



PRESS RELEASE

UNIQUE AND MULTIPLE. 2 Centuries of Design

New Permanent Exhibition | MUDE, Floor 0

MUDE - Design and Fashion Museum, Francisco Capelo Collection

MUDE - Design and Fashion Museum, Francisco Capelo Collection opens on 27th May its new permanent exhibition, *Unique and Multiple. 2 Centuries of design*, featuring a new discourse, new pieces and new authors. Most of these pieces will be first presented to the public, leaving the reserves now. Also new is the increased presence of portuguese authors both in design, as in fashion. We propose a route over the last two centuries, incorporating the design in different contexts, with an informative support richer and more varied.

A set of objects of day-to-day also includes a new permanent exhibition, such as *Clip*, ballpoint *BIC*, *Tupperware*, and so on, in their respective epochs in which they were invented. In total, c. of 300 pieces are displayed, including unique objects, limited editions and series production that construct the image of the last centuries.

For further information

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Curatorship: Bárbara Coutinho

Between art and industry, design (in its multiple expressions, including equipment and fashion) has been perceived from different perspectives over the years, some even contradicting themselves like multiple alter egos. A glimpse into the past century and the first years of the new millennium reveals its plurality and complexity, namely the different perceptions of form and function, a duality that lies at its roots, since its birth within the context of industrialization. Unique objects (that can later be reproduced), limited autographed editions and mass productions nourish the universe of design in all its diversity.

If some situations stand out for their principles of formal simplification, lack of ornamentation and adoption of industrial production processes, others attract attention for their decorative and experimental taste, exalting their sculptural and unique value. Both perspectives coexist in the same time frame and can be simultaneously or complementarily assumed by the same designer.

After Mies van der Rohe adopted the aphorism 'Less is More', an expression that synthesizes the modernistic concept of deriving from a function, the 20th century discussed it in order to identify with, criticize, oppose or surpass it. Industrial designer Dieter Rams prefers the maxim 'Less, but better', highlighting the democratic, durable and useful nature of products. In a post-modern context, Robert Venturi states that 'Less is a bore', stressing the communicational and symbolic value of each object. Closer to us, the Droog Design collective will defend the idea of 'Less + More' as a synthesis, reflecting present times where design experiences different levels of significance, beyond its utilitarian function.

To traverse the century is to comprehend the relationship between market logic and a more experimental and conceptual perspective, such as the connections between design and society, the economy, marketing, advertising and technology, and also architecture, art and other areas of knowledge. It also means learning to reflect, both theoretically and practically, on its definition, intent, cultural significance, heritage and representation.