

Note to media: The IMA will host a media preview day of *European Design Since 1985: Shaping the New Century* on Thursday, March 5. Media may arrange to preview the exhibition by appointment by calling Laura Pinegar (317-923-1331 ext. 239; lpinegar@imamuseum.org). R. Craig Miller, Curator of Design Arts and Director of Design Initiatives at the IMA, will be available for comment. The IMA Design Center also will be open for media tours. The IMA also will accommodate media visits on other dates by request.

**EXHIBITION EXAMINING 20 YEARS OF INNOVATION IN EUROPEAN DESIGN
FROM PHILIPPE STARCK TO TORD BOONTJE
TO PREMIERE AT THE INDIANAPOLIS MUSEUM OF ART IN MARCH 2009**

***IMA to Host Major International Design Symposium on March 6-7, 2009
In Conjunction with Groundbreaking Traveling Exhibition***

Indianapolis, IN, January 27, 2009—The first comprehensive assessment of Western European design from 1985 to 2005—a period of enormous creativity and experimentation that resulted in a proliferation of ideas and styles—will premiere at the Indianapolis Museum of Art in March 2009. [*European Design Since 1985: Shaping the New Century*](#) will trace the evolution of design with 250 works by some of the most influential artists of this era; the show will encompass furniture, glass, ceramics, metalwork and a broad range of product design created by 118 designers spanning 14 Western European countries. Along with an accompanying catalogue and international symposium scheduled for March 2009, the exhibition will define and document the driving, central role that Europe has played in design during these two decades, through an exploration of the major aesthetic and conceptual ideas that have transcended national boundaries and shaped design worldwide.

Organized by the IMA and the Denver Art Museum, in conjunction with Kingston University, London, *European Design* will be on view at the IMA from March 8 through June 21, 2009 and will travel to the High Museum of Art in Atlanta, as well as additional venues to be announced. The exhibition is organized by R. Craig Miller, IMA's Curator of Design Arts and Director of Design Initiatives. The exhibition is made possible by the Mondriaan Foundation. Additional support is provided by the Consulate General of the Netherlands in New York.

"Not only does this exhibition illuminate an extraordinary period of creativity and innovation in Western European design, it is a crucial step in the IMA's creation of a preeminent design department," said Maxwell L. Anderson, the Melvin & Bren Simon Director and CEO of the Indianapolis Museum of Art. "Under Craig Miller's leadership, we are implementing a number of initiatives, including actively building our collection, opening new permanent galleries for our design holdings, and offering innovative design solutions for our visitors through our new Design Center."

European Design will feature seminal works by an older generation of designers, including Ron Arad, Jurgen Bey, Zaha Hadid, Hella Jongerius, Jasper Morrison, Marc Newson, Philippe Starck, Borek Sipek, Maarten Van Severen and Marcel Wanders. It will also include designs by a younger generation, such as Tord Boontje, the Bouroullec brothers, Konstantin Grcic and Studio Job.

"This exhibition presents, for the first time, a new perspective through which to view the European design scene from the late twentieth century to the present, a time of great creative exploration," said R. Craig Miller, Curator of Design Arts at the Indianapolis Museum of Art. "*European Design* will redefine two major movements—Modernism and Postmodernism—which have not only largely shaped design in Europe but have also had a profound impact worldwide," Miller continued.

One theme of this exhibition concerns the resurgence of the Modernist tradition which developed in the mid-1980s and quickly swept across Western Europe. In a strong reaction to the Postmodernist movement led by influential Italian design groups such as Memphis and Alchymia, Modernist designers were primarily concerned with producing functional objects that could be mass-produced by industry. The movement was exemplified by the three primary modes: *Geometric Minimal* design, *Biomorphic* design and *Neo-Pop* design.

The second major exhibition theme presents the Postmodernist tradition as a five-part movement, whose primary focus was producing objects that were more conceptual in nature and that were made in limited or studio production. Using the late 1980s as a starting point, the *Decorative* and *Expressive* design modes displayed the continued influence of design groups Memphis and Alchymia. In the 1990s, a *Conceptual* design mode and a *Neo-Dada/Surreal* design revival further served to blur the lines between design, art and craft. By the early 2000s, a *Neo-Decorative* movement emerged that pushed this Postmodernist tradition in other new directions.

Exhibition Tour and Catalogue

Organized by the Indianapolis Museum of Art, in conjunction with the Denver Art Museum and Kingston University in London, *European Design* will travel to the High Museum of Art in Atlanta (January 23 – April 25, 2010), as well as additional venues to be announced. The exhibition will be accompanied by an illustrated catalogue with essays by R. Craig Miller of the IMA, as well as Penny Sparke and Catherine McDermott of Kingston University. The catalog is available for purchase online at shop.imamuseum.org.

Exhibition admission

Ticket prices are \$10 for adults; \$6 for children (ages 7-17) and college students with valid ID card; \$8 seniors (65 +); \$8 for groups of 10 or more; free for IMA members and children 6 and under. Tickets may be purchased online at tickets.imamuseum.org, by calling 317-955-2339, or at the door. Visitors may receive an additional \$2 off admission price by purchasing tickets online. Additionally, visitors may show their exhibition ticket stub at the IMA Store, Gallery Shop and Design Center for a 10% discount.

Opening event

Visitors may preview *European Design Since 1985* and enjoy hors d'oeuvres and a cash bar during an exhibition opening event on Thursday, March 5 from 7 to 9 p.m. Opening event prices are \$40 for members, \$60 for public. Attendees may RSVP by Friday, February 26 at tickets.imamuseum.org or by calling 317-955-2339.

European Design Symposium

The IMA will host a two-day international symposium exploring European decorative and industrial design on March 6 and 7, 2009. Four sessions—*Creating, Manufacturing, Judging and Marketing*—will feature speakers and panelists representing the Modernist and Postmodernist movements. Twenty-four major figures of the design world will participate in the symposium, including Alberto Alessi (manufacturer), Jurgen Bey (designer), George Beylerian (product innovation), Juli Capella (critic, architect and designer), Matali Crasset (designer), Beatrice de Lafontaine (manufacturer), Michele De Lucchi (designer), Sylvain Dubuisson (designer), Rolf Fehlbaum (manufacturer), Nasir Kassamali (retailer), Eero Koivisto (designer), Didier Krzentowski (gallery director), Susan Lewin (public relations), Catherine McDermott (scholar), R. Craig Miller (curator), Cedric Morriset (critic and journalist), Cilla Robach (curator), Jerszy Seymour (designer), Penny Sparke (scholar), Josef Strasser (curator), Jan Tichelaar (manufacturer), and Richard Wright (dealer).

The IMA also is partnering with the Herron School of Art and Design at Indiana University to create a supplemental student track. In addition to attending regular sessions, students will be invited to working lunches, an evening forum, and a closing session in the exhibition gallery before the exhibition opens to the public.

Additional information and registration for the symposium are available at www.imamuseum.org/calendar/european/designsymposium.

Exhibition website

An information-filled exhibition website available at www.imamuseum.org/european-design includes audio and video content relating to the exhibition, as well as designer profiles, symposium registration, and online ticket purchasing.

Related programming

In addition to *Shaping the New Century: An International Design Symposium* on March 6 and 7, the IMA has organized the following events related to *European Design Since 1985: Shaping the New Century*.

Hella Jongerius: Contemporary Archetypes

Thursday, April 2

6:30 p.m.

DeBoest Lecture Hall

Free

(2009, dir. Amie Knox, 25 min.)

The IMA hosts the world premiere of this new documentary short about Dutch designer Hella Jongerius. Originally trained in textile design, Jongerius works in multiple media with equal dexterity. With unorthodox structures and lush palettes, Jongerius reinterprets classic forms by “adding a new dimension, a different function or a different story.” Curators R. Craig Miller (IMA), Paola Antonelli (Museum of Modern Art), and manufacturers of her designs (Rolf Fehlbaum of Vitra) discuss Jongerius’ vision and contributions to the international design arts. The film was produced by Design Onscreen—a Denver-based foundation that supports films in the area of 20th-century architecture and design—to accompany the exhibition *European Design Since 1985: Shaping the New Century*, open through June 21, 2009 at the IMA. The film is presented by the IMA Design Arts Society and the Herron School of Art and Design-IUPUI and supported by the Evans Woollen Memorial Lecture Fund.

Art Jolt: Design 101

Thursday, April 30: Modernism

Thursday, May 7: Postmodernism

6–8 p.m.

For one session: Members \$21 / Public \$30 / Students & Seniors \$25.50

Adult Lecture A

These two-hour-long, information-packed courses deliver a basic art history lesson without a big time commitment. Art Jolt: Design 101 examines Modernism and Postmodernism, terms that are familiar, but concepts that may be unfamiliar to most. Participants will learn how these ideas affected the design of objects like chairs, lamps and teapots. This class will spend time in *European Design Since 1985: Shaping the New Century*. Led by Elizabeth Mix from Butler University, the first session will discuss Modernism and the second session will address Postmodernism. Registration is available for one or both classes. Register by April 17 online at www.imamuseum.org or by calling 317-955-2339.

Objectified

Thursday, May 14

7 p.m.

Adults \$9 / Members \$5 / Students with I.D. \$7 / Youth 12 & under \$5

Tobias Theater

(2009, dir. Gary Hustwit, 76 min.)

Attendees will meet film director Gary Hustwit (*Helvetica*) and see his latest documentary about the creative process of product design. The film features designers who shape our manufactured environment and our interfaces with mass-produced objects, including the people behind IKEA furniture and the iPod. How does a human-made object come into being? How does product design influence our behaviors, identities and relationships? A Q&A with Hustwit will follow the film. Co-presented by the Industrial Design Society of America, Indiana Chapter. Supported by the Evans Woollen Memorial Lecture Fund.

Eighteenth-Century Furniture Design

May 23, 2009–February 21, 2010

Conant Gallery

Free

Complementing the recent European designs featured in *European Design Since 1985*, this exhibition presents approximately 30 prints of French, German and English furniture design as well as more than a dozen pieces of furniture that illustrate the major stylistic developments of the 18th century—one of the most significant periods of European decorative arts.

The Target Aesthetic

Thursday, June 4

7 p.m.

Tobias Theater

Members \$4 / Public \$7 / Students with valid ID \$5

Jeff Carter, senior designer for Target Stores, discusses the retail giant's design philosophy and collaborations with designers such as Michael Graves. Purchase tickets online at www.imamuseum.org or by calling 317-955-2339.

Roman Holiday

(1953, dir. William Wyler, 118 mins. PG)

Friday, June 12

Dusk

Members \$5 / Adults \$9 / Middle School, High School and University Students with Student ID \$7 / Youth 12 and Under \$5 / Groups of 10 or More \$7

European design plays a role in this classic film, screened as part of this IMA's Summer Nights outdoor movie series. Starring Audrey Hepburn and Gregory Peck, the film also prominently features Vespas, the Italian line of scooters manufactured by Piaggio, which were a revolution in vehicle design at the time they were introduced in 1946. Purchase tickets online at www.imamuseum.org or by calling 317-955-2339.

Design at the Indianapolis Museum of Art

The IMA's Department of Design Arts focuses on collecting, preserving and interpreting modern design from an international perspective. In October 2007, R. Craig Miller joined the IMA as Curator of Design Arts and Director of Design Initiatives, following 17 years as Curator of the Department of Architecture, Design & Graphics at the Denver Art Museum. Since arriving at the IMA, Miller has ambitiously embarked on many design initiatives,

including the acquisition of more than 85 objects for the IMA's collection and the opening in October 2008 of a new Design Arts Gallery (the Lori Efroymsen Aguilera & Sergio Aguilera Gallery). Located on the Museum's third floor, which is principally devoted to showing art from the post-World War II era, this gallery is a laboratory for exploring many of the conceptual and aesthetic ideas that have shaped modern design.

In addition to building a design collection, the Museum opened the IMA Design Center in October 2008. The Design Center provides the museum visitor unique design solutions for everyday life. The Center features a wide variety of products including lines that reflect the IMA's contemporary design collection and exhibitions at the Museum. It features both mid-century classic pieces by Charles and Ray Eames, Isamu Noguchi and others, as well as more recent items by designers working today including Ron Arad, Maarten Baas, Jurgen Bey, Tord Boontje, Erwan and Ronan Bouroullec, Konstantin Grcic, Hella Jongerius, Jasper Morrison and Philippe Starck. In addition, the Design Center will feature products from major manufacturers such as Alessi, Cappellini, Droog, Kartell, Magis, Moooi and others.

General IMA Information

The Indianapolis Museum of Art offers visitors an inclusive view of creativity through its collection of more than 54,000 works of art that span 5,000 years of history from across the world's continents. Encompassing 152 acres of gardens and grounds, the IMA is among the 10 largest encyclopedic art museums in the United States, and it features significant collections of African, American, Asian, European, and contemporary art, as well as a newly established collection of design arts. The collections include paintings, sculpture, furniture and design objects, prints, drawings and photographs, as well as textiles and costumes.

Through its new articulation of the interconnectedness of art, design and nature, the IMA welcomes its visitors to experiences at the Museum, in 100 Acres: The Virginia B. Fairbanks Art & Nature Park, which will be the largest contemporary art park in the United States when it opens in spring 2010, and at Oldfields–Lilly House & Gardens, an historic Country Place Era estate on the IMA's grounds.

The IMA completed a \$74 million expansion project in May 2005. The construction added 164,000 square feet to the Museum and includes renovation of 90,000 square feet of existing space. In order to present major exhibitions of its own and to accommodate major traveling exhibitions, the expanded Museum was outfitted with new 10,000-plus-square-foot Clowes Special Exhibition Gallery on the Museum's first level. In November 2008, the IMA opened the renovated 600-seat Tobias Theater. Nicknamed, "The Toby," the theater is a venue for talks, performances and films.

Located at 4000 Michigan Road, the IMA and Lilly House are open Tuesday through Saturday, 11 a.m. to 5 p.m.; Thursday and Friday, 11 a.m. to 9 p.m.; and Sunday, noon to 5 p.m. The IMA is closed Mondays and Thanksgiving, Christmas and New Year's days. For more information, call 317-923-1331 or visit www.imamuseum.org.

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