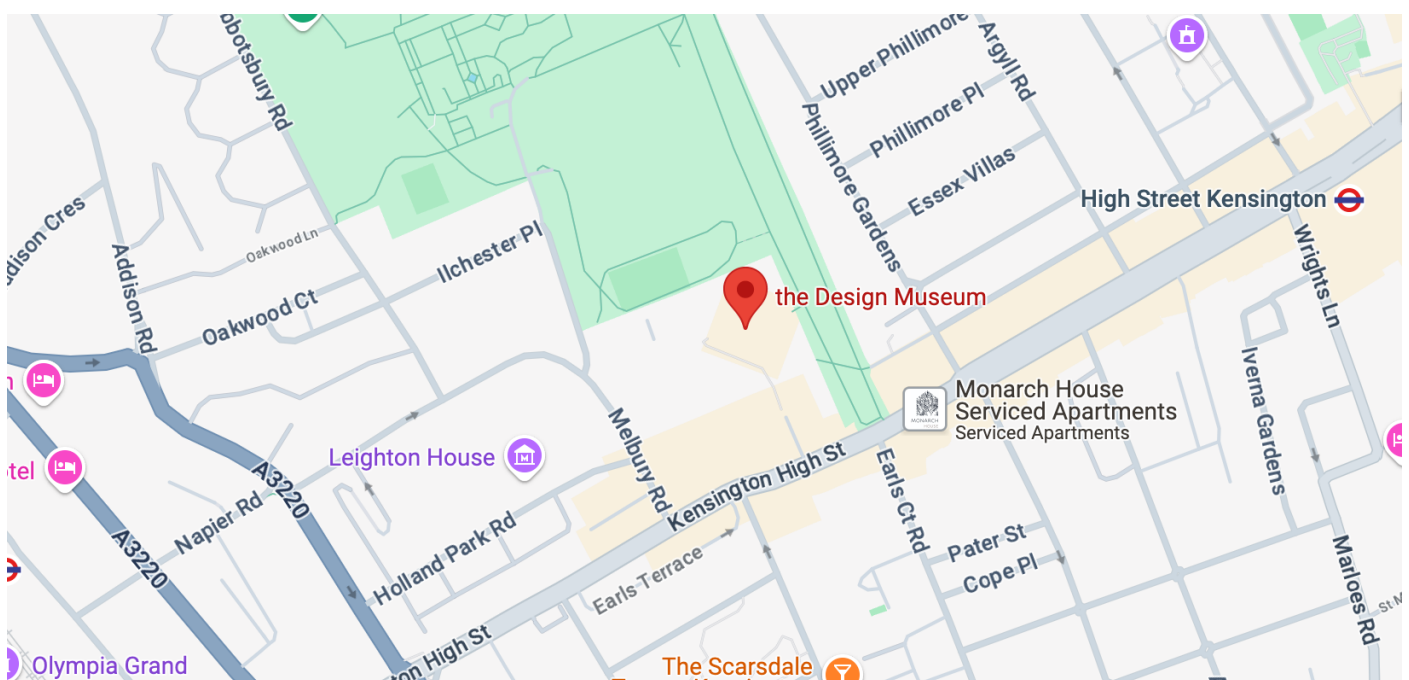


## Design Museum Trip

This external visit asks you to consider the communication aspect of your unit assignment brief. The Design Museum is 'a multifaceted museum, an ever-changing space for the public, industry and education to come together and explore new ideas.' The story of the Barbie brand has made many headlines in recent years, with Mattel (Barbie's parent company) addressing social justice issues and branding their dolls as 'diverse' and 'inclusive', and the release of the Barbie feature film directed by Greta Gerwig which gives a satirical, critical and reflective perspective on the vast capitalist franchise ([read more reviews here](#)). The Design Museum promotes the exhibition as follows: 'Journey into the Barbie universe and discover over 250 remarkable objects, with rare, unique and innovative dolls dating from 1959 to the present day.'



**MEETING POINT:** Design Museum at Specific Time Slots (see timetable)

**Address:** The Design Museum: 224-238 Kensington High St, London W8 6AG

**Google Maps Link:** <https://maps.app.goo.gl/LBBrbqwijmatk8cK6>

**Nearest Tube Stations:** High Street Kensington (Circle and District) and Kensington Olympia (Overground and District)

**PLEASE NOTE:** You have all been timetabled into individual time slots. You should check your timetable on the myUAL app or web browser and ensure that you arrive on time to gain museum entry. Entry times are 10.30, 11am and 11.30. The tutors will be outside at these times to guide you further.

### Tasks:

- Take a look around the exhibition and think about the intentions behind its curation. Is this exhibition encouraging feminism? Consumerism? Inclusivity? Sustainability? Question everything.
- Make observational drawings of the costumes, headwear, branding, and messaging in the exhibition that resonates with your research around taste. Consider your own reasons behind choosing which objects to make observational drawings from.
- Make a drawing of a new 'Barbie', 'Ken' or 'Creatable World' doll that represents your intentions for the Formative Catwalk Session.