

Friday 4 July

IWM launch design collaboration with contemporary artist Bob and Roberta Smith

Today IWM (Imperial War Museums) announces the latest product design collaboration with leading contemporary artist Bob and Roberta Smith to mark the centenary of the First World War.

Drawing from IWM's rich and extensive collections and stories of his grandfathers' own experiences of the First World War, Bob and Roberta Smith has created and designed the first in a series of new works which will be available as a range of products from IWM retail outlets.

Using his iconic, brightly coloured graphic style painting each piece inspires us to ask *How do we Understand 1914 – 1918?*



How Do We Understand 1914 – 1918? by Bob and Roberta Smith



Lost artists by Bob and Roberta Smith

Bob and Roberta Smith said "Both my grandfathers fought in the First World War and survived. I am here because they lived when so many others died. I have been obsessed by this serendipitous fact since being a child. What might have been if so many people of a generation had lived? It has been deeply moving working on this project. When there is no one left to remember the experience of the First World War perhaps the question becomes 'how do we understand the First World War?' How do we understand 1914-1918? range suggests we start by thinking about creativity that was lost."

The range features a military style button embossed with the words 'How Do We Understand 1914-1918?' Bob and Roberta Smith would like to encourage people to sew this onto coats and jackets, as a lasting and daily reminder of the consequences of the First World War. The product range will also include

limited edition print, sketch book and silk scarf of *Lost artists*, a tribute to just a few of the many artists, composers and poets who were killed in the conflict.

The collaboration will continue throughout the centenary with new works being created each year. IWM records and tells the stories of those who have lived, fought and died in conflict since 1914. Proceeds from the sales of these items ensure the stories are heard.

All products are designed and manufactured within the UK.

– Ends –

Items available for purchase from IWM London, IWM North and the online store www.iwmshop.org.uk

Details of the range:

How Do We Understand 1914 – 1918? Button, £5



Lost Artists scarves square, £50

Lost Artists scarves long, £50



Lost Artists square sketch book, £15



Lost artists will be available for purchase as a fine art print, limited edition of 200, £150 (Unframed)



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Notes to Editors

Who are Bob and Roberta Smith?

Bob and Roberta Smith is the name of the British artist whose best known works include: Make Art Not War, which belongs to the Tate collection; and Letter to Michael Gove.

Bob and Roberta Smith see art as an important element in democratic life. Much of their art takes the form of painted signs. Central to Bob and Roberta Smith's thinking is the idea that campaigns are extended art works which include a variety of consciousness raising artefacts.

Bob and Roberta Smith studied for his MA at Goldsmiths from 1991 to 93. He was an Artist Trustee of Tate between 2009 and 2013, and he is currently a trustee for the National Campaign for the Arts, and a patron of the NSEAD. He has recently been elected to be a Royal Academician.

Bob and Roberta Smith is actually one man. Before studying Fine Art at Goldsmiths in the early 1990's, Bob lived in Rome, New York and Wensleydale, and now lives between Leytonstone in East London and Ramsgate. www.bobandrobertasmit.co.uk

IWM

IWM (Imperial War Museums) tells the story of people who have lived, fought and died in conflicts involving Britain and the Commonwealth since the First World War.

Our unique Collections, made up of the everyday and the exceptional, reveal stories of people, places, ideas and events. Using these, we tell vivid personal stories and create powerful physical experiences across our five museums that reflect the realities of war as both a destructive and creative force. We challenge people to look at conflict from different perspectives, enriching their understanding of the causes, course and consequences of war and its impact on people's lives.

IWM's five branches attract over 2 million visitors each year. [IWM London](#), our flagship branch, is transforming with new First World War Galleries and a new Atrium with large object displays which will open on 19 July 2014 to mark the Centenary of the First World War. Our other branches are [IWM North](#), housed in an iconic award-winning building designed by Daniel Libeskind; [IWM Duxford](#), a world-renowned aviation museum and Britain's best preserved wartime airfield; [Churchill War Rooms](#), housed in Churchill's secret headquarters below Whitehall; and the Second World War cruiser [HMS Belfast](#).

First World War Centenary

2014 - 2018 marks the centenary of the First World War, a landmark anniversary for Britain and the world. IWM will mark the centenary by leading a vibrant, four year programme of cultural activities across the country, including the opening of brand new First World War Galleries at IWM London in 2014. For more information visit www.1914.org

