 2020 cohort (Enni-Kukka Tuomala, Abiola Onabule, Cynthia Voza Lusilu and Ioana Man), exploring the theme of Care, will display their work in a collective showcase at the museum in March 2021.

Designers in Residence is supported using public funding through Arts Council England's National Portfolio



### **The Design Museum and Ardagh Young Creatives**

The Design Museum is committed to supporting the next generation of designers. In recognition of the challenge facing the design industries to become more representative and to support invaluable skills, talent and lived experience, the Design Museum is launching the Design Museum and Ardagh Young Creatives.

The programme, developed in partnership with Ardagh Group, will take twenty-five to thirty young people aged 14-16 from hard to reach, underprivileged or under-represented groups on a year-long creative journey. It aims to build confident curiosity, develop design and making skills and raise aspirations. Centered on real life design briefs and collaboration with designers and industry professionals, the programme becomes a gateway into a career in design.

The partnership aims to grow the programme from a London base to other regions in the UK.

The Design Museum and Ardagh Young Creatives is supported by the Ardagh Group.



### **Touring – Material Tales**

As we face the realities of the Earth's limited resources, designers and users are unpicking how objects are made, and at what material cost. What are the materials that go into the objects that define our day to day lives? And how has material innovation changed the ways in which we live today?

Material Tales is the first dedicated touring exhibition developed by the Design Museum and is set to travel internationally from 2021/2022. The exhibition offers an inspiring and educational journey through the surprising life of everyday materials, sharing innovative solutions for a more sustainable future and encouraging greater material literacy for all.



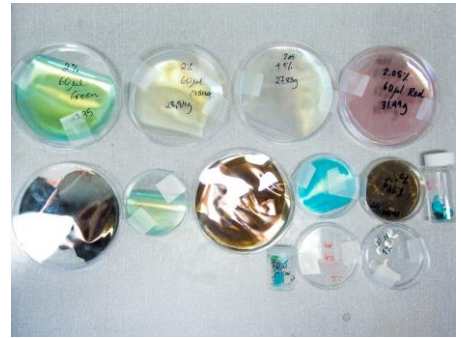


Image credit: Elissa Brunato, Bio Iridescent Sequin

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### Notes to Editor

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#### Design Museum Membership

Design Museum membership unlocks free, unlimited entry to all exhibitions via a priority booking period, granting members a chance to secure their tickets ahead of the general public. Members also enjoy exclusive virtual content, private views enabling them out-of-hours access to the museums, priority access to a vibrant programme of talks and events, plus discounts in the shop. Members can also bring a guest and up to three children under the age of 16 to all exhibitions. [Join today here.](#)

#### Designer Maker User (DMU)

##### Permanent Display

The Design Museum is still undergoing a phased reopening – the DMU display will be reopened to the public during 2021. All guests will be required to book a ticket to the museum for any display for the foreseeable future, please check the website for updates.

#### Touring Calendar

##### *Breathing Colour by Hella Jongerius*

Gewerbemuseum, Winterthur (Switzerland)

29 November 2020 – 24 May 2021

<https://www.gewerbemuseum.ch/en/exhibitions/hella-jongerius-breathing-colour>

##### *Moving to Mars*

Tekniska museet, Stockholm

25 December 2020 – 29 August 2021

<https://www.tekniskamuseet.se/en/discover/exhibitions/moving-to-mars/>

##### *Chaise. Stoel. Chair.*

##### *Defining Design*

ADAM Brussels Design Museum

Featuring a large selection of chairs from the Design Museum collection

<http://adamuseum.be/en/chaise-stoel-chair-en/>

2021

### **About the Design Museum**

The Design Museum is the world's leading museum devoted to contemporary 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 seven million visitors and showcased the work of some of the world's most celebrated designers and architects including Paul Smith, Zaha Hadid, Jonathan Ive, Frank Gehry, Eileen Gray and Dieter Rams. On 24 November 2016, The Design Museum relocated to Kensington, west London. Leading architect 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.

In July 2020, the Design Museum was awarded nearly £1 million National Lottery funding through the Arts Council's Emergency Response Fund.

[designmuseum.org](http://designmuseum.org)