



News Release

Friday 29th April 2022

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New research by the V&A champions the role of creativity

- **Most (82%) Britons consider themselves to be creative**
- **More than a quarter (27%) feel more creative now than before the COVID-19 pandemic started**
- **V&A launches new short film that celebrates creativity in all its forms**

More than 44.4 million Brits consider themselves to be creative, in research conducted to mark the launch of V&A's new campaign '*Creativity: It's **what makes us.***'

When asked about the pandemic and its impact on creativity, almost half of respondents said it made them want to try new things and more than a quarter said that they feel more creative now than before the COVID-19 pandemic started.

The V&A believes that the more creativity people experience in their lives, the better their lives become. Through creativity, the V&A is encouraging its visitors to experience the world differently - to spark joy, surprise, new perspectives, conversations and connections. With three existing sites, V&A South Kensington, V&A Dundee and the V&A Wedgwood Collection in Stoke-on-Trent, and three new sites due to open in the next three years, the V&A offers creative spaces that welcome everyone and celebrate creativity in all its forms.

Marking the launch of the V&A's new campaign, is the release of a film directed by Georgia Hudson which captures and celebrates V&A's iconic South Kensington site. The film tells the story of a mannequin encountering incredible art, design and performance inside the museum; from fashion and jewellery to photography and sculpture, it's the boundless creativity within the museum walls that brings our hero to life.

Sophie Rouse, Head of Integrated Marketing and Insights at the V&A, said: *"As we come out of the restrictions of the last two years, it is inspiring to know that so many millions of people recognise the positive influence of creativity in their lives. From the everyday to the epic, there's moments of joy, wonder and adventure for everyone at the V&A. No matter what purpose you might have – to relax, to learn, to laugh, to celebrate, to imagine - we want everyone to access the power of creativity for themselves."*

The V&A South Kensington recently returned to opening 7-days a week for the first time post-pandemic, offering a public programme of free events including the relaunch of Fashion in Motion and Friday Lates.

This year (2022-2023) marks the first full year of public programming at V&A South Kensington since lockdown, with a packed schedule of exhibitions including Beatrix Potter (until January 2023), Fashioning Masculinities (March - November 2022), Africa Fashion (July 2022 - April 2023) and Hallyu! The Korean Wave (September 2022 - June 2023).

Visitors to South Kensington can currently enjoy the V&A Performance Festival (23 April – 1 May 2022) exploring dance in all its forms – from traditional and classical styles to the contemporary and modern, celebrating emerging talent and world-renowned practitioners. Highlights will include live dance performances from Fubunation and Jody Oberfelder & co.

Summary of key survey results

- 82% of respondents (44.4 million Brits) consider themselves to be creative
- 57% of respondents (30.8 million Brits) think creativity is important to happiness
- 72% of respondents (39 million Brits) would try new things to feel more creative

In response to the pandemic:

- 44% of respondents (23.8 million Brits) said the pandemic made them want to try new things
- Over a quarter of respondents (27% / 14.5 million Brits) feel more creative than before the COVID-19 pandemic started

– ENDS –

For further PRESS information please contact press.office@vam.ac.uk / +44 (0)20 3949 2502 (not for publication).

Website: vam.ac.uk/creativity

Film (embeddable YouTube link): [Creativity. It's what make us.](#)

A selection of press images is available to download free of charge from pressimages.vam.ac.uk

Notes to Editors:

About the survey

This consumer research was commissioned by the V&A and conducted by Censuswide. The survey polled a total of 2,012 nationally representative adults (16+) in the UK between 17th March - 21st March 2022.

About the V&A

The V&A was established in 1852 to make works of art available to all and to inspire British designers and manufacturers, with a collection of over 2.3 million objects, unrivalled in their scope and diversity, spanning 5000 years of creativity. Today, its purpose is to champion creativity, inspire the next generation, and spark everyone's imagination. vam.ac.uk

Twitter: [@V and A](https://twitter.com/VandA) Instagram: [@vamuseum](https://www.instagram.com/vamuseum) Facebook: [@VictoriaandAlbertMuseum](https://www.facebook.com/VictoriaandAlbertMuseum)

V&A Performance Festival

Saturday, 23 April 2022 – Sunday, 1 May 2022

Various locations

The V&A Performance Festival returns in 2022 exploring dance in all its forms – from traditional and classical styles to the contemporary and modern, celebrating emerging talent and world-renowned practitioners. All events are free unless otherwise stated. <https://www.vam.ac.uk/festival/2022/va-performance-festival-2022>

Film Credits

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VFX Lead Supervisor: Matt Shires

2D Artists: Matt Shires, Will Robinson

3D Artists: Bethan Williams, Guillaume Heussler, Federico Vanone, Sam Osborne, Mike

Battcock

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Colourist: Lewis Crossfield

Post Production: Time Based Arts

Audio Post Production: Neil Johnson

Audio Post Producer: Jai Durban

Music title: JOY

Music Supervisor/Licensing Manager: Connor Gaffe Williams

Composer: FredWave

Master controlled by: FredWave

100% published by: FredWave

Lead Choreographer: Max Cookward

Assistant Choreographer: Magnus Westwell

Lead Dancer: Max Cookward

Dancers: Tania Dimbelolo / Pierre Bardot / Emma Belabed / Iona McGuire