

News Release
Tuesday 13 June 2023



V&A collaborates with Adobe to elevate diverse voices and support the next generation of creators through art education and creative programming

Today the V&A launches the Adobe Creative Residency, a multi-year collaboration with Adobe supported by the Adobe Foundation. The programme will give artists, designers, performers and creators unrivalled access to world-class arts resources and mentorship, studio space, creative programming and displays to showcase their work at the V&A.

The museum will invite three Creative Residents annually, across different practices, to deliver creativity, inspiration and making to empower creators from all backgrounds to share their story and pursue their dreams. As a part of their role, Creative Residents will work with local communities, schools and V&A learning experts across the UK to create a new model of programming both onsite at the V&A and outside the Museum. This will involve the V&A tripling its annual engagements with schools, young people and family programming from 78,500 (2022) to 246,000 instances of engagement. The expanded V&A learning programme will increase access to creative education among young people with a particular emphasis on schools with high levels of pupil premium and free school meals.

Embedded within the Learning Team at the V&A and building on the legacy of the V&A's successful Residency Programme established in its modern iteration in 2008, the Creative Residents will commit half their time to developing engaging creative programming around their craft. This could include working directly with audiences, acting as a creative advisor to wider museum creative programming, and collaborating across the museum to bring contemporary practice into galleries. Residents will participate in knowledge exchange programmes with other global Creative Residents alongside taking part in an annual international symposium around creativity in museums. Residents will work across the V&A sites, including V&A South Kensington, Young V&A, and V&A East, culminating in a six-month display of their work at V&A South Kensington.

Commenting on the collaboration, Dr Helen Charman, Director of Learning, National Programmes and Young V&A says:

'For over 170 years the V&A's mission has been to promote art and design for all, and to showcase the power of human creativity and ingenuity. The Adobe Creative Residency programme will inspire and equip the designers and makers of tomorrow with the creative confidence and skills needed to thrive in today's complex world whilst centring equity, diversity and inclusion.'

Applications are open today for the first cohort of residents across the following practices:

- Costume Design
- Global Ceramics
- Illustration

The Adobe Creative Residency programme at the V&A is part of the new Adobe x Museums programme and will run in conjunction with the Adobe Creative Residency programme at the Museum of Modern Art (New York City, USA).

“Adobe x Museums opens the expertise of world-class art institutions to the next generation of creators, giving them an unprecedented opportunity to develop and showcase their creative expression,” said Stacy Martinet, Adobe Foundation Board member. “The Adobe Foundation is proud to be investing in this first of its kind collaboration, meaningful and impactful programs that make it possible for everyone to develop creative skills needed to thrive in the 21st century workforce.”

The [Adobe Creative Residency](#) programme was founded in 2015 and has supported 34 artists globally with access to tools, skills, and resources including mentorship and compensation, to explore their passions and enable them to focus on furthering their creative interests and careers.

By 2028, the Adobe Foundation supported programme aims to reach 10 million creators and young people globally, across a wide range of artistic disciplines, through art, public exhibitions and digital displays to showcase their creative expression with the world. Through Adobe Foundation support, \$4.1 million in grants will be used to fund the inaugural year of programming at MoMA and the V&A, giving access and reach of creative programming to young creators.

Applications for the Adobe Creative Residency programme at the V&A open today at <https://www.vam.ac.uk/info/residencies>

For more information on the Adobe x Museums collaboration, visit <https://www.adobe.com/about-adobe/creative-residency.html>

- ENDS -

For further PRESS information about the Adobe V&A Residency programme, please contact Callum Walker on c.walker@vam.ac.uk

Notes to Editors

The Adobe Creative Residency is supported by the Adobe Foundation.

About the V&A

The Victoria and Albert Museum, London (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.

About the Adobe Foundation

The Adobe Foundation creates positive change through support for creative and digital literacy, social equity and opportunity, and active engagement in the communities where we live and work. The Adobe Foundation is a private foundation created and funded by Adobe Inc.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

About The Museum of Modern Art, New York (MoMA)

Founded in 1929 by three progressive women under an educational charter, The Museum of Modern Art connects people from around the world to the art of our time. MoMA aspires to be a catalyst for experimentation, learning, and creativity, a gathering place for all, and a home for artists and their ideas. MoMA realizes its mission by establishing, caring for, and presenting a dynamic collection of the highest order that reflects the vitality and complexity of modern and contemporary art; by welcoming millions of people every year to explore its exhibitions and participate in onsite and online programs; by sustaining a library, archives, and conservation laboratory that are recognized as international centers of research; and by supporting innovative scholarship and publications.