

News Release
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Winner of The Queen's Platinum Jubilee Emblem Competition Announced

#PlatinumJubilee #JubileeEmblem

The winning entry of The Queen's Platinum Jubilee Emblem Competition has been revealed today, following a national competition run by the V&A in conjunction with Buckingham Palace.

Edward Roberts, 19, a graphic design student from Nottinghamshire studying at Leeds University, will see his winning entry feature prominently throughout the celebrations of the first ever Platinum Jubilee.

Inspired by and symbolising The Queen's historic 70-year reign, the new emblem will be used widely as the nation comes together to celebrate the Platinum Jubilee next year. It will feature throughout the festivities of 2022, which will include televised national events, street parties and community gatherings, and will also be used for all official merchandise commemorating the Jubilee, and across digital and social media.

On winning the Emblem Competition, Edward said: *"Art and Design have always been passions of mine, from a young age. Looking forward, I hope to make a career out of them. I never expected to win the competition and it's an honour to have done so."*

"For my design, I wanted to give a modern twist to the iconic elements of St Edward's Crown, and so I created a continuous line, which I felt was a fitting representation of The Queen's reign."

The winning design was chosen by a panel of graphic designers, visual artists and design professionals, experts from the V&A, the Royal College of Art, the Design Museum, and a representative from the Royal Household, chaired by V&A Director Tristram Hunt. The competition was open to young people aged between 13 and 25 from all over the United Kingdom.

Speaking about Edward's design, Paul Thompson, Vice-Chancellor of the Royal College of Art, and a member of the judging panel, said: *"This clean graphic design takes us on a simple line journey to create the crown and the number 70, beautifully capturing the continuous thread of Her Majesty The Queen's 70-year reign. Drawn on a computer, the ingenious emblem works across all scales and the flow of the line gives us a sense of a human touch behind the digital design process."*

As the winning designer of the competition, Edward will be invited to join in next year's Jubilee celebrations, including the 'Platinum Party at the Palace', the BBC concert being held in front of Buckingham Palace on Saturday 4th June 2022. Edward's winning design, along with the other nine shortlisted emblem design entries which will be revealed next year, will be displayed at the

V&A in June 2022. Edward will also receive a prize of £1,500 and a year's free Membership of the V&A.

Culture Secretary Oliver Dowden said: *"2022 will be a blockbuster year for the nation, bursting with pride and showing the best of Britain to the world."*

"I am delighted that we now have an emblem for Her Majesty The Queen's Platinum Jubilee and look forward to seeing this fantastic design as part of next year's celebrations. This is an excellent way to pay tribute to the service and dedication of Her Majesty."

- ENDS -

For further PRESS information please contact the V&A Press Office on +44 (0) 20 7942 2502 or email press.office@vam.ac.uk (not for publication).

The official emblem will be available, free of charge, for download from the Royal website, www.royal.uk, from today.

Notes to Editors

About The Emblem

Edward chose purple for his design, a colour which traditionally symbolises Royalty. In consultation with the Royal Collection Trust, the purple used in the final emblem is the shade which most closely corresponds to the purple in Her Majesty The Queen's Robe of Estate and Coronation Gown.

Edward included a circle to border St Edward's Crown, to create the impression of a Royal Seal, and incorporated the number '70', signifying the Platinum Jubilee, within the top of the Crown. The font used for the lettering is 'Perpetua', which means 'forever', and reflects the font style that appeared on Her Majesty's Coronation Order of Service in 1953.

The official emblem will be available, free of charge, for download from the Royal website, www.royal.uk, from Tuesday, 3rd August.

It will be available for use for all activities associated with the Platinum celebrations including community and national events, publications, retail, and merchandising. A set of guidelines for use will be available for download on the Royal website.

About Edward Roberts

Edward Roberts is a 19-year-old student, currently studying Graphic and Communication Design at the University of Leeds.

About the V&A

The V&A is the world's leading museum of art, design and performance with collections unrivalled in their scope and diversity, spanning 5000 years of human creativity. It was established in 1852 to make works of art available to all and to inspire British designers and manufacturers. Today, its purpose is to champion creative industry, inspire the next generation, and spark everyone's imagination.