

the
DESIGN
MUSEUM

play
nice



The Design Museum launches new digital collaboration with creative studio *Play Nice* to platform black creatives from London's music scene

Tuesday 1 December 2020

#MixandRemix

[WATCH THE FILM HERE](#)

The Design Museum, in partnership with creative studio Play Nice, are set to launch a new digital film on Tuesday 1 December

Celebrating the contributions of the black diaspora to electronic music, starting with some of London's black owned record labels, music groups and DJs including Errol Anderson, Tash LC, Tommy Gold and Shy One

As well as exploring the heritage of the dance genre curated in the *Electronic: From Kraftwerk to The Chemical Brothers* exhibition, the film delves into the artists' experiences through the pandemic, journeys into their craft and hopes for the future of the nightlife scene

The film also marks the launch of Play Nice's ['Field Trip'](#) project that will provide free tickets and experiences in the cultural industry to people from fringe communities, including special access to the *Electronic* exhibition through the Design Museum's ['Ticket Mate Fund'](#), a pay it forward scheme in partnership with local charities

Speaking about the film, Ayo Fagbemi & Nate Agbetu from *Play Nice* said:

“This year has been tumultuous for the music industry we all know and love, and it’s been hard to see a light at the end of the tunnel. We’ve all been so disconnected from one another, from customs like dancing that bring communities together. The Electronic exhibition has not just been timely, but a needed reminder of the relationship that society has with sonics.”

“The New Rave is about celebrating that, recognising our forefathers, contemporaries in that space and the value of art or design beyond its archival value. Our film uses the dance floor to find the intersection between the cultural industry and fringe communities that may not feel welcome to its wonders. It’s an ode to their ability to claim space and the start of our journey to helping them do that.”

Featuring:

Errol Anderson, DJ, Broadcaster, Ex-Boiler Room Host and Founder of Touching Bass said:

“Electronic music has been at the core of my life for as long as I can remember, so I was super intrigued to see how the Design Museum detailed its history and cultural importance from the get go.”

Tash LC, DJ, Record Label Founder, Promotor and Presenter said:

“I wanted to contribute to this film as I have a huge interest in wanting to know the historical significance of dance music, especially dance music of black origin, and I was excited about doing this alongside some of the people really carving out something unique in the industry. There’s so much to learn and understand about the roots and foundations of genres and I loved the idea of having an exhibition dedicated to electronic music pioneers who paved the way for many of us, and I’m honoured to be able to continue some legacy!”

Tommy Gold, DJ and Co-Host of Bone Soda and Bone Soda Events said:

“After seeing the exhibition at the Design Museum I was really excited to be involved in this project. I wanted to shine some light onto the present/future of dance music from my perspective, whilst also sharing some of my influences that the exhibition may have not touched.”

Mali Larrington-Nelson AKA Shy One, DJ said:

“I was interested in seeing how different communities were represented in the exhibition and also in getting a closer look at some of the different aspects of it.”

ENDS -

Notes to Editor

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About Play Nice

Play Nice is a creative studio building intersections between communities & entities, in a time when it is needed most. Our work has included a design-led project with the UKSCN, which was nominated for a Beazley Designs of the Year visual identity & branding for Black Minds Matter. As well as working with brands such as Apple, Depop, Merky Books, Penguin Random House, Barbican & many more.

@playniceldn

Full Film Credit List:

Creator - Ayo Fagbemi

Director - Nate Agbetu

Interviewer - Ayo Fagbemi

DP - Jaime Ackroyd

1st AC - Michael Hannides

2nd AC - Iona Greaves

Sound Recordist - Chris Sharland

Composer - Alex Adetiba

Editor - Corey Thomas

Graphic Design - Aaron Skipper

Animation - Mark Gilligan

Producer - Yasser Abubeker

Production Assistant - Denisa Cantor

Production Company - OB Management

Driver - Joseph Zere

[Ticket Mate Fund](#)

Launched to coincide with the reopening of the museum following the Covid-19 lockdown, this pay it forward scheme is aimed at offering free access to the museum's temporary exhibitions to young people and adults in the local community for whom price might be a barrier to participation – including those

most affected by the Coronavirus crisis. All ticket buyers and the general public can contribute to the fund by donating now or as part of ticket purchases. The first local charities to partner with the museum are the ClementJames Centre, IntoUniversity in North Kensington, Crisis Skylight East Croydon and the Royal Borough of Kensington and Chelsea (RBKC).

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 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 programmes.

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