



## Press Release

### 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.

The extent and diversity of topics can be seen from a small selection of the 160 exhibitions mounted during Linda's tenure. Highly successful style shows include; *Art Nouveau* (2000), *Art Deco* (2003), *Gothic Art for England 1400-1547* (2003), *Modernism* (2006), *Cold War Modern* (2008), *Baroque* (2009), *Post Modernism* (2011), *The Cult of Beauty* (2011), and *Ocean Liners: Speed and Style* (2017).

Fashion and popular culture - now so central to the V&A's identity - have been integrated into the programme, including *Streetstyle* (1994), *Cutting Edge: Radical Fashion* (2001), *Versace at the V&A* (2002), *Vivienne Westwood* (2004), *Black British Style* (2004), *The Golden Age of Couture Paris and London 1947-1957* (2007), *Decode* (2009), *Yohji Yamamoto* (2010), *Hollywood Costume* (2012), *David Bowie Is* (2013), *Shoes: Pleasure and Pain* (2015), *Alexander McQueen Savage Beauty* (2015), *You Say You Want a Revolution? Records and Rebels 1966-1970* (2016), *Balenciaga: Shaping Fashion* (2017) and *Pink Floyd: Their Mortal Remains* (2017).

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,

craft, and design. These include *Grinling Gibbons and the Art of Carving* (1998), *AW Pugin: A Gothic Passion* (1995), *Masterpieces of Chinese Painting* (2013-2014), *John Constable: The Making of a Master* (2014-15), *William Kent: Designing Georgina Britain* (2014), *Engineering the World: Ove Arup and the Philosophy of Design* (2016), and *Plywood: Material of the Modern World* (2017).

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 Shenzhen, 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.'*

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