

# hello, my name is Paul Smith

Tour Proposal



*Paul Smith*

*Paul Smith*

PLEASE COME

the  
DESIGN  
MUSEUM

designmuseum.org

## The 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 toured more than 120 exhibitions to 102 venues in 30 countries worldwide.

The Design Museum's touring exhibitions range in size from 150 to 1,000 square metres and cover all areas of design – architecture, fashion, furniture, graphics, product and more.

## About the Design Museum

The Design Museum is 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 an AK-47 to high heels designed by Christian Louboutin. It has staged over 100 exhibitions, welcomed over five million visitors and showcased the work of some of the world's most celebrated designers and architects including Paul Smith, Zaha Hadid, Jonathan Ive, Miuccia Prada, Frank Gehry, Eileen Gray and Dieter Rams. On 24 November 2016, the Design Museum relocated to Kensington, West London. 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 programme.

In May 2018, the Design Museum was awarded the title of European Museum of the Year.

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The Design Museum, London





## Exhibition overview

The exhibition explores how Paul Smith's unique and intuitive take on design, together with an understanding of the important roles of designer and retailer, have laid the foundations for the company's lasting success. Drawing from Paul Smith's personal archive, the exhibition charts the company's development, from a tiny shop in Nottingham, England to its impressive global scale today.

A specially conceived exhibition design takes visitors on a journey through Paul Smith's world. The exhibition showcases his personal selection of clothing, presenting the different stages of design and production, offering rich insights into the principles of traditional craftsmanship, fabric selection, colour, print and finishing.

The exhibition explores the unique store designs, from a shocking pink building movie set on Melrose Avenue, LA to a Japanese garden at the heart of the Jingumae store in Tokyo. It explains what drives Paul Smith as a designer. The key things, people and places that have inspired him during his career are presented through a 1:1 replica of his office, a space packed full of acquired objects from travels and gifts from those who visit. The exhibition reflects the core values and ethos of the company and communicates the personality, curiosity and energy of Paul himself, which informs every Paul Smith collection and collaboration.

The exhibition features over 1500 objects. They range from garments to fabrics, from items in Paul's personal collection to books, gifts and other ephemera from his career, from interiors reconstructions to examples of the designs created in collaboration with many international brands; and from audio visuals of recent fashion shows to archival photography and material setting the scene of Paul Smith beginnings.

Attracting a total of 111,000 visitors in London, the exhibition is one of the most visited shows in the history of the Design Museum and has also broken attendance records on its Japan tour with a total of 200,000 visitors.



## Background

Paul Smith is one of Britain's leading designers, with a career in fashion that spans over 40 years. The Paul Smith brand is known for an unmistakable classic Englishness combined with an unexpected 'twist'. With ten collections a year, it is a global brand wholesaled to 66 countries, with seventeen shops in England and over two hundred throughout Japan.

Paul Smith, as both designer and chairman, is involved in every aspect of the business – garment design, fabric selection, seeking shop locations – overseeing every development. As a result, and in spite of its scale, the Paul Smith brand has retained something unique, a personal touch, often lost in companies of a similar size.



## History

Paul's early ambition was to become a professional racing cyclist; however, an unfortunate accident meant this passion could never be realised, so he began working at a friend's fashion store 'The Birdcage' in Nottingham.

Within two years, Paul Smith was managing his first boutique and in 1970 opened his first shop in Nottingham. By 1976, Paul had shown his first menswear collection in Paris under the Paul Smith label, with his first London shop soon following in 1979. His profile grew, and so did his clientele – architects, actors, musicians and city boys all came to his shop wanting something different – and the Paul Smith man was born.

1. Paul in his first shop, (DATE TBC)
2. Exhibition view, Hotel Bedroom, Design Museum, London, 2013



SOUP  
FISH  
JOINTS, GRILL  
VEGETABLES 160  
SWEETS 70  
ROLL, BUTTER  
CHEESE 130  
TEA, COFFEE  
CAKES  
MINERALS  
CIGARETTES

SERVICE  
INCL...



## Exhibition details

### Curators

Donna Loveday is an independent curator, writer and Course Leader for MA Curating Contemporary Design at the Design Museum and Kingston School of Art

### Exhibition design

Richard Greenwood Partnership

### Graphic design

About Creative

### Venues

Design Museum, London

9 March – 15 September 2013

Modemuseum Hasselt, Belgium

30 January – 16 August 2015

The Lighthouse, Glasgow

21 January – 20 March 2016

National Museum of Modern Art, Kyoto

6 June – 18 July 2016

Ueno-Mori Royal Museum, Tokyo

26 July – 24 August 2016

Matsuzakaya Museum, Nagoya

10 September – 16 October 2016

Huashan 1914 Creative Park, Taipei

17 June – 2 September 2017

Modern Art Museum (MAM), Shanghai

10 October 2017 – 7 January 2018

Today Art Museum, Beijing

8 June – 7 October 2018

Shenzhen Bay Art Centre

7 December 2018 – 15 April 2019

Dongdaemun Design Plaza, Seoul

6 June – 25 August 2019

Nottingham Castle

8 February – 5 September 2021

### Space

600 – 1000 square metres

### Tour availability

from 2020 – 2021





## 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 this exhibition and other tours available from 2020 onwards, please contact:

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[designmuseum.org/exhibitions/touring-exhibitions](https://designmuseum.org/exhibitions/touring-exhibitions)

### PICTURE CREDITS

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