



## The Design Museum announces **Electronic: From Kraftwerk to The Chemical Brothers – The Virtual Tour and Q&A** in collaboration with Facebook

Monday 23 November  
the Design Museum  
#MixandRemix

Join the Design Museum for the world premiere of the online curated tour of sell-out exhibition **Electronic: From Kraftwerk to The Chemical Brothers**, launching on 17 December 2020 with an exclusive live panel talk with guests to be announced soon

The Virtual Tour will give viewers the opportunity to experience a specially curated tour of the **Electronic** exhibition from home

Curators will guide viewers through key moments in the exhibition, alongside exclusive interviews from Jean-Michel Jarre, Shiva Feshareki, Alan Oldham, A Guy Called Gerald, **Smith & Lyall**, Judas Companion, Kate Moross, Pier Schneider and François Wunschel of 1024 Architecture, Yuri Suzuki, Weirdcore and more

Grab your headphones and sign up to the Design Museum's latest digital experience – a filmed tour of critically-acclaimed exhibition *Electronic: From Kraftwerk to The Chemical Brothers*, launching on Thursday 17 December at 20.00 (GMT) on Facebook.

Tickets for the launch event can be purchased via Facebook's new paid online events functionality ([HERE](#)). **The Facebook Live event** will feature a **panel discussion broadcast live from the Design Museum** in London, followed by **priority access to the Virtual Tour film**, hosted in an exclusive area of the museum's website.

Visitors will start their virtual journey by exploring some of the inventors and trailblazers of electronic music including **Daphne Oram**, before heading into the birth of house and techno music in **pivotal cities such as Chicago and Detroit**.

**From New York's historic dance culture** and the **influence of pop-synth group, Kraftwerk to the Second Summer of Love**, hear from seminal artists and designers on their personal journeys, stories and recollections.

Experience mind-altering audio-visual performances from the likes of **Weirdcore for Aphex Twin, Smith & Lyall for The Chemical Brothers** and **Max Cooper**.

Discover how electronic music continues to provide a space for creative expression and freedom for marginalised groups, through the work of **Kiddie Smile, Virginie Kipriotis** and **Judas Companion for Deena Abdelwahed**.

**Tim Marlow, CEO and Director of the Design Museum said:**

*"We're delighted to be able to bring our sell-out Electronic exhibition online to music fans across the globe, from the early years in Detroit and Chicago via the fall of the Berlin Wall right up to the present, with specially created immersive content from the Chemical Brothers show directors **Smith and Lyall**. Explore the hypnotic world of electronic music from your home and become part of the conversation as we launch with a Live Panel Discussion on Facebook."*

**Louise Holmes, Director of Entertainment Partnerships, EMEA, Facebook said:**

*"As cultural institutions and entertainment partners continue to innovate and bring their events and services online, we're committed to providing new tools to foster connections with fans – while crucially supporting the revenue of these sectors. The Design Museum's highly anticipated exhibition is a fantastic collaboration to introduce this paid online events feature to audiences around the world, and will showcase the very best of what the product has to offer – from interactive Q&As to behind-the-scenes access you wouldn't find anywhere else."*

Facebook's paid online events feature was launched in August 2020 and gives Facebook Page owners the ability to create an online event, set a price, promote the event, and collect payment, all in one place. To support small businesses and creators, Facebook will not collect any fees from paid online events until at least August 2021.

From Tuesday 24 November, audiences around the world will also be able to access current Design Museum exhibitions **Beazley Designs of the Year** and **Margaret Calvert: Woman at Work** as **3D digital experiences**.

ENDS -

### Notes to Editor

Electronic is an exhibition by the Musée de la Musique – Philharmonie de Paris



### [Asset link](#)

### Facebook Live Launch Event: Electronic: From Kraftwerk to The Chemical Brothers – The Virtual Tour Preview

Hosted on Facebook Live as a Paid Online Event

Price: £7.99

Ticket link: <https://fb.me/e/1loAG6UJeg>

Dates: Live on 17 December 2020, 20.00 GMT; Access to The Virtual Tour film available to ticket-holders until 14 February 2021.

**All tours will be FREE for Design Museum Members via the exclusive members' area on the Design Museum website.**

Other 3D Tours:

Beazley Design of the Year 3D Tour Information

Price: £5.00

Ticket Link: [HERE](#)

Margaret Calvert: Women at Work 3D Tour Information

Price: FREE

Ticket Link: [HERE](#)

Age guidance 12+ Visuals and music tracks may contain content that is unsuitable for children. This film includes strobe lighting. Parental discretion is advised.

### PRESS ENQUIRIES:

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**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.

designmuseum.org  
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