

California: Designing Freedom

17 March - 17 June 2018

From skateboards to iPhones and start-up garages, the exhibition explores how “designed in California” expresses a distinctive approach to design and life

California’s drive to create tools of personal liberation is explored through a diverse landscape ranging from LSD blotting paper and political posters to portable technology

Rare exhibits include hand-drawn sketches of the Apple Macintosh’s icons, concept artwork for *Blade Runner*, and, on display for the first time in the UK, Waymo’s self-driving car (formerly the Google self-driving car project).



Image credit: Snapchat Spectacles smartglasses, Snap Inc. 2016

“Designed in California” is the new “Made in Italy”. While California’s mid-century modernism is well documented, this is the first exhibition to examine the state’s current global reach. Picking up the story in the 1960s, the exhibition charts the journey from counterculture to Silicon Valley’s tech culture.

Its central idea is that California has always pioneered tools of personal liberation, from LSD to surfboards and iPhones. This ambitious survey brings together political posters, personal computers and self-driving cars but also looks beyond hardware to explore how user interface designers in the Bay Area are shaping some of our most common daily experiences and expanding what we think of as design.

California: Designing Freedom is composed of over 200 objects, curated in five thematic sections. Collectively, these works assert that design in California is distinguished by an emphasis on individual freedom. The exhibition's five themes explore different facets of this freedom:



Image credit: Firefly, Waymo's self driving car (prototype), 2016

GO WHERE YOU WANT: Tools of movement and escape

So many of the innovations associated with California, from LA's freeways to Google Maps, revolve around freedom of movement. This section of the exhibition focuses on mobility, from navigation to portability and exploration. Exhibits include Waymo's self-driving car, mountain bikes and the first consumer GPS device.



Image credit: Isd blotting paper *The Sorcerer's Apprentice*, 1977 (Institute of Illegal Images)

SEE WHAT YOU WANT: Tools of perception and fantasy

California is best known as the land of make-believe, the home of Disney, Hollywood and videogaming. This section explores how California has pioneered new ways of looking at the world, from acid trips to virtual reality. Exhibits include Syd Mead's artwork for *Blade Runner*, LSD blotting paper and early videogame graphics.

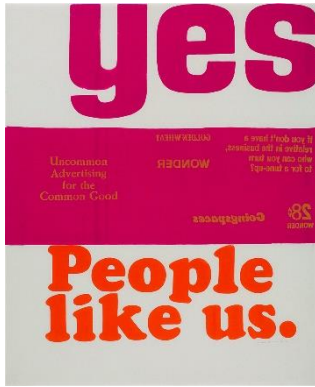


Image credits::

left: Corita Art Center

middle: Wired Magazine

right: Oakland Museum of California

SAY WHAT YOU WANT: Tools of self-expression and rebellion

California has its own history of enabling freedom of expression, from new graphic languages to social media. This section explores the state's culture of communication through posters, magazines and online platforms. Exhibits include Emory Douglas's Black Panther posters, David Carson's design for *Ray Gun* magazine and Twitter's interface design.



Image credit: Bacterial genetic tool kit, *The ODIN*, 2015

MAKE WHAT YOU WANT: Tools of production and self-reliance

Perhaps no place has done more to democratize access to industrial technology than California. This section features tools that have made 'making' easier and more accessible, from the *Whole Earth Catalog*, the counterculture's bible of self-sufficiency, to the Apple Macintosh and the open-source tools of the 'maker' culture. Exhibits include an original Apple 1 computer, IDEO's voting booth for Los Angeles County and a home kit for genetic engineering.

JOIN WHO YOU WANT: Tools of collaboration and community

Since the founding of California, the freedom to create your own community has been considered essential to success and survival. From hippy communes to Facebook, this section examines tools that enable communities both on the ground and online. Exhibits include a geodesic dome, Sussman Prejza's designs for the 1984 LA Olympics and documentation of the early Burning Man festivals.



Image credit: Facebook

Diverse, engaging, revolutionary and addictive, Californian design has impacted so many aspects of our lives. *California: Designing Freedom* reveals how this culture of design and technology has made us all, in certain ways, Californians.

The exhibition is accompanied by a catalogue, published by Phaidon, featuring essays by leading experts and interviews with key figures in Californian design.

Curatorial team *California: Designing Freedom*: Justin McGuirk and Brendan McGetrick.
This is a traveling exhibition produced by the Design Museum, London.

**the
DESIGN
MUSEUM**

Visitor Information

Stedelijk Museum 's-Hertogenbosch
De Mortel 4
5211 HV 's-Hertogenbosch, The Netherlands

Tuesday to Sunday 11.00 am - 5.00 pm. Also open: Easter Monday, Whit Monday, Boxing Day and New Year's Eve.

Closed on Mondays. Also closed: Carnaval (11 - 13 February), King's Day (27 April), Christmas Day and New Year's Day.

www.sm-s.nl

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