

V&A Dundee

Inspiring &  
empowering  
through design

Strategic plan 2022 – 2027





# V&A Dundee

## Inspiring & empowering through design

### Strategic plan 2022 – 2027

# V&A

We are Scotland's design museum. Designed for everyone – firing imaginations and sparking curiosity in design in Scotland and around the world.

V&A Dundee was conceived as a 21st century museum, designed for everyone as a new type of museum, full of activity and energy. We welcome hundreds of thousands of people each year and generate joy and curiosity in design. Our unique architecture creates spaces to explore, reflect and learn, creating harmony between river and city. Our Scottish Design Galleries share stories from 500 years of design, making and manufacturing from across Scotland. We create design workshops and activities for all ages throughout our spaces, present spectacular exhibitions and a range of vibrant design experiences animate our building, plaza and city.

We advocate for the power of design – as both extraordinary and brilliantly ordinary, shaping our daily lives. V&A Dundee brings design from all over the world to Scotland and gives a new voice and platform to Scottish design and designers, creating engaging design experiences that bring design to life.

Our strategic plan sets out our ambitions and priorities from 2022 – 2027. The plan is an opportunity to make the most of our incredible assets, building a sustainable future aligned to the context that we are part of. It looks forward and creates a new vision for V&A Dundee as we seek to deepen our role in Dundee and beyond, engage audiences, celebrate designers, nurture new relationships and champion the power of design.

Leonie Bell, Director

### Our mission

We are Scotland's design museum, on a mission to inspire and empower through design.



### Our vision

Design shapes our world, it's part of everyday life and it's everywhere. We are a museum with energy and have a vision of the future where everyone is inspired through design and recognises its far-reaching impact in our lives.

Design brings joy and wonder, and is a way to understand our ever-changing world. It can give us the agency, skills, and confidence to understand the past, shape our own futures, and explore how we can design better collectively, for people and planet.

At V&A Dundee we champion design and designers and want to share the infinite possibilities they bring as catalysts of creativity and change.

Our spectacular home is Dundee's reimagined waterfront. We are a pivotal part of a city transforming. We reach out across Dundee, Scotland, the UK, and the world, sharing and gathering stories and ideas about design from Scotland and beyond.

We are a welcoming place for people of Dundee to explore design and to use as an everyday part of their city, as well as inviting visitors from around the world.

We are part of the V&A family of museums that celebrate creativity in all its forms from across centuries, for everyone.

### Our aims

We will:

- 1 Generate joy and spark curiosity in design for all our audiences through our pioneering programmes, our work with collections, our visitor and digital experience, our commercial activities, and our world-class architecture and plaza.
- 2 Grow our civic role as a museum and deepen our social impact by reaching out and connecting with people and partners across Dundee & Scotland, strengthening design's cultural, social, environmental and economic value and becoming a place for everyone to participate and feel at home.
- 3 Become Scotland's design champion by advocating powerfully for design and designers as one of Scotland's greatest resources with local and global reach, establishing Dundee and Scotland as a centre of design excellence, forging partnerships, nurturing ideas, innovation, and research.
- 4 Cultivate an organisation that values our people, audiences and planet by underpinning what we do with creativity, inclusivity, diversity, and a commitment to the environment.
- 5 Prosper as a sustainable organisation for the long term by using our entrepreneurial spirit and available resources to transform our financial model.



### Our priorities 2022 – 2027

1. Rebuild audiences post-Covid, engaging the widest audiences with design
2. Improve the visitor experience with a holistic approach
3. Strengthen reach, relevance and value in Dundee and beyond
4. Develop impactful partnerships, networks and be a platform for others
5. Be more inclusive and sustainable
6. Value, develop and support our people, enabling us to work together in new ways
7. Grow and diversify our income



Our programme is broad, comprising world-class major exhibitions, a free offer of changing displays, the Scottish Design Galleries and the story of our spectacular building. We also present an innovative learning, families and community programme, UNESCO City of Design talks and events, our Design for Business programme, as well as our design research programme. We build on existing partnerships and forge new ones to create vibrant, diverse and sustainable experiences for all our audiences throughout the year.

V&A Dundee exists to inspire and empower the widest audiences through design and we place people at the heart of all that we do. We aim to excel at visitor experience, and engage audiences from near and far, strengthening reach, relevance and civic pride across Dundee, Scotland and around the world. We aim to spark joy, fire imaginations and nurture curiosity in design for everyone.

### Principal funder



### Founding partners

