



Growing up, getting mobile

For most children, learning to ride a bike is a rite of passage. When they are to travel and can give kids independence.

Young people have embraced many other types of transport, too, over the last 100 years. As it has, we've questioned their safety. As it has, we've changed the way we move and the way we think.

And the family push it one if it's not for a big family.

Wendy Piller, April 15, 1995, London, England



V&A

Annual Review 2024-25



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Artist and designer Anna Lomax created the 2024 Christmas Tree installation at V&A South Kensington. Photo: Victoria and Albert Museum, London

Chair's foreword



Young people took part in fashion workshops at V&A South Kensington during the Upstart Creative Careers Festival in November 2024. Photo: Victoria and Albert Museum, London

I joined the V&A in January 2025 at an exciting moment as we transformed ourselves into a family of museums fostering creativity for all. Alongside our established museums in South Kensington, Dundee and Stoke-on-Trent, we have welcomed Young V&A in Bethnal Green and V&A East Storehouse in the Olympic Park. Next year we will open the V&A East Museum. To bring this family together, we will launch a new Strategic Plan for the next five years that will set priorities to make the most of our multi-site offering.

Over the past three years, visitor numbers have climbed close to pre-pandemic levels, the museum has returned blockbuster programming and delivered important progress to making the V&A a home of creativity for all.

I have witnessed our museums celebrating existing visitors and successfully attracting new ones – across the UK and internationally. Co-design sessions, community consultations and partnerships with youth collectives and arts charities have enriched our outreach and informed our programmes, as well as the development of installations and gallery spaces. But perhaps the most remarkable achievement of the 12-month period was the runaway success of Young V&A – the

millionth visitor passed through its doors and the site was named Art Fund Museum of the Year 2024, the sector's biggest prize. The addition of Young V&A to our family of sites has meant that we are now reaching more young people, families and teachers than ever before.

The creative industries make up 6% of the UK economy and employ 2.3 million people, and the V&A is an important part of that ecosystem. The Upstart Creative Careers Festival ran simultaneously at V&A Dundee, V&A East, V&A Wedgwood Collection, Sheffield Museum, Showtown Blackpool and Young V&A, inviting thousands of people to discover the joys of working in the museum sector. Nearly 100,000 pupils across the country engaged with different strands of our Learning programme, and academic research and adult education were enabled through the V&A Research Institute and V&A Academy. Across all our sites, the V&A is redoubling efforts to ensure a creative education or career in the arts is possible for everyone.

We are also acutely aware of our responsibility to preserve the V&A collection for future generations. To that end, our strong leadership team is highly focused on diversifying our revenue streams, making sure that our estate and collections are well cared for, and supporting our talented staff to serve our mission. Given the wider challenges we face, we know we need to be creative in making sure that the V&A is both resilient and responsive to a society that can benefit from our work more than ever.

We look forward to the year ahead, buoyed by our many recent successes and excited for our audiences' reactions to the new concept at V&A East Storehouse. When it is joined by V&A East Museum, we will see the future of the V&A taking full shape – as an invaluable record of human creativity and a vital platform for the most compelling contemporary voices in art, design and performance.

Baroness Minouche Shafik

“The addition of Young V&A has meant that we are now reaching more young people, families and teachers than ever before”

Director's foreword



Assistant curator Mike Ruddy inspects a blue Portland vase in the V&A Wedgwood Collection reserve store. Photo: Andrew Kimber. V&A Wedgwood Collection. Presented by Art Fund with major support from The National Lottery Heritage Fund, private donations and a public appeal

From Devon to Dundee and Blackpool to Bethnal Green, opening up creativity to everyone remained the V&A's driving mission in 2024 and 2025. Upon becoming director, I made creative education a renewed priority, focusing energy and resources on support for art and design among young people. Young V&A receiving the award of Art Fund Museum of the Year 2024 showed that this goal chimes with the aspirations of families everywhere. It is a clarion call for all who care about creative education – and who recognise the power it plays in young people's lives – to recommit to the task of widening access to the arts.

Museums are places of constant change and innovation, and at the V&A we are continually reimagining how we foster closer connections between our audiences and our collections. With the revolutionary new Order an Object service (whereby visitors can make an appointment to view anything housed in the stores), we are transforming access to museum objects, and the demand we've already seen from the public prior to opening is hugely gratifying.

Hundreds of thousands of V&A objects were transported across London during the Collections Move project, completed in 2024, and at the time of writing, V&A East Storehouse has just opened. Order an Object is just one way we're changing how museums engage with the public.

Co-productions with young people in east London, including an Agra Colonnade dance performance and community engagement project exploring the history of the Robin Hood Gardens estate, accompany these large-scale displays at V&A East Storehouse – collaborations that will in turn shape our visitors' experiences and enrich our curatorial perspective on these items.

In May 2024, I spoke at the opening of *Homecoming*, an exhibition of Asante royal regalia at the Manhyia Palace Museum. The royal gold, looted by British troops and acquired by the V&A in 1874, is now on display in Ghana for the first time in 150 years as the result of the landmark Renewable Cultural Partnership we agreed with our colleagues there. The exhibition marks the culmination of significant work to address the colonial heritage of museum objects – an area of curatorial practice the V&A remains dedicated to.

The 2024–25 period was also one of exceptional exhibition programming. Names such as Naomi Campbell and Taylor Swift drew broader audiences, including thousands of first-time visitors to V&A South Kensington. The museum continued to break new ground with its biggest ever photography show in May 2024, *Fragile Beauty: Photographs from the Sir Elton John and David Furnish Collection*.

The V&A Wedgwood Collection in Barlaston, Stoke-on-Trent, marked its 10th anniversary in 2024 with new displays, a refreshed brand identity and a relaunched schools programme. In Scotland, V&A Dundee welcomed its two millionth visitor during its most successful year to date, with tourism to the city up 54% since its 2018 opening.

We enter the new financial year with the V&A's transformation into a family of sites nearly complete. The David Bowie Centre will open at V&A East Storehouse in September, followed closely by another musical highlight in spring 2026, when V&A East Museum debuts its inaugural exhibition, *The Music Is Black: A British Story*, celebrating the immeasurable contribution of Black British artists to our cultural life. Across all our sites, sharing the best of art, design, performance and creativity will continue to be at the heart of all we do.

Dr Tristram Hunt

A year in highlights

The gown worn by Taylor Swift in the music video for *I Bet You Think About Me*, installed at V&A South Kensington for *Taylor Swift | Songbook Trail*. Photo: Victoria and Albert Museum, London





A decade of the V&A Wedgwood Collection

Stoke-on-Trent's factory-museum celebrated its 10th anniversary with the V&A, along with a new brand identity.



Left: The Art Fund Museum of the Year Award Ceremony was held at the National Gallery on 10 July 2024

Right: Designer Charles Jeffrey and Wedgwood's 2023 collaborative urn. Given by Fiskars UK Limited

Below: an exhibit from *Japan: Myths to Manga* at Young V&A

Photos: Victoria and Albert Museum, London; David Parry, PA Media Assignments

Young V&A wins Art Fund Museum of the Year 2024

The world's biggest award for museums will provide £120,000 to launch Creative Start, a programme of art and design education for families, teachers and artists.



First year of the Adobe Creative Residency

The programme supports artists and designers' practices; a dedicated gallery was opened in V&A South Kensington to display the three inaugural artists' work and host workshops, tours and talks.

New SEND workshop

A free Special Educational Needs and Disabilities (SEND) workshop allowed hundreds of students to learn about the V&A collections through multisensory storytelling, handling and making.

East London shares its stories

Two films, a publication and an oral histories project were created with locals and young people in response to two objects at V&A East Storehouse – the 17th-century Agra Colonnade fragment and a piece of the demolished Robin Hood Gardens housing estate from Poplar, east London.

An archive record of life in Robin Hood Gardens, donated to the V&A by Sister Christine Frost. Photo: Jamie Stoker





One of the installations for *Taylor Swift | Songbook Trall* at V&A South Kensington. Photo: Victoria and Albert Museum, London

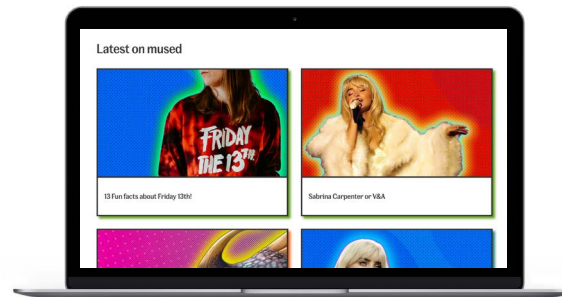
Taylor Swift draws the crowds

A trail of Taylor Swift's outfits and objects at V&A South Kensington drew in more than 250,000 people, 100,000 of whom were first-time visitors.

Users increase by 600% on mused this year

The dedicated V&A website for children launched in September 2023 and saw a huge up-tick in visits.

Mused includes quizzes, videos and polls to attract curious young minds



V&A's largest photography exhibition

South Kensington made V&A history in May 2024 with *Fragile Beauty: Photographs from the Sir Elton John and David Furnish Collection*, which received more than 200,000 visitors.

Cindy Sherman, *Untitled Film Still #17*, 1978. Photo: © Cindy Sherman, courtesy of the artist and Hauser & Wirth



Collections move completes

The major Collections Move project for V&A East ended nearly 50 years of storage at Kensington Olympia, as finishing touches were added to V&A East Storehouse ahead of its opening.

A fragment of an Egyptian hanging from the 4th–5th century moves to V&A East Storehouse. Photo: Niall Hodson



Young V&A milestone

At the end of 2024, Young V&A welcomed its one-millionth visitor since reopening in 2023.

A new book explores LGBTQ+ photography

Calling the Shots: A Queer History of Photography was published in October 2024. A review described the survey of images from the V&A collection as “a visually radiant read that is nothing but essential”.



Left: The cover of *Calling the Shots: A Queer History of Photography* and an image from the book that originally appeared in Martine Gutierrez: *Indigenous Woman*, 2018

Right: A repoussé gold ornament from Asante, Ghana

Below: A carved teakwood ceiling panel from a temple in India, which is now in the V&A collection

Photos: Victoria and Albert Museum, London

New partnership with Ghana

17 pieces of gold regalia from the Asante royal court returned to Ghana for the first time in 150 years in a three-year, renewable partnership with the V&A. Dr Tristram Hunt spoke at the opening of the exhibition, *Homecoming*, at the Manhiya Palace Museum on 1 May 2024.



Jameel Prize: Moving Images

V&A South Kensington held the seventh edition of the international Jameel Prize, which awards contemporary art and design inspired by Islamic culture. New media work featured for the first time, with Indian artist Khandakar Ohida winning the 2024 prize.

Top: A still from Khandakar Ohida's video *Dream Your Museum*, 2022. Photo: courtesy of the artist

Left: *The Deposition from the Cross*, c1190–1200. Photo: Victoria and Albert Museum, London

Acquired with support from the National Heritage Memorial Fund; Art Fund; The Headley Trust; the V&A Americas Foundation; legacy gifts from Lt Cdr Paul Fletcher, William Roper, Suzanne Pinkerton, and Gillian Taylor; Malcolm and Rosalind Gammie; Lady Gibbs; Tioc Foundation; The William Brake Foundation; and many other generous donors.

Art Fund's grant was made possible with the support of The Wolfson Foundation, the Rought Fund, The Leche Trust, the David and Emma Verey Charitable Trust and a group of generous individuals.

Open-access resource sheds light on Nazi past

The research guide *Nazi-Era Provenance of Museum Collections* by Jacques Schuhmacher (published by the V&A and UCL Press) about confronting the Nazi past in museum objects was made freely available online. By February 2025 it had been downloaded 5,749 times.



South Asia Gallery grant kicks off a major refresh

A major redevelopment of the South Asia Gallery, set to reopen in 2028 at V&A South Kensington, was boosted by a funding commitment of £250,000 from The National Lottery Heritage Fund.

Preserved for the nation

The Deposition from the Cross, c1190–1200, a rare example of medieval ivory carving and devotional art, was acquired in 2024 following a £2 million fundraising effort.



Cache of AWN Pugin drawings go on show

Following the acquisition of a major collection of 700 design drawings by one of the most significant British architects and designers of the 19th century, a display at V&A South Kensington sheds light on his working relationships with manufacturers.



Watercolour design by AWN Pugin for a stained-glass window in the House of Lords, 1850–52



Above: A member of the Young V&A Design Club shows off the group's co-designed products, including keyrings and stickers. Photos: Vesela Yuleva

Below: Lin Fanglu creating her installation *She's Bestowed Love*, commissioned for the Art in Resonance programme. Photo: © Gu Zhongsheng

New partnership with Peninsula Hotels

A multi-year programme will see pieces by contemporary artists and designers commissioned by the V&A exhibited in Peninsula properties as part of its Art in Resonance programme, before touring to a V&A venue.



After-school club success

The Design Club at Young V&A, an after-school project for 11–14 year olds, co-designed successful product lines for the Bethnal Green museum's shop, inspired by the *Japan: Myths to Manga* and *Making Egypt* exhibitions.

A renewed commitment in China

The V&A will continue joint programming with China Merchants Group Shekou at Design Society, Shenzhen, including the launch of the Design Values Award to celebrate contemporary Chinese design that improves quality of life, supports sustainability and addresses global challenges.

100 years of the Theatre & Performance collections

Founded by collector and performer Gabrielle Enthoven (1868–1950), a display inspired by her nickname, the “theatrical encyclopedia”, featured an A–Z of objects to mark the centenary.

A costume from *Chout*, performed by the Ballets Russes in 1921, in the V&A's Theatre & Performance collections. Given by the Friends of the Museum of the Performing Arts. Photo: Victoria and Albert Museum, London



2024–25 exhibitions and displays

An illustrated page in *Memoirs of Babur*, on display
in *The Great Mughals: Art, Architecture and Opulence*.
Photo: Victoria and Albert Museum, London



2024–25 exhibitions

“Verve, wit and joy
are in unlimited supply
at *Japan: Myths to
Manga*” – *The Guardian*



DIVA

24 June 2023 to 10 April 2024

V&A South Kensington

Supported by NET-A-PORTER

An exploration into the origins of the “diva” and the reclamation of the term in popular culture across opera, stage, music and film since the 19th century. More than 250 exhibits including costumes, photography, ephemera and recorded performances were on show in the first-of-its-kind exhibition.

With support from tonwelt guiding solutions and Kathryn Uhde

Curators: Kate Bailey and Veronica Castro



Japan: Myths to Manga

14 October 2023 to 8 September 2024

Young V&A

Supported by Toshiba

For its inaugural exhibition, Young V&A invited visitors to an immersive trip through Japan, exploring how its landscape and folklore have inspired culture, technology and design. Exhibits ranged from 19th-century woodblock prints to Studio Ghibli animations.

With further support from Cockayne Grants for the Arts, a donor advised fund held at The London Community Foundation

Curators: Katy Canales, Mary Redfern and Masami Yamada



Tropical Modernism: Architecture and Independence 2 March to 22 September 2024

V&A South Kensington

Supported by James Bartos, and Celia and Edward Atkin CBE
Models, drawings, letters, photographs and archival ephemera explored how a distinct expression of modernist architecture took root in India and Ghana just before and after independence from British rule, as the countries forged new, progressive identities.

With further support from the Estate of Mrs Hilda Rose Carlross

Curators: Christopher Turner and Justine Sambrook



Photo City: How Images Shape the Urban World 31 March to 27 October 2024

V&A Dundee

Supported by Daiwa Anglo-Japanese Foundation, The Dalmore Single Highland Malt, Great Britain Sasakawa Foundation, UK Shared Prosperity Fund - awarded by Dundee City Council, Michelin Corporate Foundation

An exhibition exploring how the rise of city living and the popularity of photography developed in tandem, featuring two commissions: *Diorama Map, Dundee*, a photographic map by Sohei Nishino, and *Gimbal City*, a video game by architectural design studio iheartblob.

Curators: Francesca Bibby, Lisa Springer and Brendan Cormier



Kimono: Kyoto to Catwalk 4 May 2024 to 5 January 2025

V&A Dundee

Supported by Arnold Clark and V&A Foundation

Tracing the history of what is arguably the ultimate symbol of Japan through almost 300 objects. From 17th-century garments to modern designs by Issey Miyake, Yohji Yamamoto and Alexander McQueen, the exhibition – expanded since it was first shown at V&A South Kensington in 2020, with new objects including the oldest Japanese robe in the UK – revealed how the kimono has always been a dynamic item of fashionable dress that has been restyled consistently over time.

Curator: Anna Jackson



Fragile Beauty: Photographs from the Sir Elton John and David Furnish Collection
18 May 2024 to 5 January 2025

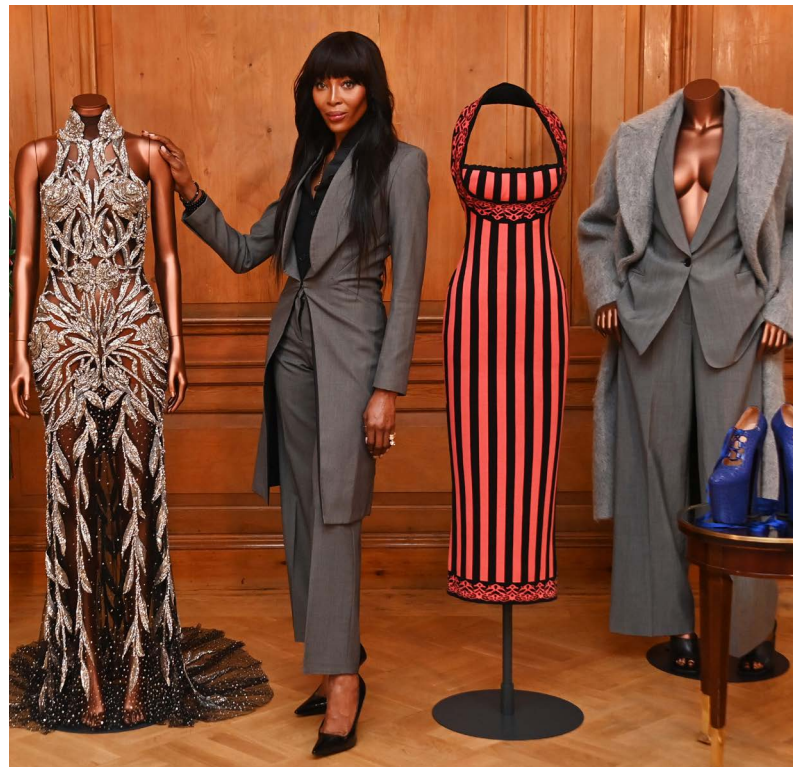
V&A South Kensington

In partnership with Gucci

More than 300 rare prints across four themes – fashion, celebrity, reportage and the male body – revealed the story of modern and contemporary photography since 1950. The show featured works by leading photographers including Herb Ritts, William Eggleston, Diane Arbus, Robert Mapplethorpe, Nan Goldin and Cindy Sherman.

With further support from Foundation Socindec

Curators: Duncan Forbes, Newell Harbin and Lydia Caston



NAOMI: In Fashion
22 June 2024 to 6 April 2025

V&A South Kensington

Supported by BOSS

Iconic outfits, collaborations with internationally renowned designers such as John Galiano and Alexander McQueen, and a photography display curated by previous British *Vogue* editor Edward Enninful explored Naomi Campbell's 40-year fashion career, activism and impact on pop culture in this landmark retrospective show.

With additional support from Mohammed Al Turki

Curators: Sonnet Stanfill and Elisabeth Murray



The Great Mughals: Art, Architecture and Opulence
9 November 2024 to 5 May 2025

V&A South Kensington

Supported by the Huo Family Foundation, The Al Thani Collection Foundation and the Blavatnik Family Foundation

An exploration of the Mughal Empire's 16th–17th century Golden Age, featuring paintings, fine calligraphy and bejewelled artefacts that reflect the wealth, power and internationalism of emperors Akbar, Jahangir, Nur Jahan, and Shah Jahan.

With further support from Maithili Parekh and Shashank Singh, Santi Jewels and the V&A Americas Foundation

Curator: Susan Stronge



A Fragile Correspondence 25 November 2024 to 25 May 2025

V&A Dundee

Scotland's exhibition from the 18th Venice Architecture Biennale in 2023 came to V&A Dundee, examining how architects, artists and writers have reflected on Scottish landscapes, in particular the forests around Loch Ness, the seashore of the Orkney archipelago and the industrialised remnants of the Ravenscraig steelworks, and how we can imagine a new relationship with the land.

Curators: Miriam Mallalieu and Svetlana Panova



Jameel Prize: Moving Images 30 November 2024 to 16 March 2025

V&A South Kensington

In partnership with Art Jameel

The world's only prize for contemporary art and design inspired by Islamic tradition returned for its seventh edition, devoted to new media work for the first time. Works spanning film, photography, animation, installation, sound, sculpture and virtual reality address questions of identity, community and personal history.

Curator: Rachel Dedman



Making Egypt 15 February to 2 November 2025

Young V&A

Supported by CIB, Dr Steve and Mrs Lorraine Groves, The William Brake Foundation and the Estate of the late Sabina Stevenson, in memory of Hugh James Stevenson

An interactive exhibition exploring ancient Egyptian creativity, combining traditional artefacts with modern elements like Egyptian-themed Minecraft and contemporary jewellery. With over 200 objects spanning 5,500 years, it offers hands-on activities to bring young visitors closer to the tools and skills of ancient Egypt's makers.

Curators: Benjamin Hinson and Trish Roberts

2024–25 displays



Extruded jug with branches by Walter Keeler, from the British Studio Pottery and the V&A display. Photo: Victoria and Albert Museum, London

V&A South Kensington

Portrait of Melissa Thompson by Kehinde Wiley

4 October 2021

to 1 September 2024

Purchased with support from Art Fund and a legacy donation from Dr Philip da Costa

Laughing Matters: The State of a Nation

27 December 2022

to 23 December 2024

Metalworking Now

23 March 2023

to 31 December 2024

The Mountain in Chinese Art

22 May 2023 to 21 October 2025

How Not to Photograph a Bulldog

25 May 2023 to 1 May 2024

Energy: Sparks from the Collection

25 May 2023 to 18 May 2025

Thomas J Price at the V&A

22 July 2023 to 27 May 2024

Hazara Dress and Embroidery from Afghanistan

25 July 2023 to 14 May 2025

Patric Prince: Digital Art Visionary

14 August 2023

to 8 September 2024

Henry Willett's Collection of Popular Pottery

2 November 2023

to 29 September 2024

Supported by The Headley Trust

Christien Meindertsma: Re-forming Waste

22 November 2023

to 19 October 2024

Supported by John Makepeace OBE

Lucian Freud's Etchings: A Creative Collaboration

22 January 2024 to

12 January 2025

Sorting Song

2 March to 26 August 2024

Acquired with Art Fund support

Photography Now

8 June 2024 to 18 May 2025

Nature Study: Ecology and the Contemporary Photobook

8 June 2024 to 18 May 2025

Supported by The Bern Schwartz Family Foundation

Leslie Linder: Decoding Beatrix Potter

2 July to 15 September 2024

Morehshin Allahyari: Speculations on Capture

4 September 2024

to 23 February 2025

Commission supported by the Manitou Fund, Kevin, Rosemary and Hannah Rose McNeely

London Design Festival: Barricade and Beacon

14 September 2024

to 28 February 2025

London Design Festival: Communion

14 September to 13 October 2024

London Design Festival: Un-hide: Reframing Luxury

14 September to 13 October 2024

London Design Festival: Craft x Tech Tohoku Project

14 September to 13 October 2024

London Design Festival: Emerging Designer Commission: Origins

14 September to 1 December 2024

Enthoven Unboxed: 100 Years of Collecting Performance

14 September 2024

to 4 January 2026

V&A Illustration Awards

18 September 2024

to 21 September 2025

Supported by The Linder Foundation and the Moira Gemmill Memorial fund

British Studio Pottery and the V&A

28 October 2024

to 28 September 2025

Supported by The Headley Trust

Material Cultures: Woodland Goods

26 November 2024

to 31 October 2025

Supported by John Makepeace OBE

Artists at Work: Museum Residencies 2024

10 December 2024

to 2 November 2025

The Adobe Creative Residency is supported by the Adobe Foundation

Makers of Modern Gothic: A.W.N. Pugin and John Hardman Jr

3 February to 26 October 2025

Young V&A

Lost and Found Yōkai

24 May to 1 September 2024

Strategic priorities



A growing family of museums

Young V&A

The groundbreaking museum co-designed, produced and curated with and for children completed its first full calendar year of opening, with a successful *Japan: Myths to Manga* show and the opening of *Making Egypt*.

A visitor to the *Japan: Myths to Manga* exhibition at Young V&A. Photo: David Parry



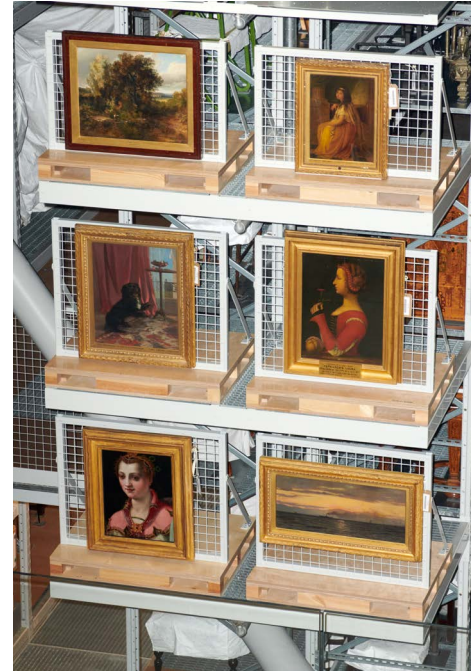
49,000

visitors saw Young V&A exhibitions.

The Mayor of London

Sir Sadiq Khan selected Young V&A for his Mayor's Prize at the NLA New London Awards.

“Young V&A has reimaged museums for young people as active, empowering spaces centred on playful learning – deeply rooted in its community and now a global model for children’s museums”
– *Jenny Waldman, director, Art Fund, and chair of the judges for Art Fund Museum of the Year*



Above: One of over 100 curated mini-displays at V&A East Storehouse. Photo: Shahram Saadat

Right: V&A East Museum in Stratford. Photo: Victoria and Albert Museum, London

V&A East Storehouse

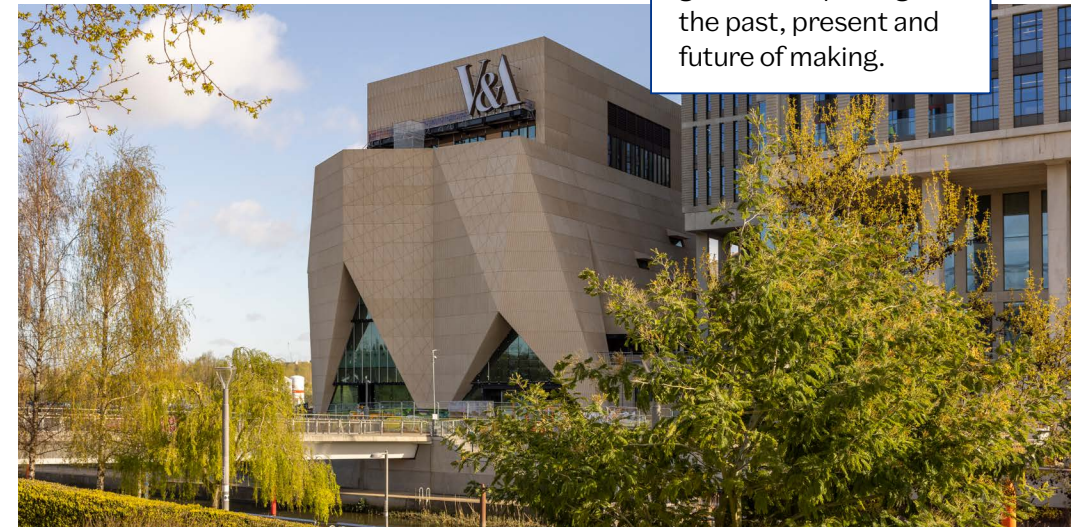
Preparations continued for the opening of this radical new visitor attraction, which will share the collection like never before.

A new display system

Designed by IDK and made by Solved Workshop, the modular system lets curators easily update mini displays in the racks in response to research, conservation, and community projects.

77%

of the new Floor Assistants and Collections Access Officers recruited at V&A East Storehouse live in the four Olympic boroughs.



V&A East Museum

A new museum rooted in east London's heritage will celebrate the power of creativity with leading voices from contemporary culture from 2026.

500 objects

were prepared for the Why We Make galleries, exploring the past, present and future of making.

Growing new audiences

Contemporary programme

The V&A stages events, festivals, biennales and one-off collaborations with artists and designers to celebrate contemporary culture.



back2back

V&A East's live event series held three pre-opening events, totalling more than 2,000 attendees. This included a workshop with Cuban artist and activist Tania Bruguera at Bow Arts, which was co-produced with the V&A East Youth Collective.

DJ sets, spoken word, live art and more celebrated London's Latinx creative scene at the September 2024 edition of back2back, held at UCL East. Supported by Terra Foundation for American Art. Photo: Genevieve Reeves

5,200

people attended *Wild Digits* at V&A South Kensington in November, the most popular of nine Friday Lates in 2024–25. Artists, including Sougwen Chung, Libby Heaney and Aziza Kadyri, reimaged the role of digital technology in our world.

96,000

people attended London Design Festival at V&A South Kensington in September 2024.



Designer Clara Chu shows how to make an upcycled Y2K bag on the V&A's YouTube channel

27,000

new people followed @young.vam and 12,000 followed @vam_east on Instagram. Content highlights included a spotlight on upcycling with Young V&A resident designer Clara Chu and a film with photographer Bea Dero.

Make Space

Artist-led making sessions, where youth workers and V&A East staff work together, fosters creative confidence and social connection. In 2024–25 participants explored weaving, design, illustration and 3D printing.



Image from the *If you're into it...* campaign. Photo: adam&eveDDb

If you're into it, it's in the V&A...

This advertising campaign ranked 22nd out of 993 awarded campaigns at the Cannes Advertising Festival, and won six D&AD Pencils, five Cannes Lions and the coveted Grand Prix at Eurobest European Advertising Festival.

Increasing equity and transforming access

Order an Object

This revolutionary service debuting at V&A East Storehouse allows every object not on display to be viewed on demand, seven days a week.

143,843

online object records were edited to improve access and a new booking portal was launched online.

Outreach through learning

A combination of direct engagement, exciting topics and rigorous scholarship helped the Learning programme to reach traditionally under-represented audiences. A survey discovered that:

46%

of participants identified as being from a minority ethnic background, compared to 22% of general V&A visitors.

20%

identified as D/deaf, disabled or neurodiverse, almost double the general museum audience average of 11%.

26%

were from a lower socio-economic background, compared to the V&A visitor average of 7%.

The new Order an Object service at V&A East Storehouse.
Photo: Bet Bettencourt



Collaborating with our audiences

Sense check

“Touchable” objects, scent stations, tactile maps and audio descriptions were developed with people living with dementia and their carers, to feature in the refurbished Rosalinde and Arthur Gilbert Galleries in 2026.

Take a seat

Designer Max Lamb worked with families with children aged 5–14 with special educational needs and disabilities to create a set of tactile stools for the Young V&A Design Gallery.

Views welcome

Co-design and discussion sessions with audiences of South Asian heritage informed the refresh of V&A South Kensington’s South Asia Gallery, set to open in 2028.

Max Lamb’s “Sensory Design: Assemble” workshop. Photo: Helen Lawson



Digital impact

Videos, trivia and quizzes invite young people to engage in art, design, performance and creativity on the interactive website mused

mused

The award-winning website for creatively curious children has seen engagement increase since its launch in September 2023. Supported by Bloomberg Philanthropies' Digital Accelerator for Arts and Culture.

1 million

The number of sessions reached in 2024–25 (not including those who opt out of cookies).

600%

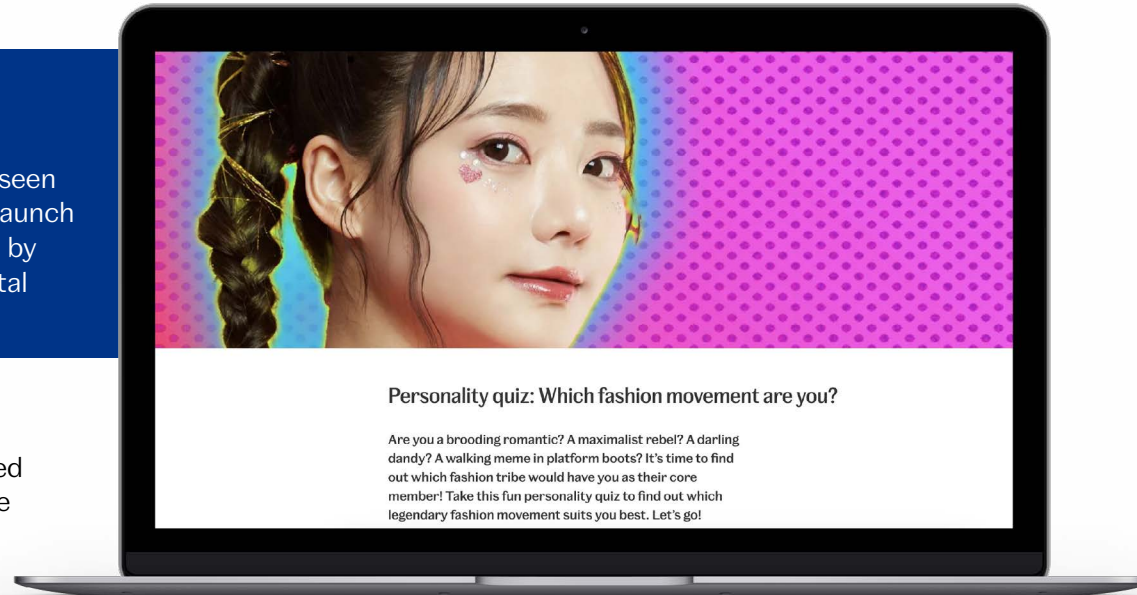
The increase in website users – now 756,000 – since the site launched.

75%

The number of users that rated the site as “great” during a survey – 45% of users would also love to visit the museum for the first time after learning about it through mused.

3 minutes and 15 seconds

The average time spent on mused, above the July 2024 target of 2 minutes.



V&A website

Taylor Swift | Songbook Trail was a significant driver of web traffic during summer 2024, with more than 1.5 million sessions, a 38% increase from the previous six week period.

Explore the Collections

Improvements to image quality, search functionality and object data made in the build up to the Order an Object service launch led to increased page views.



Social media

Across all platforms, the V&A now reaches 4.5 million accounts, generating more than 221 million impressions and 32 million video views.

Instagram

The most popular platform with over 1.9 million followers and 16 million video views.

YouTube

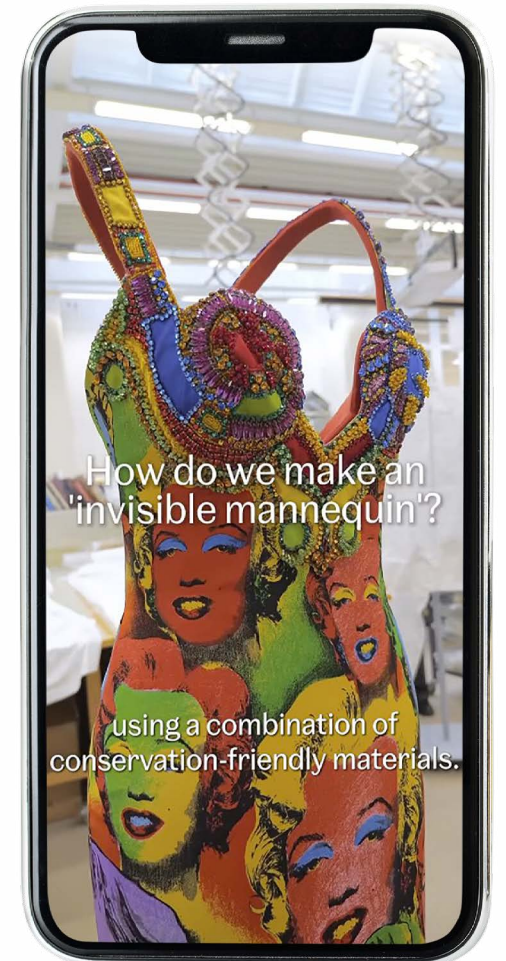
The platform reached 400,000 subscribers, a rise of 13.6% since last year, with 8 million views and more than 500,000 hours of watch-time.

8.1 million

The number of views achieved for *The Invisible Mannequin*, created for *NAOMI: In Fashion*, the V&A's best-performing video of all time.

Right: A tutorial on creating invisible mannequins for *NAOMI: In Fashion*

Left: A gold bracelet mounted with carnelian scarabs from 300–500 BC, made by jewellers Castellani, Rome. Given by the family of Ernest and Antoinette Jones. Photo: Victoria and Albert Museum, London



National partnerships



1,354

V&A objects are on long-term loan to 111 UK venues, while 574 loaned objects supported temporary exhibitions in 2024–25. Highlights include a 15th-century heraldic stained-glass panel, which will go on display in the new Gallery of Medieval Life at Norwich Castle.

Left: Showtown in Blackpool opened in 2024. Photo: Hufton+Crow, courtesy of Casson Mann and Showtown Blackpool

Showtown

The immersive collection at Showtown includes 27 objects on loan from the V&A, as well as ephemera and stories from the Blackpool Council Heritage Collections, and rarely shown items from performers themselves. The V&A also provides advice, skills sharing, and support with acquisitions – such as Charlie Chaplin’s hat and cane, and a signed hat worn by Stan Laurel.

V&A Dundee

Scotland’s design museum has helped to transform its local economy.

Over 2 million

people have visited V&A Dundee since its opening in 2018.

54%

increase in tourism to Dundee over the six-year period.



V&A Dundee, which celebrated its two millionth visitor in 2024. Photo: Hufton+Crow

V&A Wedgwood Collection

The Stoke-on-Trent home of 175,000 Wedgwood objects (3,500 of which are on display) celebrated its 10th anniversary in November 2024.

Treasures from Wedgwood’s illustrious past are held at the Stoke-on-Trent museum. Photo: Andrew Kimber

Wedgwood and Darwin

The exhibition opened in February 2025, exploring how the great scientist – who was Josiah Wedgwood’s grandson – and his theories about the natural world inspired ceramic production.



Supporting UK collections

A total of 96 grants were awarded as part of the Arts Council England/V&A Purchase Grant Fund to institutions across the UK to support acquisitions, meeting the year’s full grant budget of £725,000.



Florence Claxton’s *Woman’s Work: A Medley*, 1861, was acquired by Manchester Art Gallery with support from the V&A Purchase Grant Fund

Delivering creative education

As the family of sites expands and national learning activity develops, the V&A is reaching more young people than ever before

V&A Innovate

Nine shortlisted schools took part pitching designs that have a positive impact on the planet to a judging panel. Manor Church of England Academy's Year 8 team won with its dog harness made from recycled tyres. Generously supported by Oak Foundation.

DesignLab Nation



Now in its eighth year, the programme saw schools work on design projects in Gateshead, Newcastle and Bradford, and helped teachers in the delivery of the Design and Technology GCSE. The Box in Plymouth extended its V&A partnership, generously supported by Sarah Nichols and Oak Foundation.

Above: Pupils take part in DesignLab Nation, which celebrates regional crafts

Left: A student at a workshop with Jacqui Ramrayka, Global Ceramics Resident as part of the Adobe Creative Residency 2024

Photos: Victoria and Albert Museum, London

V&A East

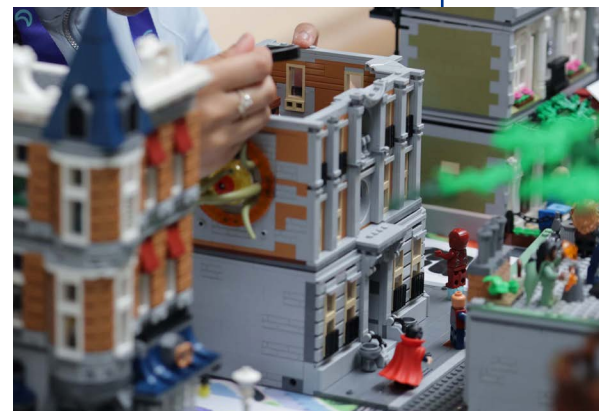
Our Stories Project

V&A East and local schools network, Art Matters, held workshops for young people and teachers led by local artists.

Working with East Bank Education

Young people and families from local boroughs joined artists at the annual Careers Week, Summer School and Great Get Together events, delivered by V&A East as part of this pioneering partnership.

Free "The Power of Play" sessions at Young V&A are supported by the LEGO Group. Photo: Rehan Jamil



The inaugural display in the Adobe Residency Gallery at V&A South Kensington. Photo: Victoria and Albert Museum, London

Adobe Creative Residents

The Adobe Residency Gallery opened at V&A South Kensington in December 2024, providing a permanent space for the artists who act as creative advisers across the V&A Learning programme.

255,108*

instances of engagement with the Adobe Creative Residency programme and display.

*FY 2024–25 figures

More than 500,000

children aged 16 and under visited V&A sites in 2024–25.

More than 8,000

young people participated in workshops and storytelling sessions supported by the LEGO Group, Toshiba and the Danish Arts Foundation. The I Am Festival helped neurodivergent and disabled pupils from London schools celebrate and explore their creativity.

Support and thanks



Cast Courts, Room 46b, The Weston Cast Court at V&A South Kensington. Photo: Martin Beddall/Alamy Stock Photo

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Raleigh Chopper MK2, designed by Tom Karen. Given by the Estate of Tom Karen. Photo: Victoria and Albert Museum, London



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14 October 2023 to 8 September 2024

Supported by Toshiba.
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Henry Willett's Collection of Popular Pottery

2 November 2023 to 29 September 2024

Supported by The Headley Trust

Christien Meindertsma: Re-forming Waste

22 November 2023 to 19 October 2024

Supported by John Makepeace OBE

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2 March 2024 to 22 September 2024

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With further support from the Estate of Mrs Hilda Rose Carlross. Additional support from the Camalotte Foundation, Steven Larcombe and Sonya Leydecker, and the C Jay Moorhead Foundation

V&A Innovate

March to May 2024

Supported by Daniel Howard Foundation and The John S Cohen Foundation

Fragile Beauty: Photographs from the Sir Elton John and David Furnish Collection

18 May 2024 to 5 January 2025

In partnership with Gucci.
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NAOMI: In Fashion

22 June 2024 to 6 April 2025

Supported by BOSS.
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Un-hide: Reframing Luxury

14 September to 13 October 2024

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18 September 2024 to 21 September 2025

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British Studio Pottery and the V&A

28 October 2024 to 28 September 2025

Supported by The Headley Trust

The Great Mughals: Art, Architecture and Opulence

9 November 2024 to 5 May 2025

Supported by the Huo Family Foundation, The Al Thani Collection Foundation and Blavatnik Family Foundation.
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26 November 2024 to 31 October 2025

Supported by John Makepeace OBE

Jameel Prize: Moving Images

30 November 2024 to 16 March 2025

In partnership with Art Jameel

Artists at Work: Museum

Residencies 2024

10 December 2024

to 2 November 2025

The Adobe Creative Residency is supported by the Adobe Foundation

Making Egypt

15 February to 2 November 2025

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20 September 2025 to 22 March 2026

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The Music is Black: A British Story Opens spring 2026

Supported by the Huo Family Foundation.
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7 November 2026 to 9 May 2027

Supported by the Huo Family Foundation

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