

V&A unveils plans for Universal Design Studio's Cold War Modern exhibition

By Emily Pacey

The Victoria & Albert Museum in London has unveiled the first details of its £750,000 Cold War Modern design show later this year. It will be created by Universal Design Studio.

The V&A appointed Universal Design Studio following a paid pitch involving three other groups, to create the 1850m² show across three galleries. Cold War Modern: Design 1945-1970 will try to show how

the era influenced popular culture through graphics, fashion, film and product design.

Cultural Innovations is project managing the design aspect of the exhibition, having been appointed by the V&A in 2006 to complete several large temporary exhibitions.

CI is currently collaborating with Land Design Studio on the V&A's International Baroque show, scheduled to open in February 2009, and expects to appoint a design consultancy to work on the Maharajas exhibition taking place next autumn.

The Cold War exhibition will see more than 300 items arranged in seven main sections, including Anxiety and Hope in the Aftermath of War, and Conscripted of the Arts, which describes how designers and artists were drawn into the Cold War.

The Space Odysseys section will look at the relationship between design and film, focusing on the work of Stanley Kubrick and production designer Ken Adam.

"Each section inspired us differently - Ken Adam's monumental cinematic visions, with their bunker-like spaces and incredible lighting, inspired the feel of the Space Odysseys section," says Universal Design Studio associate Brian Studak.

Also on display will be furniture such as Eero Aarnio's Globe chair, Hungarian designer Peter Gyhazy's Garden Egg chair and clothing by designers including Pierre Cardin and Paco Rabanne.

CI director of project management Mike Cook notes that, "Because Universal Design Studio is predominantly a retail design group, it has tremendous awareness of how to display objects, much more so than some architects."

"Retail designers are used to working as part of a wider team, unlike some architects, who are used to being the sole creative on a project," he adds. "With a [lead] museum project, the creative visionary is often the curator, so you need a team player."



Peter Gyhazy's Garden Egg chair

Universal Design Studio says that it is working closely with the V&A's design and curatorial teams on the exhibition.

"We were given a very detailed brief, and are being guided well by the show's two curators, Jane Pevitt and Jana Scholze," says Studak.

"We are working with them to develop ideas, which we are putting together into an architectural proposition.

We are following the Royal Institute of British Architects work stages, making presentations to the V&A at every stage for comments and approval."

Cold War Modern: Design 1945-1970 will run from 25 September to 11 January 2009.



Stanley Kubrick's 1968 film 2001: A Space Odyssey

COLD WAR MODERN: DESIGN 1945-1970

The 300 objects on display will include:

- Military-turned-civilian vehicles such as the Vespa scooter and Messerschmidt micro-car
- P70 Coupé, an early model of the Trabant plastic-bodied car
- Models of public monuments by Eduardo Paolozzi, Naum Gabo and Reg Butler
- Eero Aarnio's Globe chair
- Peter Gyhazy's Garden Egg chair

Camouflage nets Fornarina 'rock-chick chic' retail interiors brief

Fornarina, the women's casual-wear brand owned by Italy-based Fornari, is understood to be on the verge of a major global expansion bid which will see it diverge radically from its current interior design concept.

It has appointed London-based consultancy Camouflage to create its new-look stores, which will begin opening in September. The design group is also handling the graphics for the fresh store formats.

Fornarina stores are known for their epic, highly designed interiors. The company has 35 stores, 12 of which are flagships. Of these, five are authored by Italian architect Giorgio Boruso, who is known for his use of organic shapes and strange textures - the brand's Carnaby Street store in London, designed by Boruso, features a five tonne metal staircase which appears to float in the middle of the space.

However, the company has hinted that to make its rapid

expansion attempt successful, the new store designs must carry a more realistic commercial price tag than Boruso's work.

Camouflage was appointed following a four-way pitch involving Italian consultancy Delabo, UK-owned Me Him and Her, and a third Italian design group.

The consultancy has been briefed to come up with a new concept that will continue the legacy of Fornarina's highly designed approach without breaking the bank.

"The Boruso designs are legendary in the world of interiors," says Camouflage managing director Alex Keane. "They're basically a retail designer's dream. The problem is, they are extremely expensive to produce."

The new designs, which will be replicated all over the world, will be based on the idea of 'rock-chick chic' and will appear in both standalone retail spaces and 'shops in shops'. The

consultancy was given references including Gwen Stephani and Lenny Kravitz, and asked to come up with a youthful lifestyle concept featuring dynamic, tactile materials and lighting. "It's a very exciting brief - Fornarina wants to avoid any of the white box material associated with high street stores," states Keane.

The new designs will be on display at the Louvre in Paris on 12 May at Fornarina's Urban



Beauty Show, an annual event featuring fashion and music taking place in different locations around the world.



The identity for Pennine Lancashire - a brand aimed at promoting the natural beauty and tourism potential of the region - has been created by Creative Concern, in conjunction with graphic design luminary Peter Saville. The project was commissioned by the Government's regeneration scheme, Elevate.



Office for Metropolitan Architecture and Rem Koolhaas are designing the Prada Foundation's new contemporary arts centre in Milan, Italy. The plans reveal a vast, 17,500m² industrial site (pictured above, top), to be transformed into a cinema, auditorium, museum and exhibition spaces (model, pictured above). The complex will house large-scale installations, as well as Prada's archives. Construction work is due to be completed in 2011.