

Press release

11 May 2017

Cartier in Motion, exhibition curated by Norman Foster to open at the Design Museum

Cartier in Motion

25 May – 28 July 2017

The Design Museum, London

Free admission

Open daily 10am – 6pm, last entry 5pm

Exploring the creativity of Cartier and its links with the history of flight and design in the early twentieth century, Cartier in Motion, an exhibition curated by Norman Foster, marks the opening year of the new Design Museum in London.

The exhibition explores the myriad changes in society at the turn of the twentieth century, through the prism of Louis Cartier's involvement with the pioneers of the age, including the renowned aviator Alberto Santos-Dumont – for whom he designed one of the world's first wristwatches – and noted engineer, Gustave Eiffel. It illustrates a time where, amidst upheavals in art, architecture, travel and lifestyles, traces of a new world could be seen.

Norman Foster, curator of the exhibit said: "Louis Cartier and his close circle of friends – who were part of the avant-garde in Paris at the beginning of the twentieth century – personified the beginning of the modern age with its emphasis on motion, speed and flight. Cartier's

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interest in aircraft, cars and boats inspired many of his classic designs and marked the birth of the men's wristwatch as we know it today."

Cartier in Motion includes over 170 exhibits that will provide rare insights into the relationship between Cartier and design from the Collection Palais Princier de Monaco, Principality of Monaco; Musée de l'Air et de l'Espace, Paris – Le Bourget; Rockefeller Center, New York; private lenders and the Cartier Collection, along with extracts from material found in the Cartier Archives.

The exhibition explores six main themes:

- The evolution of Paris and its influence on Cartier shapes
- Louis Cartier's connections with Santos-Dumont and other pioneers of the age
- The birth of the modern wristwatch
- The everyday and sophisticated accessories designed to cater to a glamorous inter-war lifestyle
- The evolution of Cartier watch designs
- Cartier craftsmanship, with a focus on mystery clocks and skeleton movements

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

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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. Leading architectural designer John Pawson has 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.

designmuseum.org

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