

V&A Academy

THE PRINCIPLES OF EXHIBITION MAKING

Tuesdays

13th October – 17th November 2026





Introduction

Working with the V&A's expert staff and industry professionals, you will study the process and ideas behind V&A exhibition-making. From concept to build, project management to design, you will get a 360-degree insight into the key considerations at all stages of an exhibition's life cycle. Focusing on six key themes – Mission, Audience, Research, Experience Design, Project Management and Collaboration.

Over six weeks, go behind the scenes to explore how the V&A's multi-skilled teams have imagined, built and delivered some of the most extraordinary exhibitions and museum experiences of recent times - and how you can carry their common principles into your own work.

Information

Tuesdays, 13th October – 17th November, 2026. Online.

Watch lecture recordings on demand, available at the end of each day, until 1 December 2026.

Your course leader

Dr Matilda Pye is a curator, educator and former V&A Research Institute and Andrew Mellon Public Engagement Fellow. She has over 20 years of experience working with museums and galleries in the UK and internationally, including Tate, the National Portrait Gallery, Royal Museums Greenwich, the Baltic Centre for Contemporary Art and the V&A.

Note: V&A Academy programmes are subject to change without notice.

Week 1 – 13th October

Mission, Strategy and Feasibility

- 13.00 Welcome and Introductions, **Matilda Pye, Course Leader**
- 11.30 Historical Overview of Exhibitions at the V&A, **Daniel Slater, Director of Exhibitions V&A**
- 14.15 Why do we make exhibitions?
Sophie Rouse, Director of Audiences
Kate Baily, Senior Curator V&A
- 15.00 Why here, why now, what's new to say? Exhibitions Workshop,
Matilda Pye, Course Leader

Week 2 – 20th October

Audiences and Interpretation

- 13.00 Understanding your audience, **Speaker TBC**
- 14.00 Brand Campaign, *The Music is Black*, **Olivia Miller, Senior Brand and Campaigns Manager V&A**
- 15.00 Interpretation in Exhibitions, **Bryony Shepherd, Head of Interpretation V&A**

Week 3 – 27th October

Research & Narrative

- 13.00 The Research Process: *South Asia Now*, **Adya Jalan, Exhibition Research Assistant V&A**
- 14.00 Curatorial Narrative *The Music is Black: A British Story*, **Josephine Small, Curatorial Programme Assistant V&A**
- 15.00 *Tish Murtha & Kuna Ryniewicz Close to Home*, **Niomi Fairweather, Head of Exhibitions Baltic Centre for Contemporary Art**

Week 4 – 3rd November

Designing Experience

- 13.00 Managing the Design Process, **Evonne Mackenzie, Head of Design V&A**
- 14.00 Designing *Schiaparelli: Fashion Becomes Art*, **Nebbia Works**
- 15.00 Designing *Lost Music Venues*, **Misty Buckley**

Week 5 – 10th November

Making it Happen: The Role of the Exhibition Manager

- 13.00 On Time and On Budget, **Jessica Taylor, Exhibition Manager V&A**
- 14.00 Build and Installation, **Briony Broadly, Exhibitions Manager V&A**
- 15.00 V&A Touring Exhibition Strategy, **Anna Fletcher, Touring Exhibitions Lead V&A**

Week 6 – 17th November

Partnership and Collaboration

- 13.00 Case Study: Bowie National Tour, **Harriet Reed, Curator Contemporary Performance V&A**
- 14.00 V&A in Venice, **Christopher Turner, Keeper of Art Architecture, Photography and Design**
- 14.45 Art Explora Mobile Museum x Government Art Collection, **Nicola Freeman, GAC**
- 15.30 Final Conclusions and Wrap-Up, **Matilda Pye, Course Leader**