



V&A EAST PRESS PACK

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ABOUT V&A EAST

V&A East Storehouse

Designed by New York architects Diller Scofidio + Renfro with support from UK based architects Austin-Smith:Lord, V&A East Storehouse is a 16,000 sqm purpose-built home for **over 250,000 objects, 350,000 library books and 1,000 archives** – heading to east London in what will be the UK's largest ever collections move. Offering an entirely new museum experience, the Storehouse invites visitors to immerse themselves within and explore the full breadth of the V&A's collections. Blurring the boundaries between public and private back of house spaces, V&A East Storehouse will bring together research and reading rooms with galleries, performance spaces and creative studios, all within one experiential warehouse building.

V&A East Storehouse will take visitors on a journey across time, through self-guided tours and changing displays, some literally 'hacked' into the sides and ends of collection stores. The Storehouse's programme will explore why objects are collected, how they are cared for, conserved and displayed and will reveal the latest research emerging from the collections. It will also experiment with new flexible forms of object display and co-production projects to highlight a multitude of different narratives and perspectives.

From the oldest objects in the V&A's collection, including a pair of ancient Egyptian woven shoes to the smallest, such as 17th century dress pins and exquisite buttons made by celebrated 20th century studio potter, **Lucie Rie**, the space will be interspersed with colossal architectural fragments and room sets, previously too challenging to be on permanent display. Visitors can step inside the only complete **Frank Lloyd Wright** interior outside of the US – his 1930s office for American businessman, Edgar J. Kaufmann, an exquisite **15th century carved and gilded wooden ceiling from the now lost Torrijos Palace** near Toledo in Spain, and a **full-scale 'Frankfurt Kitchen' designed by the Austrian architect Margarete Schütte-Lihotzky**, originally installed in flats in Frankfurt during the 1920s, and rarely on public display.

V&A East Storehouse will offer greater insight into artists, designers and performers' working practices through displays curated from the Archive of Art and Design and Theatre and Performance collections – increasing access to these exceptional resources spanning ceramics, fashion and textiles, fine and graphic arts, modern and contemporary design and more – in ways that were never possible on this scale. These include the **newly acquired Sir Kenneth Grange Archive**, charting the extraordinary 60-year career of the designer who has designed everything from Kodak cameras to Kenwood Mixers and the TX1 Black Cab, as well as items from singer and songwriter **PJ Harvey's Archive**, including her first electric guitar, originally stolen and only recently returned to her and gifted to the V&A. It will also dive into the archives of **Glastonbury Festival** and **Talawa Theatre Company**, among many more.

V&A East Museum

Designed by Dublin-based architects O'Donnell + Tuomey, the five-storey V&A East Museum spans c.7,000 sqm and will offer welcoming spaces to socialise meet and relax, as well as major exhibitions, festivals, commissions, immersive installations, live performances, pop-ups and late-night events. The main exhibition hall will present thematic shows celebrating the leading artists, designers and performers of our time. Two double height collection galleries will explore global making with new acquisitions, commissions and live activations presented alongside collection displays, bringing the spaces to life. The galleries will also showcase east London's creative and manufacturing heritage, spotlighting local makers past and present. An installation and events space on the top floor will be the focal point for V&A East's global partnerships programme, hosting interdisciplinary collaborations and new commissions and events, and a creative studio will host both drop-in and pre-booked activities. V&A East Museum will also house a café, shop and retail space and three outdoor terraces with views across the Queen Elizabeth Olympic Park.

In the galleries, objects traversing time and space will come together, from costumes worn by performance artist **Leigh Bowery** in **Michael Clark's** 1987 ballet *Because We Must*, to ceramics by Nigerian potter, **Ladi Kwali**, and Japanese kintsugi. Large scale textiles by **Eileen Gray**, designs by **Charles and Ray Eames**, and beautiful, painterly botanical prints by the British-Trinidadian textile designer, **Althea McNish**, will also be on show, as well as garments by the legendary fashion designers **Dame Vivienne Westwood** and **Rei Kawakubo**, contemporary streetwear, and intricate architectural models including those made by Bali-based **IBUKU** whose work champions sustainable and ecological practice.

Gallery displays will address topical themes such as 'Our Place in the World' unpicking the ways creatives have and continue to explore identity politics and issues of gender equality and female representation. Here **Molly Goddard's** *Daria* dress will be shown alongside a 16th century self-portrait by Italian Renaissance artist **Sofonisba Anguissola** and 1930s photomontages by Surrealist queer artist, **Claude Cahun**. Also, on show will be Scottish artist **Maud Sulter's** seminal 1989 series depicting black female creatives, including **Lubaina Himid**, in the guise of Greek muses to reposition black female artists within the history of art. Her work will be shown alongside the photography of South African artist **Sue Williamson**, and the Iranian photographer **Shadi Ghadirian**, who explores censorship, religion and modernity, in relation to the status of women.

YOUNG PEOPLE AND COMMUNITY ENGAGEMENT

To date, V&A East has spoken to, and consulted with over 20,000 local people and creatives through consultation, education and career initiatives, preopening events and activities, working in partnership with organisations across east London such as CREATE, Bow Arts, Hackney Quest, Blackhorse Workshop, Bromley By Bow Centre, Spotlight Centre, London Centre for Book Arts and Turning Earth, among many others, and will be scaled up over the coming months and years.

Empowering young people and opening pathways into the creative industries is fundamental to V&A East. An extensive outreach programme is well underway, consulting with over 20,000 people to-date. The **V&A East Youth Collective Programme**, a rolling 6-month paid opportunity for locals aged between 16 and 25, will play a key role in shaping strategic decisions in the making of V&A East from programming, to opening hours, ticket prices and more.

Interdisciplinary design collective **RESOLVE has been appointed as V&A East's first Youth Workers in Residence** to help shape V&A East's future youth programming. RESOLVE has been working with organisations across the four Olympic boroughs, such as Hackney Quest and Blackhorse Road Responders, to run a series of creative workshops exploring young people's connection to their local area as an opportunity for creative practice. Their work will culminate in a series of installations, designed and delivered in locations across the Olympic boroughs in collaboration with the young people.

Creative agency **A Vibe Called Tech**, whose work explores the intersection of black creativity, culture and innovation, has recently joined the V&A East project as part of a new creative residency supported by Google Arts and Culture. They will collaborate with young people on a series of digital content experiments that will inform V&A East's evolving creative programme. V&A East is a founding partner of **STEP (Shared Training and Employment Programme)**, which pairs young east Londoners with employers from across the cultural sectors and aims to increase representation in the creative industries. The V&A East team welcomed its latest STEP intern to the project at the beginning of June and the project will be expanded further in the coming years.

V&A East has been a part of **EAST Education's Summer School** programme since its inception. For 2021's sessions, V&A East has collaborated with Store Projects, a London-based group of artists and designers on a four-day programme focused on Digital Body Architecture, encouraging teamwork and the use of digital and analogue techniques.

In August, V&A East, along with its East Bank partners, will participate in the annual Great Get Together in Queen Elizabeth Olympic Park. V&A East's activity is led by London-based multidisciplinary architectural designer Sahra Hersi who will lead family workshops focused on ideas for cities of the future.

CREATIVE PARTNERSHIPS

V&A East is grounded in partnerships – with artists and creatives, local residents, universities, colleges and schools, East Bank and Here East partners and international collaborations.

In late 2019, V&A East collaborated with creatives and venues across Hackney Wick for **V&A East Friday Late: This Must Be The Place** – a late night event exploring how artists and designers are responding to the changing landscape of east London.

Since 2019, **Theaster Gates** has been the V&A Research Institute (VARI) and V&A East's joint Emeritus Fellow, supported by the Andrew Mellon Foundation, working on the research project *The Question of Clay* as part of a London-wide collaboration between the V&A, Whitechapel, Serpentine and White Cube Gallery. The partnership will culminate in a headline exhibition at Whitechapel Gallery this September, including a series of ceramic objects loaned from the V&A that have inspired Theaster throughout his career. The Whitechapel exhibition coincides with an intervention of new work made by Theaster in response to the V&A's collections on show in the V&A South Kensington's Ceramics Galleries this autumn. Theaster will also design the 2022 Serpentine Pavillion in London's Hyde Park.

In May 2021, VARI and V&A East's Public Engagement Fellow, Georgia Haseldine, who works closely with Theaster on *The Question of Clay* research project, collaborated with groups across Newham to present **Brickfield Newham** – a series of creative brick-making workshops, activities and performances on former brickmaking sites exploring the history of brickmaking and architecture of the area.

As part of a regular VARI and V&A East Artist in Residence programme, an **international Artist in Residence project in collaboration with local arts venue Bow Arts** will launch imminently. In addition, V&A East has also signed **Memoranda of Understanding with several universities including UCL and University of East London**, committing to create collaborative courses, research projects, teaching and public engagement opportunities, among other initiatives, with more to follow in the coming years.

V&A EAST PROJECT TEAM

Tim Reeve, Deputy Director and Chief Operating Officer, V&A



Tim Reeve has been Deputy Director and Chief Operating Officer of the V&A, the world's leading museum of art, design and performance, since 2013. Tim takes a strategic and operational overview of all museum activities, and leads on the development of V&A East in the Queen Elizabeth Olympic Park, east London, which will see a new research and collections centre alongside a major new gallery and exhibition space. He also leads the V&A's international strategy, including the V&A Gallery at Design Society in Shenzhen, China, and represents the V&A on the board of V&A Dundee. Before joining the V&A, Tim was Director of Historic Properties at English Heritage. He is a graduate in

Ancient History from Royal Holloway, University of London, and studied at the Institute of Archaeology (UCL) and INSEAD on its International Executive Programme. He is a trustee of Painting in Hospitals and the Canal and River Trust, and a member of the Hunterian Strategic Development Board.

Dr Gus Casely-Hayford, Director of V&A East



Dr Gus Casely-Hayford joined the V&A as Director of V&A East in March 2020. He is a curator and cultural historian who writes, lectures and broadcasts widely on culture, having presented a number of series for Sky, BBC radio and television and other channels. Formerly Executive Director of Arts Strategy, Arts Council England, (Britain's major Art's funder) and Director of the Institute of International Contemporary Art and most recently the Smithsonian National Museum of African Art. Gus gained a PhD from SOAS and was awarded an Honorary Professorship. He is a Cultural Fellow of King's College London.

Claire McKeown, Project Director, V&A East



Claire McKeown is Project Director for the V&A's ambitious new developments in Stratford, London – a museum, part of London's new cultural and education district, East Bank, and a collection & research centre at Here East technology park. She is responsible for the design direction and delivery of both projects. Previously, Claire headed Platform 5 Consultants which provided early stage advice to cultural sector clients commissioning new buildings, producing feasibility studies, developing briefs and managing architectural competitions. She trained as an architect at Cambridge and the Royal College of Art, running residential and education projects, and after moving to the Commission for

Architecture and the Built Environment, she advised over 20 local authorities on achieving design quality in their school programmes. Claire is a Fulbright Scholar.

Catherine Ince, FRIBA, Chief Curator, V&A East



Catherine Ince is Chief Curator of V&A East and leads the curatorial and creative programme planning for its two new sites. Formerly a curator at the Barbican Art Gallery, her past exhibitions include *The World of Charles and Ray Eames* (2015), *Bauhaus: Art as Life* (2012), and *Future Beauty: 30 Years of Japanese Fashion* (2011). Catherine is a Trustee of The Architecture Foundation and Chair of the Advisory Board of Kingston University's Stanley Picker Gallery and Dorich House Museum. She was made an Honorary Fellow of the Royal Institute of British Architects in 2018 and is an external examiner at the Architectural Association. She writes and lectures regularly

on design, architecture and exhibition histories.

V&A EAST ARCHITECTS

Diller, Scofidio + Renfro – V&A East Storehouse architects

Founded in 1981, Diller Scofidio + Renfro (DS+R) is an interdisciplinary design studio based in New York. With a focus on cultural and civic projects, DS+R's work addresses the changing role of institutions and the future of cities. DS+R's cross genre work has been distinguished with TIME's "100 Most Influential People" list and the first grant awarded in the field of architecture from the MacArthur Foundation. DS+R completed two of the largest architecture and planning initiatives in New York City's recent history: the High Line and the transformation of Lincoln Center for the Performing Arts' half-century-old campus. The studio has also completed the 35-acre Zaryadye Park, adjacent to the Kremlin, St. Basil's Cathedral and Red Square in Moscow. DS+R also recently completed two projects that have reshaped New York's cultural landscape: the surgical renovation and expansion of MoMA, which brings the museum's vast collection closer to the public, and The Shed, a start-up multi-arts institution originally conceived by DS+R. DS+R's approach to rethinking cultural institutions and civic spaces grew out of self-generated and alternative projects that blur the boundaries between architecture, art and performance. As co-creator, -producer, and -director, the studio's most recent self-generated work is *The Mile-Long Opera*, a free, choral performance featuring 1,000 singers atop the High Line. The studio is currently working on *The Hare with Amber Eyes* exhibition at the Jewish Museum in New York, an exhibition on the influence of Islamic culture on Cartier that will premiere at the Musée des Arts Décoratifs in Paris, and an environmental design for *Deep Blue Sea*, a collaboration with choreographer Bill T. Jones that will debut at the Park Avenue Armory this fall.

dsrny.com

O'Donnell + Tuomey – V&A East Museum Architects

O'Donnell + Tuomey is a studio-based practice with offices in Dublin, Cork and London. Committed to the craft and culture of architecture, they have been involved with urban design, cultural, social and educational projects at home and abroad. The practice has an international reputation for engagement with complex urban situations and sensitive landscapes. They have completed schools and university buildings, theatres and cinemas, community centres and social housing, art galleries and libraries in the UK and on the European mainland. Winners of more than 120 awards their completed schemes the regeneration of Dublin's Temple Bar (with Group 91) and its Irish Film Institute and National Photography Centre, The Glucksman Gallery in Cork, Irish Language Culture Centre in Derry, Lyric Theatre in Belfast, Photographers' Gallery and LSE Student Centre in London. They have exhibited six times at the Venice Architecture Biennale. They are working on a new cultural quarter under construction at the Queen Elizabeth Olympic Park on East London, including new buildings for V&A East Museum and Sadler's Wells Dance Theatre, and several social housing projects for Dublin City Council. Current projects include Academic Hub and Library for TU Dublin at Grangegorman campus and School of Architecture for University of Liverpool.

odonnell-tuomey.ie