

News Release
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National competition for Her Majesty The Queen's Platinum Jubilee Emblem launches

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A national competition to design the official emblem for Her Majesty The Queen's Platinum Jubilee in 2022 launched last night, 21 June 2021.

The competition – run by the V&A, in conjunction with Buckingham Palace – is open to young people between 13 and 25 from all over the United Kingdom. Aspiring artists and designers will have the opportunity to submit an original design for an emblem to signify Her Majesty's historic, seventy-year reign, and capture the spirit of the national festivities.

Symbolising the very first Platinum Jubilee, the emblem will feature prominently in the lead up to and throughout the celebrations in June 2022, which will include televised national events, street parties and community gatherings. The design will also be used for all official merchandise commemorating the Jubilee, and widely across digital and social media.

The entries will be judged by a panel of graphic designers, visual artists and design professionals, including Margaret Calvert OBE RDI, Lubna Chowdhary, Kerry Curtis, Yinka Ilori MBE, Gabriella Marcella and Paul Thompson, chaired by V&A Director Tristram Hunt. They will be joined by experts from the V&A, Royal College of Art and the Design Museum, as well as a representative from the Royal Household.

The winning emblem will be announced in Summer 2021. The winner will be invited to take part in the Platinum Jubilee celebrations at Buckingham Palace, including receiving an invitation to the 'Platinum Party at the Palace', the BBC concert that will celebrate The Queen's Platinum Jubilee. The other nine top ten entrants will also be invited to participate in the celebrations, and their designs – along with the winner's – will be displayed at the V&A in June 2022. The competition closes on 16 July 2021.

Tristram Hunt, Director of the V&A and Jury Chair, said: *"At the V&A, our mission is to nurture future generations of artists and designers through our world-leading collections of art, design and performance. So, we are delighted to be part of this special project with Buckingham Palace, offering an aspiring young artist the chance to envision Her Majesty The Queen's Platinum Jubilee emblem. We hope that this unique opportunity to design an emblem, inspired by Her Majesty's life and work, will serve as an exciting celebration of the imagination and ingenuity of Great Britain's budding creative talent."*

Culture Secretary Oliver Dowden said: *"2022 will be a blockbuster year showcasing the best of Britain to the world. This is an exciting competition for our budding designers of the future and I encourage everyone to get involved."*

“This is a wonderful way to pay tribute to Her Majesty for her service and dedication to our nation, and will play an important role in the celebrations for The Queen’s Platinum Jubilee next year.”

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For further PRESS information please contact press.office@vam.ac.uk (not for publication). A selection of press images is available to download free of charge from pressimages.vam.ac.uk.

Notes to Editors

- For further information, please visit vam.ac.uk/info/the-platinum-jubilee-emblem-competition
- To apply, please visit platinumjubilee.vam.ac.uk

About the V&A

The V&A is the world’s leading museum of art, design and performance with collections unrivalled in their scope and diversity, spanning 5000 years of human creativity. It was established in 1852 to make works of art available to all and to inspire British designers and manufacturers. Today, its purpose is to champion creative industry, inspire the next generation, and spark everyone’s imagination.