Linda Lloyd Jones steps down as V&A Head of Exhibitions

6 September 2018: On the 30th anniversary of her appointment, Linda Lloyd Jones has announced her intention to step down from her role as Head of Exhibitions at the V&A. Under Linda's expert guidance, the V&A exhibition programme has increased in scale, scope and ambition, developing a reputation for scholarship and showmanship that are now synonymous with the V&A.

Inspired by Founding Director Henry Cole’s ambition to both educate and entertain, Linda has been instrumental in incorporating new and ever-changing display technologies into the exhibition programme, making sound, light and moving images an integral part of exhibition design and raising expectations for V&A exhibitions to be entertaining, immersive and interactive as well as instructive.

Throughout the past three decades, V&A exhibitions have been dedicated to all aspects of design that the museum studies and collects, embodying the V&A’s mission to be the world’s leading museum of art, design and performance.


In parallel, the V&A programme has embraced photography and topics of more specialist appeal, showcasing the V&A’s academic expertise and promoting greater understanding of art,

The strength of the V&A exhibitions programme was described as a major factor in the V&A being awarded the prestigious Art Fund Museum of the Year Award in 2016. Stephen Deuchar, Art Fund Director and chair of the judges, commented; “The V&A experience is an unforgettable one. Its recent exhibitions, from Alexander McQueen to The Fabric of India… at once entertaining and challenging, [are] rooted in contemporary scholarship, and designed to reach and affect the lives of a large and diverse national audience.”

This remarkable series of exhibitions helped raise attendance in South Kensington from 700,000 in 1988 to a record breaking 4 million in 2017-18, over 17 million people in total in the UK. Since 1996, and under Linda’s leadership, the Exhibitions Department established the museum’s touring exhibitions programme, sending 120 V&A shows to nearly 400 venues on five continents that have been enjoyed by millions worldwide.

V&A Dundee will receive regular touring V&A exhibitions, as will the V&A Gallery at Design Society in Shenzen, the first dedicated design museum in China. Looking further ahead, the launch of the V&A East project in Stratford will create new and exciting opportunities for further development of the V&A programme.

Linda Lloyd Jones said: “When I arrived 30 years ago there was one exhibition on display and one in the pipeline. We now have a varied and dynamic programme which is the envy of most museums around the world. I’ve had the privilege of working with a succession of directors who have encouraged and supported an adventurous approach towards a programme of popular and scholarly, historical and contemporary exhibitions. The result is that we are currently enjoying huge success both at South Kensington and abroad: the future is truly bright, so it seems a good moment to hand over custodianship of this precious element of the V&A to the next generation.”

Tristram Hunt, Director of the V&A, said: ‘Linda has made a unique mark on the V&A during a transformative period in the museum’s history. Her commitment to innovation and desire to push boundaries has come to define our approach, resulting in a programme that inspires millions annually, both in the UK and worldwide.’

- ENDS –

For further PRESS information please contact the V&A Press Office on 020 7942 2502 / press.office@vam.ac.uk (not for publication).