

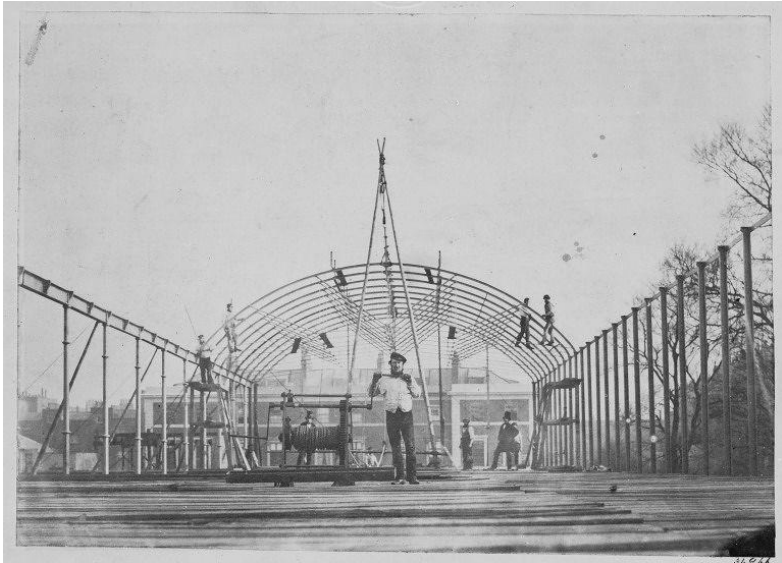
Young V&A

Working with audiences of the future

Philippa Simpson, Director of Design, Estate and Public Programme, V&A



Museum of Childhood



Young V&A



“TOWN SQUARE”

- Natural light
- Improved acoustics
- Kitchen (café) at the heart
- Easy to navigate

Young V&A

A world-leading museum of design and creativity for children, young people and families.

3 galleries (Play, Imagine, Design)

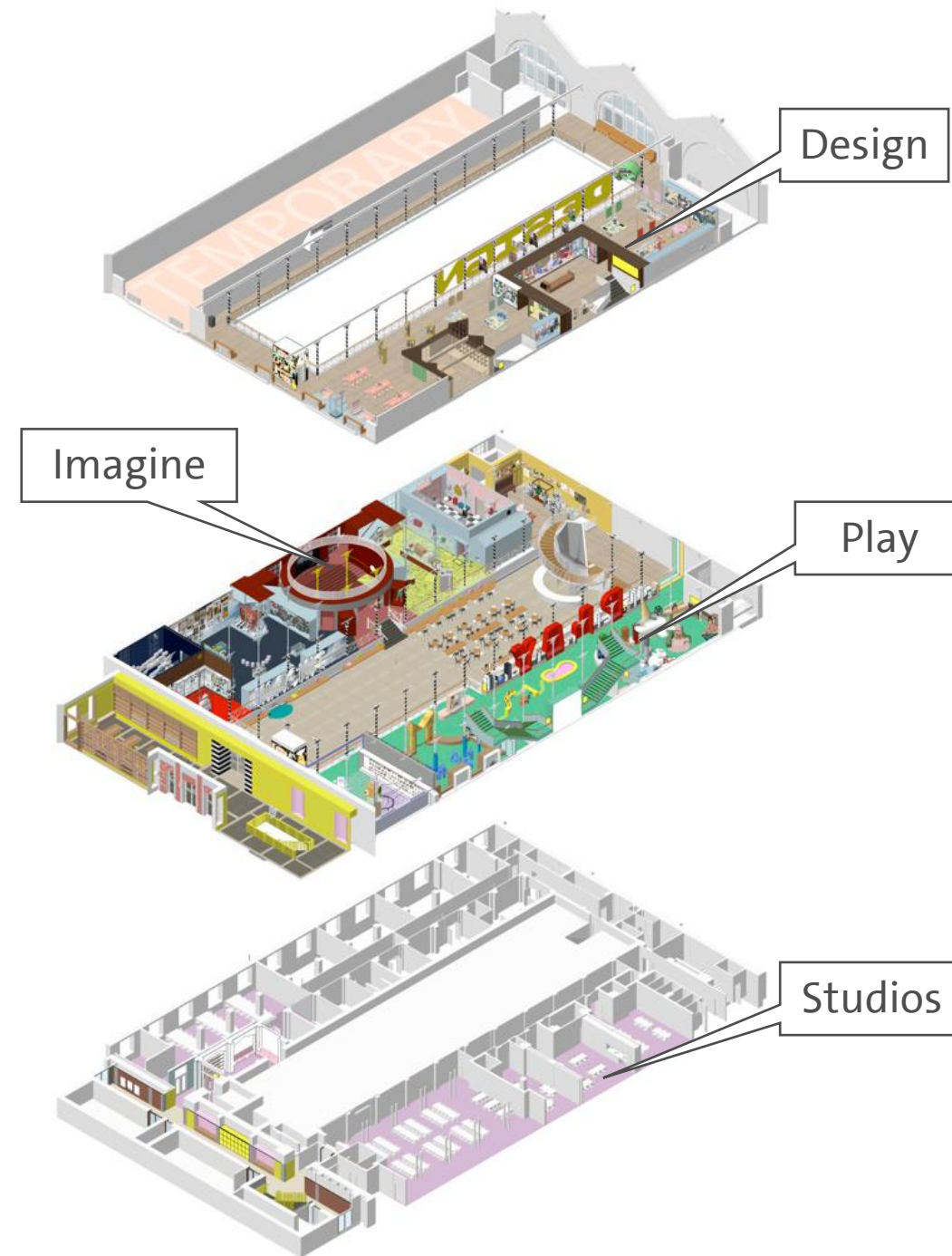
2,000 objects

Oldest object: 2,300 BC

Newest object: 2021 (currently)

Drawn from across all areas of the collection and six continents

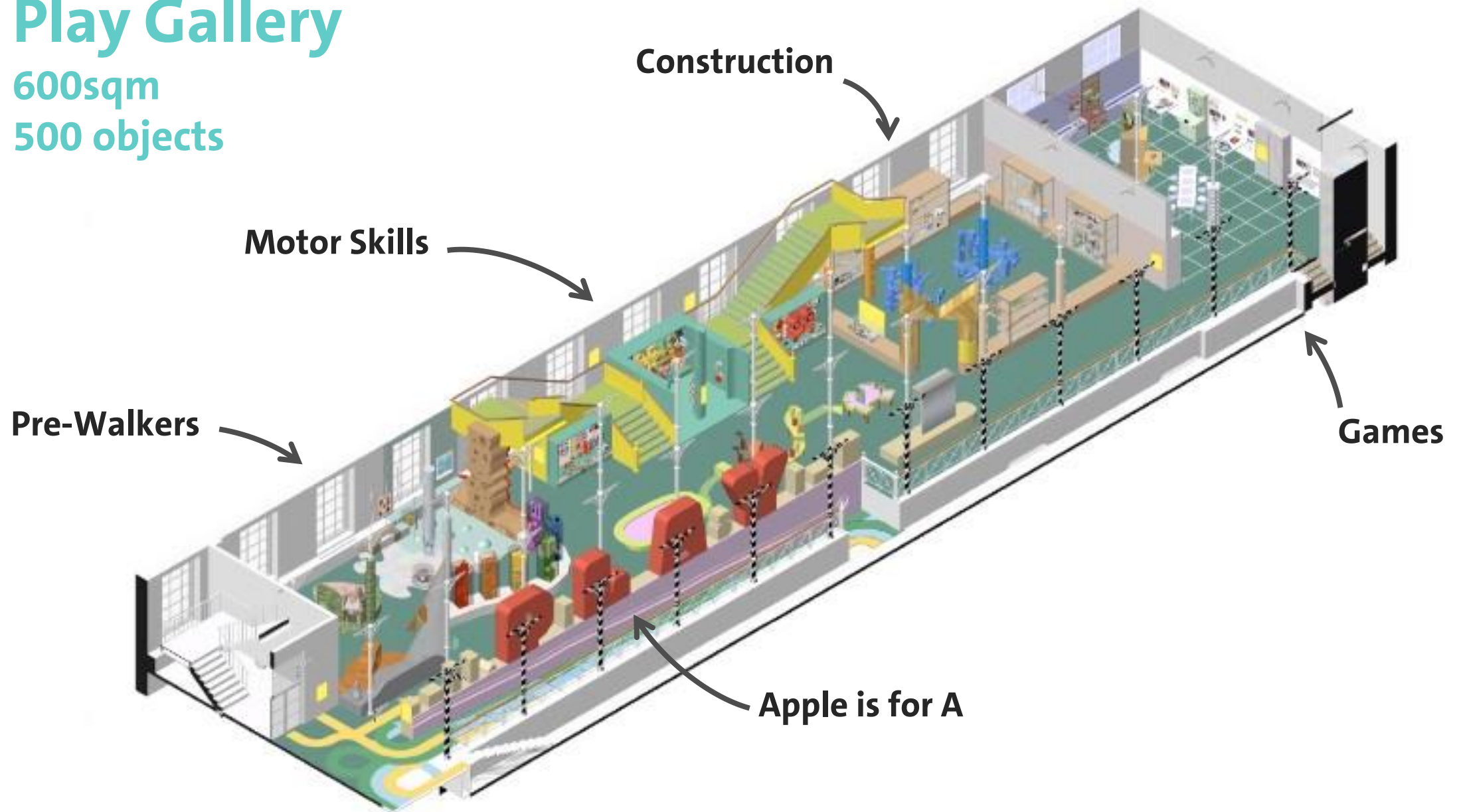
Four new studios



Play Gallery

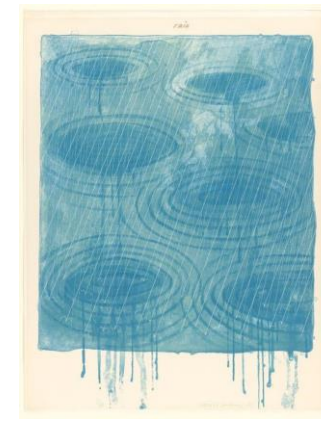
600sqm

500 objects



Focus on 0-5 year olds

Play Gallery – early years



Rain, David Hockney, 1973
(splash sound)



Bag, Red or Dead, 1993
(rough texture)



Statuette, 1550-1600
(O is for octopus)

Play Gallery – colour



Saturnus
casserole,
1960, Finland



Tin toy,
1950, Japan



Beads, c. 1550
BC - c. 1292 BC,
Egypt



Devil
puppet,
1920,
England



Miniature
vase, 1750-
1800, China



Musical toy,
1970-75,
England

Play Gallery - games



Cluedo,
1950s



Donkey
Kong,
1982



Minecraft, 2011

Imagine Gallery

655 sqm

1,000 objects

Place
(Village)

The Stage

This is
Me

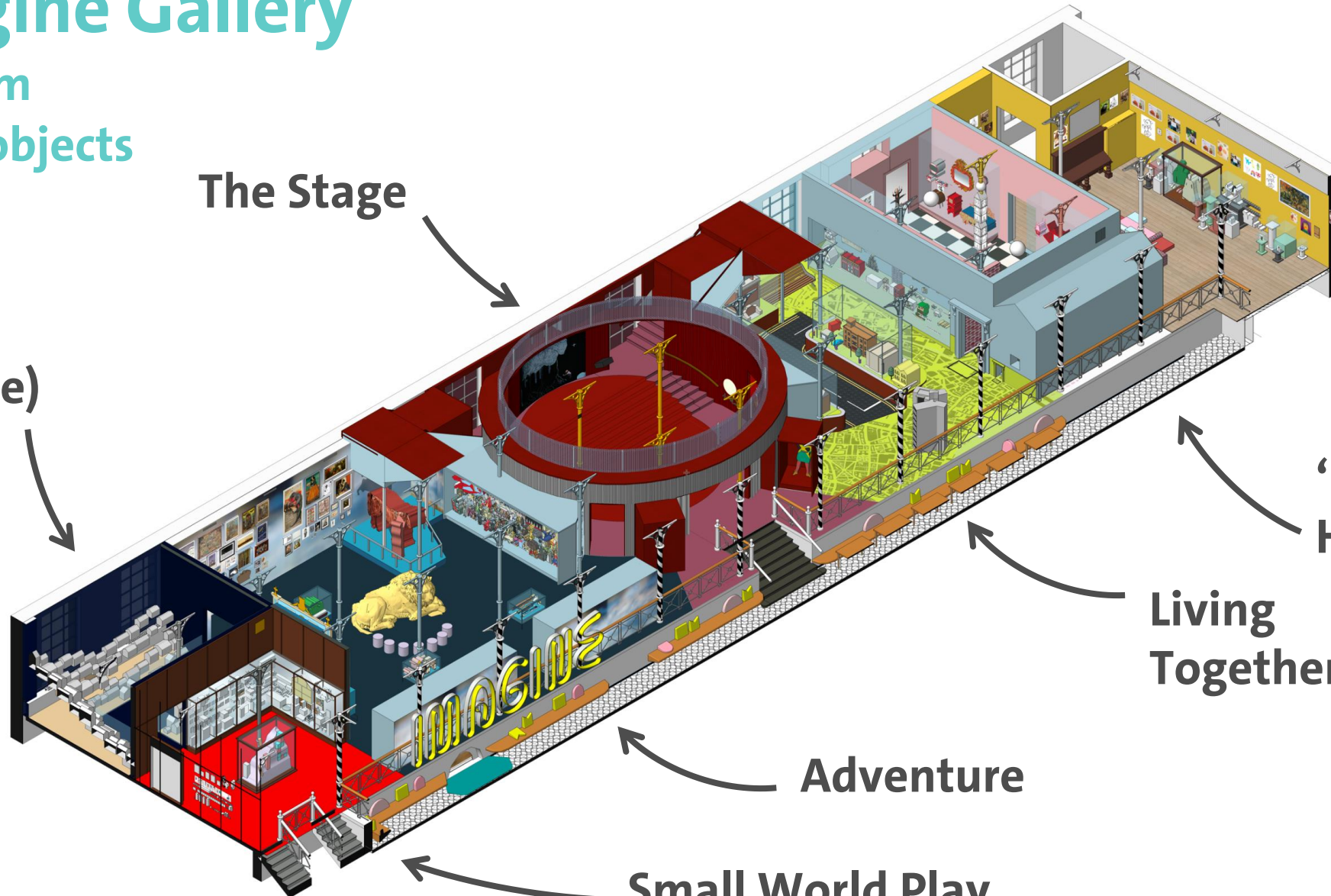
'Big Dolls'
House'

Living
Together

Adventure

Small World Play

Focus on 5-10 year olds



Imagine Gallery – The Stage



Robot mask, Spain,
1970s



Shadow puppet of
bird, India, 1950s

Imagine Gallery - Adventure



Seated figure, Peru,
400-1,000



Strozzi Key, France
1550-1650



Globe and case,
England, 1817



Trunki, 2009

Imagine Gallery – The Street



Whiteladies' Dolls' House,
England, 1935



Toy bunker, Germany,
ca.1920s.

Design Gallery

612 sqm

500 objects

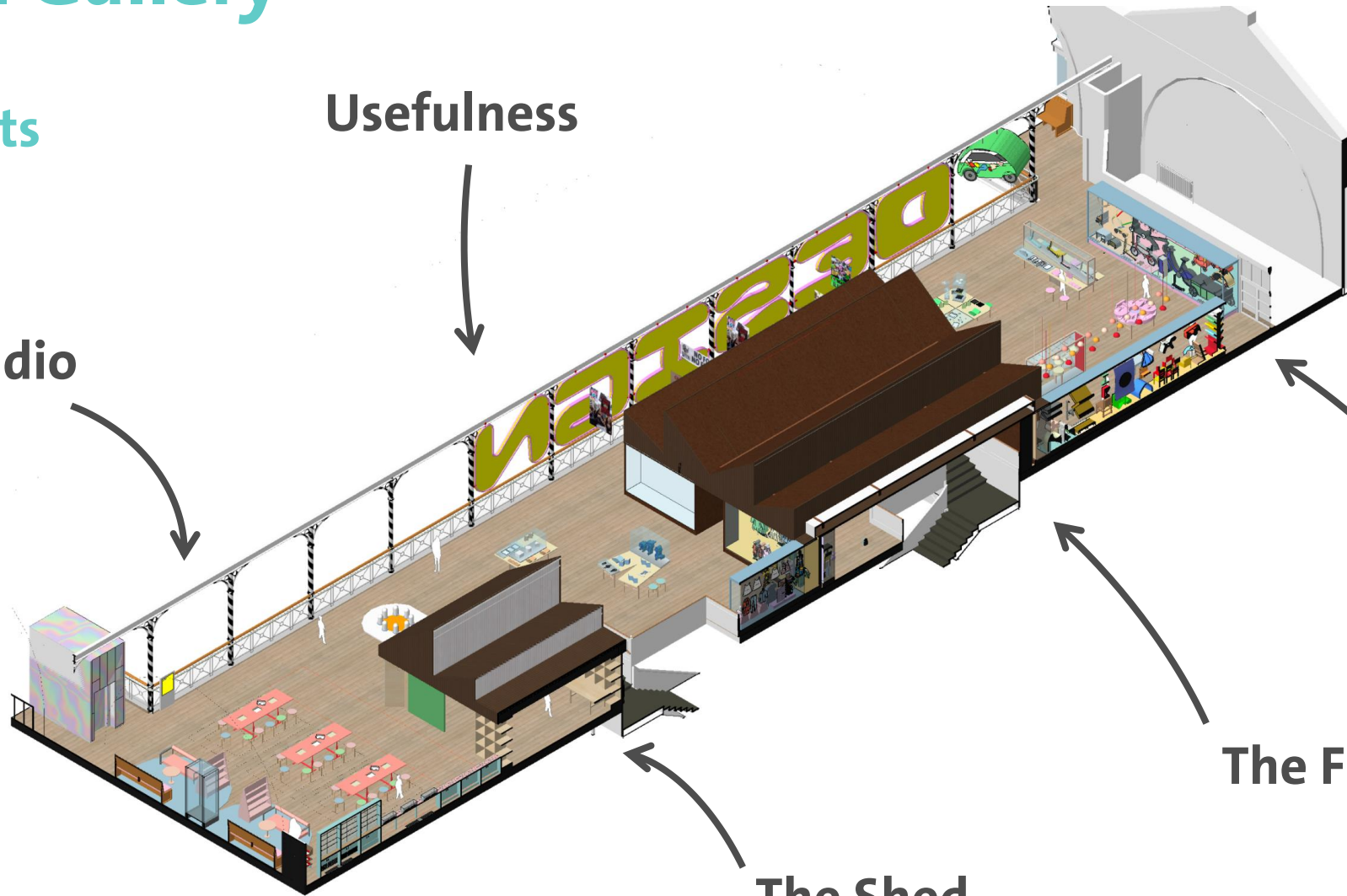
Open Studio

Usefulness

Design for
Change

The Factory

The Shed



Focus on 11-14 year olds

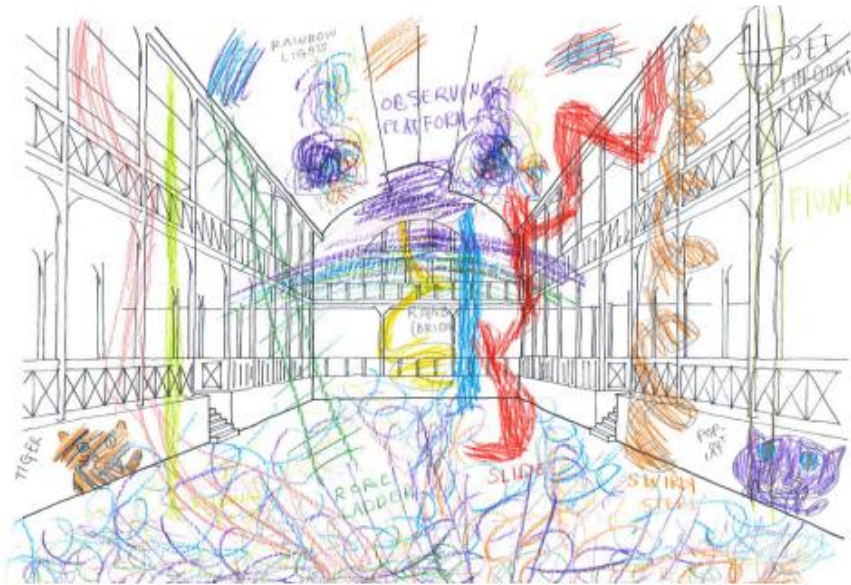
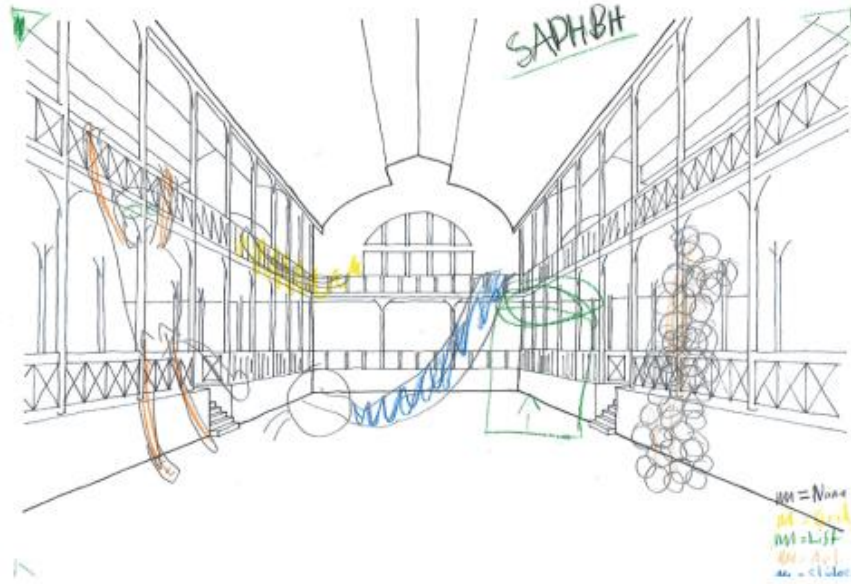
Design Gallery

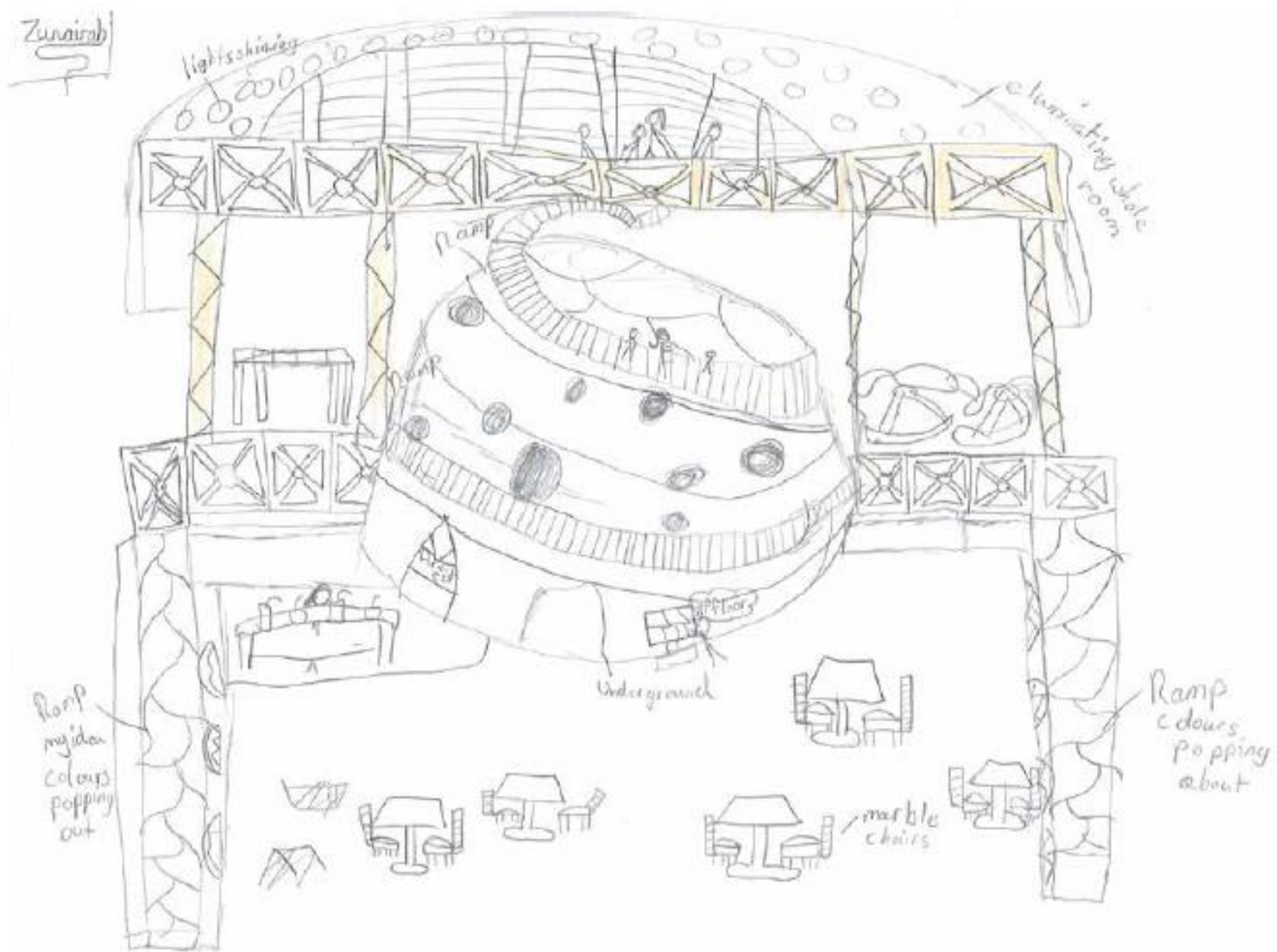


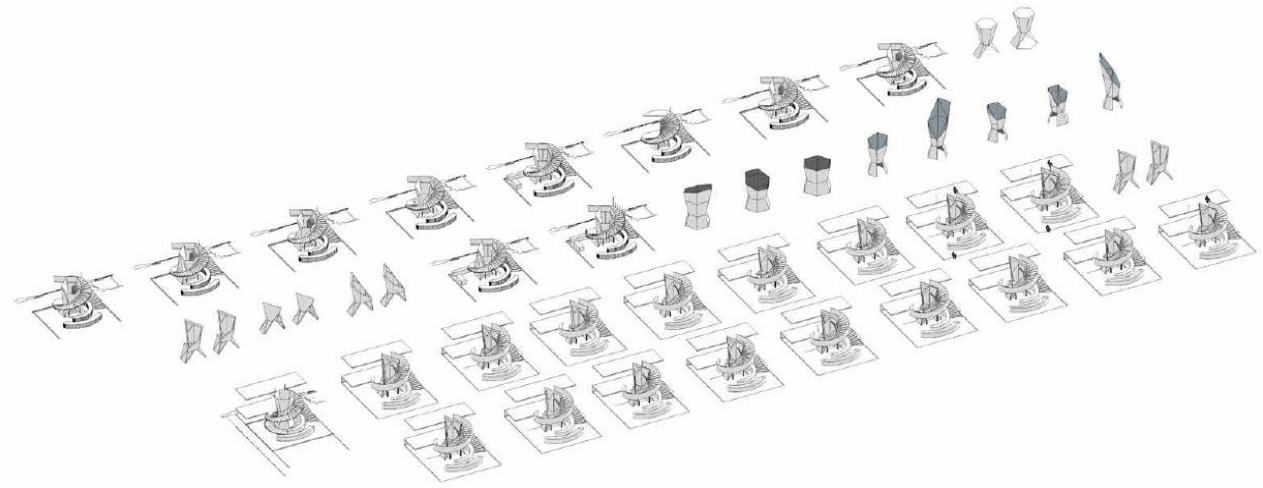
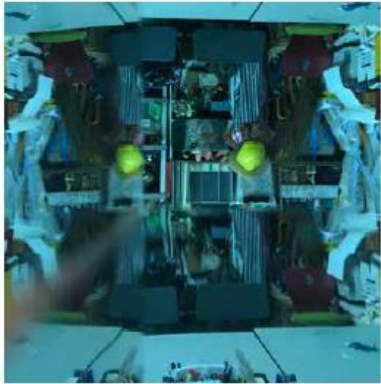
Young V&A



Up and down









Primary

Globe &
Bangabandu

19 pupils
6 sessions complete

A Day in the life
Look Touch Make-believe
Objects Have rights
A riot of colour
Town square



Secondary

Morpeth

11 pupils
3 sessions complete

A Day in the life
Look Touch Make-believe
Telling Stories



Teachers

6 teachers
3 sessions complete

A Day in the life
Objects have rights
Gallery learning

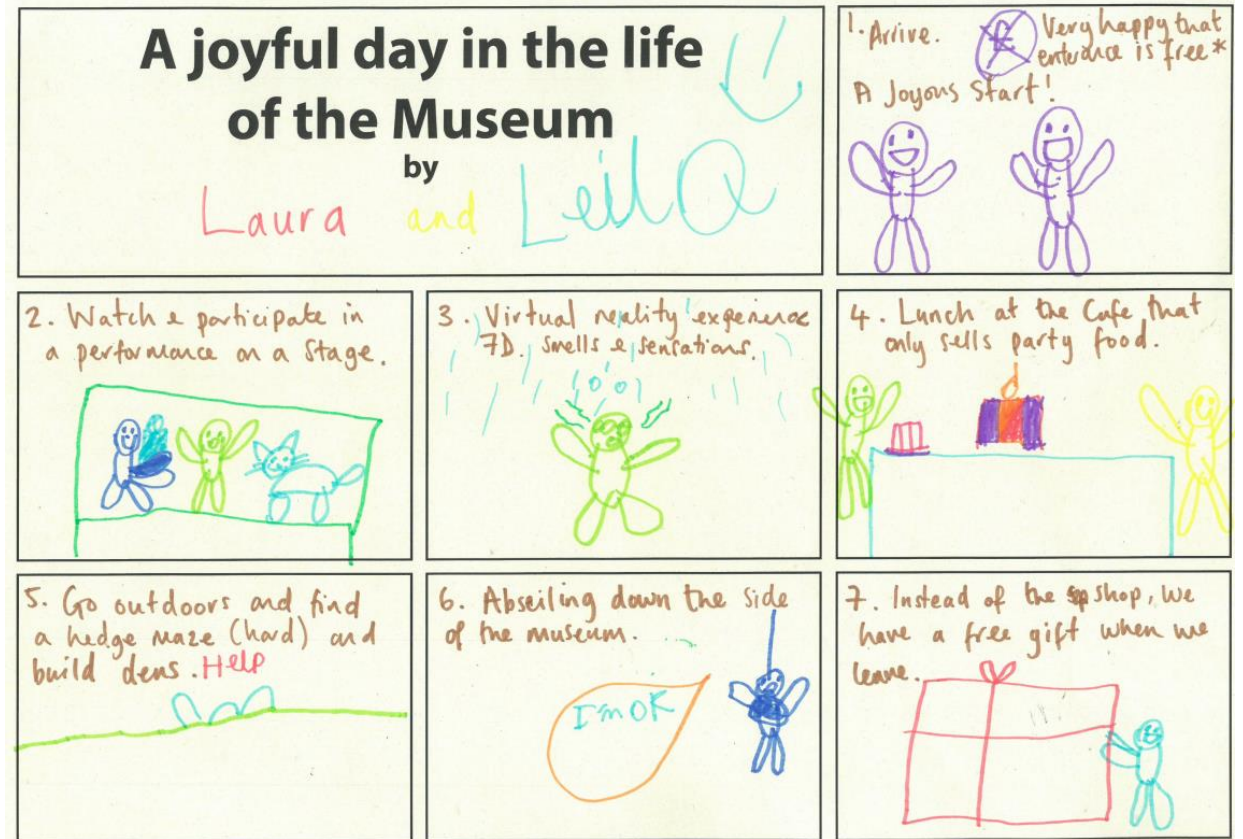
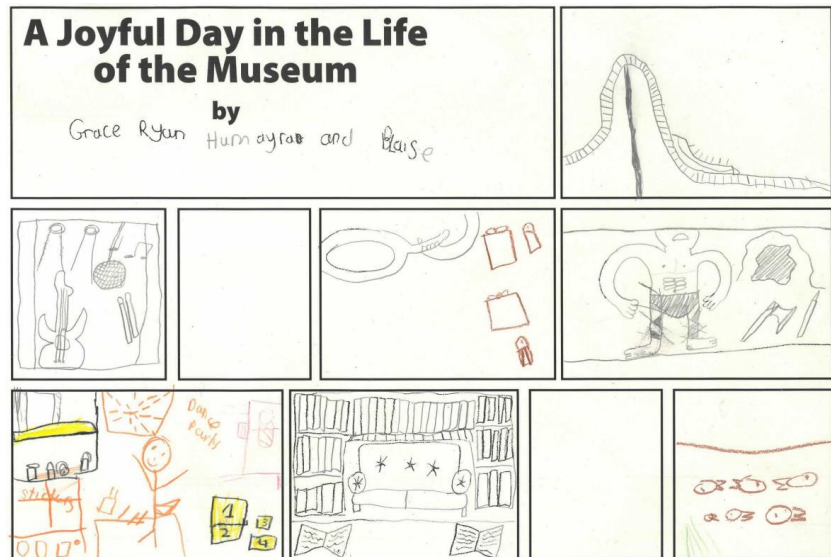
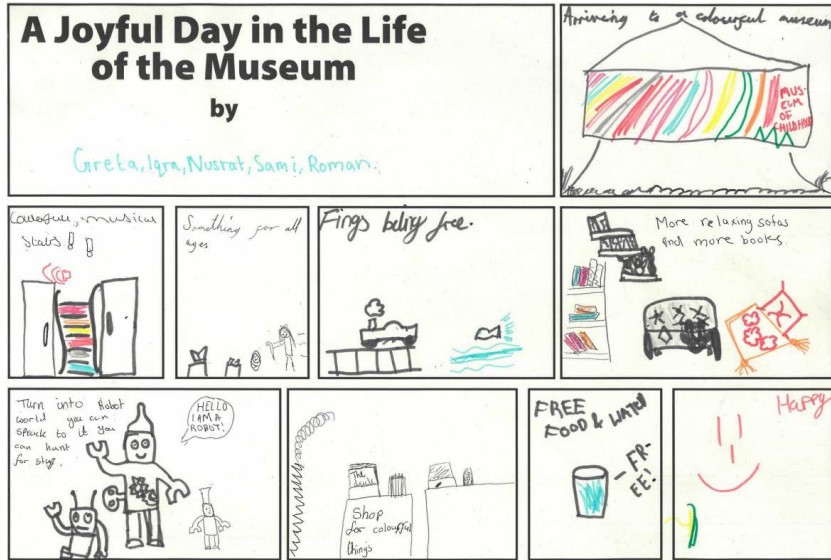


Families

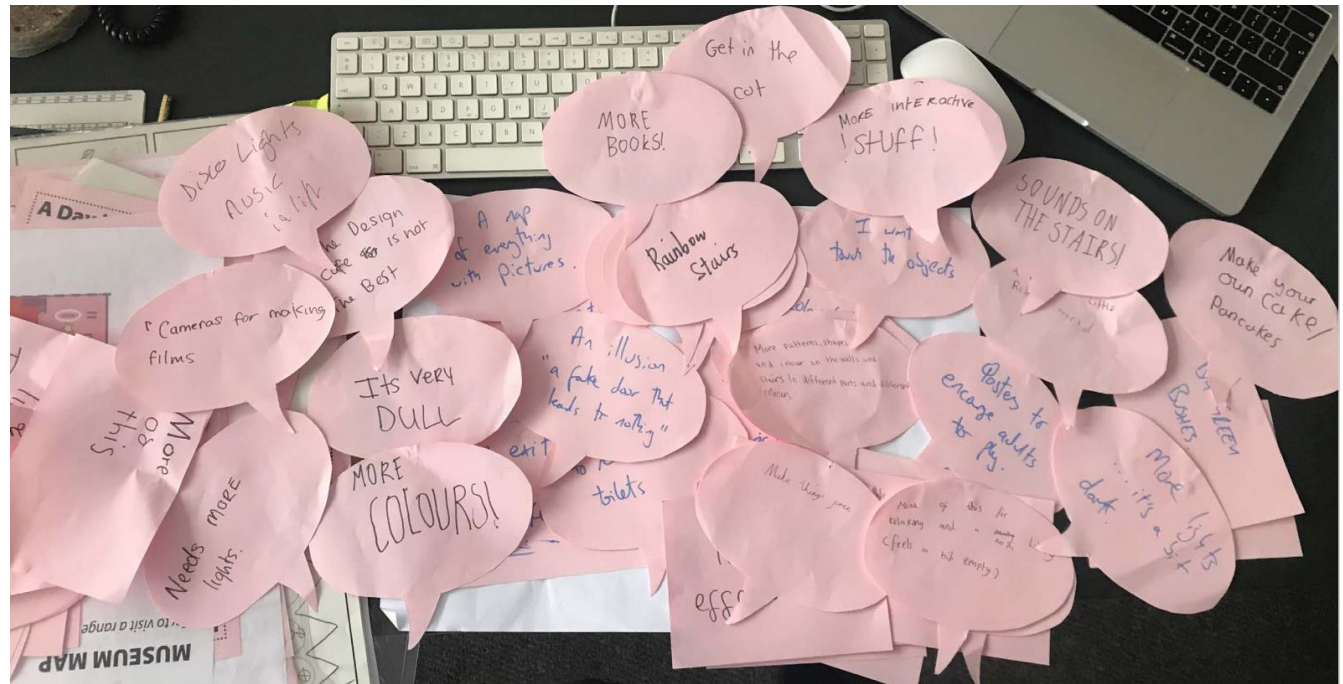
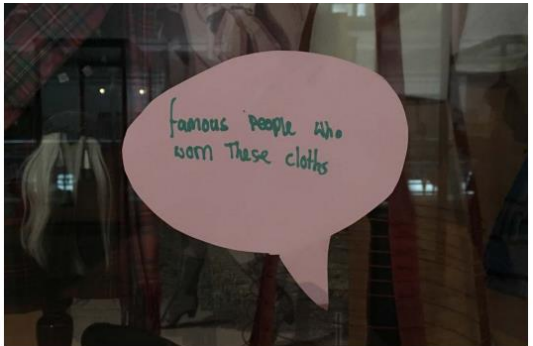
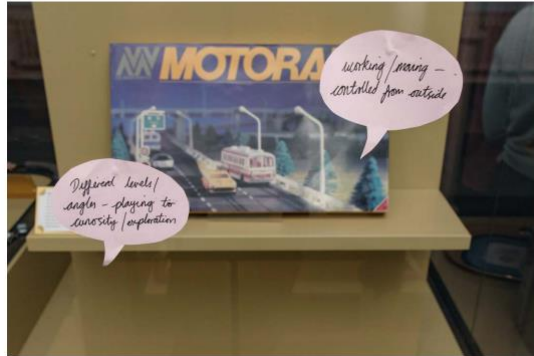
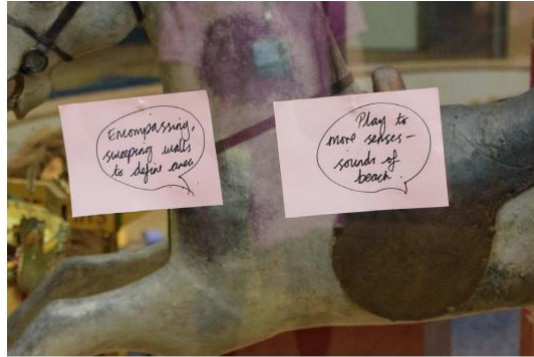
35 recruited participants
3 sessions complete

A Day in the life
Look, Touch, Makebelieve
A riot of colour

Big thinking



Display development





Display development



Colour



Font



!!! → & 1 2 3 4 5 7 8 ↑
A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

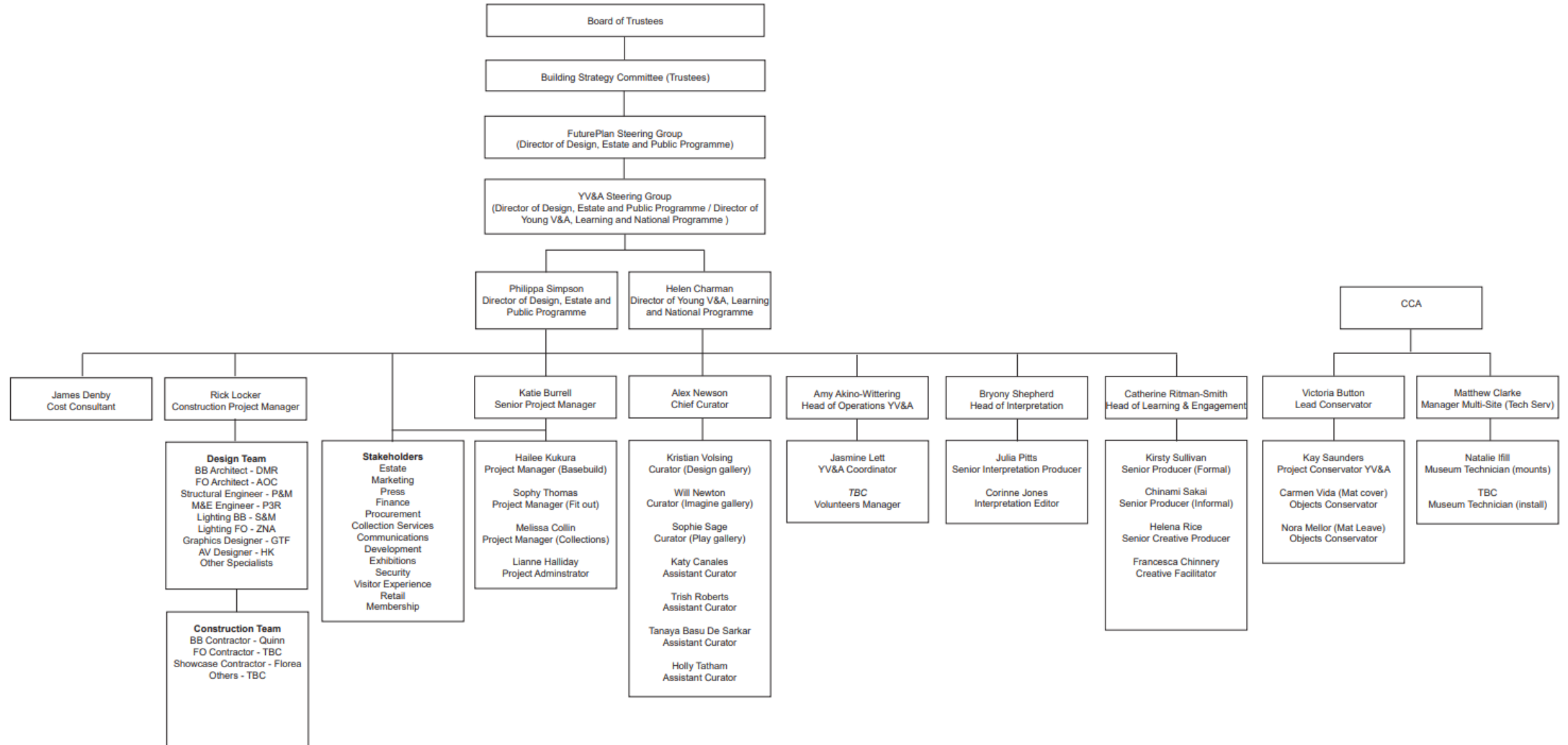


Open studio





YV&A – Team structure



YV&A – Lessons learned



- You cannot co-design everything! And sometimes instinct and experience is enough
- It is time-consuming and needs budget. Must be allowed for in programme and funding
- Essential to follow through with feedback and explanations for decisions made
- See as a two-way process – this is not just mining for ideas but introducing design practice
- Overall... it is ENORMOUSLY worthwhile. Young people are complex, sophisticated, challenging and insightful.

Thank you

Email:

Twitter:

V&A