

DESIGN MUSEUM

DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD
TICKETS: £6 Adults; Concessions £4; Free for Under 12s
OPENING TIMES: 10.00-17.45; Last admission 17.15
LATE OPENING ON FRIDAY until 21.00. Last admission 20.30
INFORMATION: 0870 833 9955 ONLINE: www.designmuseum.org

SHAPE AND SHAPERS - The Evolution of the Surfboard 2 July to 9 October 2005

From the do-it-yourself boards made by surfers on the Californian, Hawaiian and Australian coasts during the late 1940s and 1950s, to the technologically advanced boards of today, the Design Museum is to explore the design history of the surfboard in **Shape and Shapers – The Evolution of the Surfboard**, an exhibition to be presented from 2 July to 9 October 2005.

Surfing is now one of the world's most popular sports and the evolution of the board has played an important role in its growing popularity. A perfect example of the fusion of form and function, the surfboard owes its efficiency to its shape, which has evolved over the years thanks to the experiments of surfers-turned-designers – or, shapers, as they are called – such as Bob McTavish, Wayne Lynch, Ted Spencer, Dick Brewer, Mark Richards, Simon Anderson and Darren Handley. This exhibition tells the story of how they have transformed surfboard design through film, photographs, sketches and dozens of boards.

When surfing first became popular in Hawaii, California and Australia during the early 20th century, the early surfers used wooden long boards modelled on those of the ancient Hawaiian kings, who demonstrated strength, agility and power through their surfing prowess. By the 1960s lighter boards were made from balsa wood and polyurethane foam covered in fibreglass. Australian shapers such as George Greenough, Bob McTavish and Nat Young developed even lighter, shorter boards to enable surfers to ride more powerful waves.

Shape and Shapers explores the impact of their innovations and those of other influential shapers such as Mark Richards with his twin fin boards and Simon Anderson's three fin – or trifin – design. As well as illustrating the impact of design innovation on surfing, this Design Museum exhibition will evoke the thrills, seduction and fun that have made it such a compelling sport.

Supported by Happy-Ending TV

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