

LondonTown.com: London's Design Museum unveils exciting programme for 2015



Released on: January 07, 2015, 3:29 pm (EST)

Author: **LondonTown.com**

Industry: [Travel](#)

Bicycles and shoes are among the subjects that will be explored in wide-ranging exhibitions.

LONDON, January 07, 2015 -- [/EPR NETWORK/](#) -- London's Design Museum, a space dedicated to the art and history of excellent design, has unveiled its exhibition schedule for 2015. This will include the first ever museum exhibition on the Spanish shoe brand Camper, a celebration of bicycle design, and an exploration of parametric architecture and design. The Design Museum is located in Bermondsey, a short walk from the blossoming London Bridge area, which has some of the most interesting shops, restaurants and [hotels in London](#). A wide range of events and exhibitions to be found in the area can be found on LondonTown.com, London's dedicated website for tourists in London.

Spring's big exhibition will be *Life On Foot: Camper At The Design Museum* (13th May – 1st November 2015) will be the first exhibition devoted to the much-loved Spanish footwear brand Camper on the 40th anniversary of this independent family-run business. The exhibition will take visitors from the design studios in Mallorca to high-tech mass production facilities in the Far East, and on to shop floors across the globe, charts the design and manufacturing process of Camper's instantly-recognisable products, as well as their conceptual retail spaces and non-conformist, often humorous approach to advertising.

In the autumn, *Bicycles* (9th September 2015 – 28th February 2016) will explore Britain's fascination with the bike. Cycling is the

phenomenon that is changing the way we use and consider our towns and cities. It is driving a wave of creative innovation for mass market cycling, and has also resulted in a surge of craftsman bicycle makers working by hand to tailor machines to the precise specifications of their users. The results are beautiful as well as ingenious. The Design Museum will celebrate the bicycle with a major exhibition that brings together a range of the definitive bicycles of our times, explores cycling subcultures and looks at the impact the quest to achieve greater performance is having on the design of bicycles.

Finally, *The New International Style: The Parametric Revolution* (18th November 2015 – 30th June 2016) will explore the “International Style”, an approach to design that flourished in the 1920s in France, Germany, Switzerland and Holland, which shared a belief in modernism, and an aesthetic based on austere machine-like simplicity. Modernism is now facing a rebirth and this exhibition will explore the range, the roots, and the future of this creative and complex view of the world of design. For more on this and other exhibitions opening in 2015 at the Design Museum, see LondonTown.com.

-end-

About LondonTown.com

LondonTown.com is the number one Internet site for London. With over 18 years of experience assisting visitors to the capital, they pride themselves on their customer service and editorial independence – no banner advertising or paid for content is allowed. The LondonTown.com team assist in finding cheap London hotels, sightseeing tours, ticket information and events. Trusted and with a loyal following, LondonTown.com is a very reliable source of recommendations and advice on what to do in London. <http://www.LondonTown.com>

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)