The V&A has unveiled a completely remodelled main shop in the centre of the Museum, having undertaken the first redesign of the space in 11 years. The aim is to reflect the ethos of craftsmanship and manufacture that has always been central to the Museum, while also creating a beautifully designed space to inspire visitors.

The main shop features an area for visitors to view the curated Custom Prints collection, alongside a jewellery pavilion and the ‘pocket studio’ which will focus on a different material every four months, starting with ceramics. The shop will also continue its legacy of working with talented independent designers, including 1882, Nat Thakur and Kristjana Williams, who have created a number of beautiful exclusive ranges.

The plans for the redesign began in 2016 when an international competition was launched to appoint a designer to remodel the space. The contract was won by Friend and Company Architects, working with Millimetre Design, a collective of designers and makers who have worked with the V&A staff to create a space that combines function, form and flexibility, with a strong emphasis on revealing the materials used in the project, reflecting the history of the building, which was first opened as the Museum of Manufactures.

Engaging with new creative methods, the designers and in house team have sourced custom-designed ceramic tiles for the floor of the shop, featuring a pattern taken from the design of a Chinese bowl in the V&A collection. The tiles were made with clay using a specially adapted 3D printer at Grymsdyke Farm, a design research facility in the Chilterns.

Comments Philippa Simpson, Project Director, ‘The redevelopment of the shop is part of the Museum’s FuturePlan project, an ambitious programme endeavouring to update and modernise facilities while revealing and restoring the beautiful original building. More than 85% of the public spaces in the museum have been transformed over the last 15 years, allowing spaces to be used in new ways, contemporary opportunities for curation and display, and improved access for visitors.’

The V&A main shop opened to the public in early May 2017.

‘Championing new design talent is something we continue to be passionate about’
Sarah Sevier, Head of Retail, V&A

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Kantha Cushion (assorted, in-store only) £45.00

V&A Brick mug by 1882 Ltd £15.00

Recycled wool picnic rug (assorted, in-store only) £22.50

Pine cone cookie jar (in-store only) £40.00

Flower Diagram by Katie Scott (Limited Edition Print) £100.00

Cabbage leaf plate (in-store only) £35.00

V&A Morris seaweed tray £35.00

V&A Voysey woodland tapestry kit £65.00

V&A Voysey bird peg set £10.00

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The V&A’s founding principle was to make design available to all, and to inspire British designers and manufacturers.

The newly launched pocket studio attempts to reconnect with the founding principles of the Museum as defined by Sir Henry Cole. Cole’s mission was to educate designers and consumers in the principles of design, whilst preparing the next generation of designers and consumers in areas including material, style and new technologies.

The pocket studio actively draws on this history: it is fabricated in a glass and timber structure in which timber shelves are stacked and slotted into water jet-cut, structural glass fins, making them appear to float on ‘structural air’. This glass and timber structure is then clad in glass shingles, held in place with timber stakes.

The pocket studio will open with a display of ceramics, all of which will be for sale and will celebrate some of the many materials and techniques on display in the V&A collection. This new space will be an opportunity to invite makers into the space to talk further about the processes, materials and techniques they have discovered and used.

In addition to this there will be a range of artist’s materials, sketchbooks and books for sale for further engagement of the collection.

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Persian knight horse by Zeeen (in-store only) £225.00

Owl stool by Pols Potten (in-store only) £165.00

Swaledale jug by Quail £20.00

Woodpecker money box by Quail £25.00

Pair of Ship Cats by Vicky Lindo (in-store only) £1100.00

Persian horse by Zeeen (in-store only) £400.00

Persian Lion by Zeeen (in-store only) £400.00

Rabbit money box by Pols Potten (in-store only) £60.00

Donkey jug by Quail £25.00

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Splash jug by Da Terra (in-store only) £60.00
Water lily bowl by Zeeen (in-store only) £45.00
Fish plate by ZEEEN (in-store only) £45.00
Striped bowl by Da Terra (in-store only) £50.00
Garden Cats platter by Vicky Lindo (in-store only) £420.00
Rice bowl (in-store only) £8.00
Splash dinner plate by Da Terra (in-store only) £25.00
Teapot by Martyn Thompson for 1882 Ltd (in-store only) £120.00
Garden Cat plate by Vicky Lindo (in-store only) £150.00

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Holland Souvenir vase by Carla Peters (in-store only) £995.00
Indigo storm bowl by Faye Toogood for 1882 Ltd £43.00
Coffee mug by Feldspar £21.50
Multi layered slip cast jug by Jill Shaddock (in-store only) £90.00
Phyllotaxis 3d printed pot (in-store only) £35.00, £30.00
Noodle bowl £12.00
Flower bowl by Laura De Benedetti (in-store only) £68.00
Moor candle by Feldspar £45.00
Indigo Storm jug by Faye Toogood for 1882 Ltd £33.00

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1882

Emily Johnson and her father Christopher are the fourth and fifth generation of the renowned Johnson Brothers family. Founded in 2011, their company is named after this family legacy, dating back to 1882 when the Johnson Brothers began producing wares in the Stoke-on-Trent potteries, the heart of the British ceramics industry. Championing progressive design and industrial craftsmanship, they produce both essential objects and special pieces, all informed by centuries-old heritage craft skills and knowledge. Ceramics produced by 1882 Ltd have been exhibited at the V&A in London and the Louvre in Paris.

Grymsdyke Farm

Based in the village of Lacey Green in Buckinghamshire, Grymsdyke Farm is a research facility, fabrication workshop and living-working space for architects, artists, and designers. Established by practicing architect and lecturer Dr. Guan Lee, the vision was to create a site in which practitioners and students had the space and time to experiment with materials and design. Amongst the innovative objects to emerge from this studio are tiles used in the V&A’s new shop, which are made using 3D printing.

Vicky Lindo

Married couple and creative partners, Vicky Lindo and Bill Brookes pooled their talents in 2013 and set up the Pigeon Club Pottery in Bideford, Devon. Whilst Bill studied musical instrument design and Vicky illustrated textiles, they were inspired by a collection of North Devon slipware exhibited in their local museum, and Vicky uncovered a love for ceramics hidden away since art school. Today, their work channels the couple’s wealth of expertise into a single vision, bringing together humour and skill to capture the day-to-day moments that make them smile.
Laura De Benedetti
A qualified pharmaceutical chemist, Italian artist Laura De Benedetti turned her hand to ceramics after her first child was born. Ceramic glazes are where art meets chemistry, and Laura’s unique mixes add iridescent, shimmering colour and texture, infusing her work with cultural and personal history. The desire to share something of the heart with friends and family motivated her early ceramics, and 10 years later, platters and bowls have become her signature pieces; their lightness and translucency adding style to the sharing of food.

Zeeen
Based in Tehran, Iran, ZEEEN brings together the work of local artisans from all over Iran. Each piece is handmade and draws on the rich cultural history of Iran. We are featuring three collections; stunning slip-cast horse and lion forms inspired by Iranian art and literature by Behzad Azhdari, a collection of Water Lily bowls with a high contrast uneven exterior and high gloss interior. The third is from Shahreza pottery in Isfahan province, women potters make ceramics using a local red mud, this is hand painted with a traditional fish pattern.

Feldspar
“To be a part of the V&A shop - to even be housed under the same roof as our ceramic heroes and design inspirations – that’s a wonderful feeling” – Cath Brown, Feldspar

Feldspar is Jeremy and Cath Brown, both of whom recently moved from London to Devon for a slower pace of life. Producing quality homewares with an emphasis on timeless designs, the couple works with fine bone china, which is hand-painted by family potteries in Stoke-on-Trent. Taking inspiration from the Studio’s Moorland surroundings, these UK-made ceramics are remarkably tactile. Indeed, they feature dimpled white profiles and thin blue handles, both of which are only possible due to the inherent strength of bone china.
Wooden garden trug (in-store only) £30.00

V&A country garden soap £5.00

V&A William Morris garden set £23.00

V&A Grasset poppy silk scarf £55.00

Edward Bawden The Gardener’s Diary £10.00

V&A seed packs £2.00

V&A William Morris garden pruners £17.00

Woven raffia hat (in-store only) £30.00

Busy bee felt keyring (in-store only) £5.00

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Foldable bike helmet by Closca (in-store only) £120.00

Cotton drill work jacket £120.00

V&A leather card holder £90.00

V&A Reverie womens and mens shirt by McIndoe £75.00, £85.00

Cotton drill work jacket £120.00

It’s A London Thing book £16.99

V&A leather and canvas tote bag by Natthakur £75.00

V&A enamel pins (9 designs available) £6.50 – £10.00

V&A leather card holder £10.00

V&A wisdom tote bag £20.00

V&A Bicycle Maintenance graphic t-shirt £20.00

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Jevon Hall

Jevon Hall is Senior Designer in the V&A’s Commercial and Digital Development department. He has been designing for the V&A Shop for 10 years, developing products inspired by the Museum’s core collections as well as each of its major exhibitions, including ranges for David Bowie is, Alexander McQueen and You Say You Want a Revolution: Records and Rebels 1966–1970.

Among the products that Jevon has designed this season is a range of enamel pins telling the stories of key objects, artists and the Museum buildings, and a book bag bearing the motto ‘Better it is to get wisdom than gold’, which is carved above the Museum’s original entrance.

Natthakur

Natalie Thakur is based in a small east London studio, where she creates original limited edition leather accessories with contemporary accents.

Passionate about leather and its beauty, her bags are infused with an English flavour. Indeed, many of her works originate through nostalgia for traditional British design, and often, she re-works well known items or packaging on to her leather accessories. Familiar yet unmistakable, Thakur’s work has graced many publications including Vogue and Elle.

McIndoe

Maddy McIndoe trained as a textile designer at the University of Manchester before spending a year in South America. Her time abroad, coupled with her love of pattern and colour, has had a lasting influence on her work, which is characterised by a playful, hand-drawn aesthetic. McIndoe’s textiles balance quirky illustration with natural fabrics, mostly cotton, designed in classic shapes ensuring that the pattern is the garment’s focus.

This season, McIndoe has designed exclusive his-and-her shirts for the V&A, with illustrations based upon the Museum’s collections. She references an armchair designed by Robert Adam and made by Thomas Chippendale, and a peacock is drawn from a 19th-century incense burner; an octopus and carp indicate McIndoe’s interest in the netsuke and woodblock prints in the Japanese collection, while a cabbage teapot suggests both the Museum’s ceramics collection and a costume design for an Italian ballet from the 1880s.
Runner duck toy (in-store only) £30.00

Insect kaleidoscope (in-store only) £7.00

V&A Treasury water bottle by Marcus Walters £6.00

V&A Treasury sweatshirt by Marcus Walters £25.00

The Very Arty Doodle Book £9.99

V&A Treasury t-shirt by Marcus Walters £17.50

Rainbow stripe wool pram blanket (in-store only) £22.00

V&A Noah’s Ark backpack £18.50

Animal head socks (in-store only) £10.00

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Lapis and Aqua Chalcedony ring by Auren £95.00

Oval earrings by Ottoman Hands £60.00

Swirl leaf cuff by FoBe £50.00

Turquoise earrings by Mounir £45.00

Charms by Mirabelle (assorted) £25.00 – £60.00

Frida brooch by Iris De La Torre £25.00

Gingko leaf brooch by Michael Michaud £95.00

Toucan flower necklace by Bill Skinner £65.00

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Jewellery

Vintage beatle brooch by Joli £85.00

Turquoise glass collar necklace by Michael Vincent Michaud

Lucite square ring by Douglas Poon £55.00

Multi wrap bracelet by Angela Caputi (in-store only) £135.00

Silicon concentric earrings by Samuel Coraux £45.00

Coral clip earrings by Angela Caputi (in-store only) £135.00

Porcelain necklace by Claire Marfisi £200.00

Dandelion necklace by Iris De La Torre £105.00

Double moon earrings by Sibilia £110.00

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Iris De La Torre

Iris De La Torre is a Mexican designer based in London. Passionate about the creative possibilities of plastic, she makes unique jewellery and accessories inspired by her background, with her practice focusing on colour, playfulness and most importantly, joy.

She is particularly inspired by Mexican folklore, which she combines with her love of the bold graphic design of the 1960s.

Angela Caputi

Angela Caputi Giuggiù is based in the historic city of Florence, just steps from the Ponte Vecchio, in a 17th-century building known as ‘Medici Palace’. Here, she takes her cues from early American fashion and cinema, transforming these inspirations into artistic expressions of femininity, time and harmony.

Highly textured and often boldly oversized, her designs have gained recognition for their creativity and constant evolution.
Geometric block printed silk scarf by Aeshanne £95.00

V&A Morris Blackthorn silk scarf £60.00

Diamond block printed silk scarf by Aeshanne £95.00

Kota stitch scarf by DYPT £145.00

V&A mosaic silk scarf £55.00

Rhombus stitch scarf by DYPT £145.00

Kota stitch scarf by DYPT £145.00

V&A Ravilious linen scarf £48.00

V&A flying crane scarf £48.00

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- **Watercolour set (x24)** £6.50
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- **V&A Owen Jones notecard box set** £9.99
- **V&A A4 sketchbooks** £3.50 each
- **V&A Pine branches and lanterns slim notebook** £3.50
- **V&A Indian Morris address book** £8.99
- **Walnut wooden toolbox (in-store only)** £35.00
- **V&A journal set** £10.00
- **Woodland bird pen (in-store only)** £4.50 each

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