UK Touring Exhibitions
Spring/Summer 2019
The Art of Selling Songs:  
Music Graphics from the V&A

In 1991, the V&A staged the exhibition The Art of Selling Songs, which surveyed the graphic arts of music marketing spanning three centuries. Since then, this artform has transformed beyond recognition. Solid objects are no longer the main means to acquire music, as the once dominant 12 inch vinyl record and the CD have been replaced by digital downloads.

Comprising around 80 iconic objects from the V&A’s collections, including record sleeves and performance ephemera for the Rolling Stones, Sex Pistols and the Supremes, this exhibition tells the story of graphics, visuals and consumption of music through the artform of popular music marketing.

Size: Approx 150-200 m²  
Available from 2019

Chance and Control:  
Art in the Age of Computers

Featuring prints, drawings, paintings, photographs and digital artworks by artists and programmers, this exhibition celebrates 50 years of computer-generated art. It takes as its starting point a landmark exhibition of 1968, Cybernetic Serendipity at the ICA, and the creation of the Computer Arts Society soon afterwards.

Some artists use software to distance themselves from the artistic process, while others use it to generate works in series, exploiting permutations to produce families of forms. Programmers have also attempted to analyse and capture the essence of creativity, making algorithms that can have unexpected results. This exhibition features works by Frieder Nake, Georg Nees, Vera Molnar, Manfred Mohr, Harold Cohen, Roman Verostko, Mark Wilson, Esther Rolinson and others who have used computers and systems to explore aspects of chance and control in their work, from the 1960s to the present.

Size: Approx 300 m²  
Available from 2019
Selling the Seaside: Holiday Posters from the V&A

Sun, sand and sea – these have long been the ingredients for a successful summer holiday. Drawn from the V&A’s exceptional collections, this exhibition traces the story of British leisure advertising from early 20th century onwards. The history of the British seaside holiday is explored through nostalgic imagery of fun, glamour, balmy climates and healthy fresh air, filtered through contemporary trends in art and design such as Art Deco and Surrealism.

Early posters, often reproductions of paintings, evolved into modern commercial design led by poster designers such as Tom Purvis, Frank Newbould and Edward McKnight Kauffer. This exhibition features some of the highlights from the V&A collection and coincides with the publication of Vintage Travel Posters: A Journey to the Sea in 30 Posters by Gill Saunders (V&A/Thames & Hudson, 2018).

Size: Approx 200 m²
Available from 2021

A Pirate’s Life For Me...

Why are pirates so... ‘arrrgh’? How about their talking parrots, peg-legs and hooks for hands, and their marvellous treasure maps, buried on remote desert islands?

This family exhibition explores pirates as characters in children’s culture and as icons in the popular imagination. V&A objects and exciting loans create an immersive world of fictional pirates. Enrol in Pirate School and set sail on a playful, exploratory adventure!

Size: Approx 400 m²
Available from 2019
For enquiries, please contact:
Dr. Catherine Pütz
Head of Touring Exhibitions
t: 0207 942 2315
e: c.putz@vam.ac.uk


CYBERFLOWER, Sunshine Version by Roman Verostko, plotter drawing, 2008, US

Columbia Records in-house record sleeve by unknown designer ca. 1925–50.

‘Sea Breezes at the Sunny South’ poster by Frederick Taylor, issued by the London, Brighton and South Coast Railway; 1910-15.

Illustration of Captain Hook for the first ever theatrical production of Peter Pan, 1904.