



News release
25 November 2024

V&A Unveils Christmas Tree Installation 'All Lit Up!' by Anna Lomax

'All Lit Up!' by Anna Lomax
Cromwell Road Entrance
V&A South Kensington
Monday 25 November 2024 - Sunday 5 January 2025
Free



Today **V&A South Kensington** unveils its annual Christmas installation, with this year's commission crafted by artist and designer Anna Lomax, and engineered by design studio JailMake. Entitled **All Lit Up!**, this glowing LED installation stays true to the playful, celebratory spirit of Christmas by using light as a central medium to reimagine the traditional Christmas tree as a tall, twisting column. The structure acts as a bold and playful intervention, contrasting yet harmonious with the museum's own iconic entryway columns. Anna Lomax draws parallels between the strength and support

exemplified both by trees in the natural world and columns in human-made structures, honouring their connotations of life, growth, and resilience.

Unifying the elegance of a tree with the strength of a column, **All Lit Up!** seeks to evoke the feelings of joy and child-like wonder typically associated with that of a traditional ornamented Christmas tree.

Meneesha Kellay, V&A Senior Curator, Contemporary said: *"Lighting up and lifting spirits this festive season, we are thrilled to commission Anna Lomax for this year's V&A Christmas tree installation. Delighting visitors with her playful site-specific response, Anna has taken inspiration from the iconic columns in our Grand Entrance as well as Prince Albert, Victoria's beloved husband, who popularised the idea of the traditional Christmas tree in this country."*

Anna Lomax said: *"It's an honour to be invited to design the 2025 V&A Christmas Tree adding to the line of amazing designers that have had the opportunity before me. My design for the 2025 V&A Christmas Tree uses the iconic V&A dome columns as a starting point but giving them an actual playful twist, embodying the 'Christmas Spirit' through a spectacle of light."*

Anna's works have firm roots in pop culture and the concept of the 'readymade'. Her expertise encompasses creative direction, spatial and object design, set design, and artist editions, with projects often characterised by her use of unlikely objects and textures to inject humour and fresh perspectives into familiar environments.

Anna Lomax's career has seen her collaborate with highly regarded names in fashion, sports and technology creating site-specific installations, images and motion works alongside objects and editions around the globe. She has brought her bold and playful aesthetic to projects for clients worldwide, including Apple, British Vogue, Calvin Klein, Chanel, Google, Hermès, Kenzo, MoMa, Nike, Selfridges, The Serpentine and Veuve Clicquot.

X: @annalomax

Instagram: @annalomax

X: @jailmake

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For further PRESS information about the V&A Christmas Tree Installation please contact Saffron Brown Davis on s.browndavis@vam.ac.uk / +44 (0)20 7942 2502 (not for publication). A selection of press images is available to download free of charge from pressimages.vam.ac.uk

Notes to Editors

- Every year to celebrate the festive period, the V&A commissions a designer to create a Christmas tree for V&A South Kensington's Grand Entrance. These unique installations range

from lavishly decorated real trees to hand-crafted twists on the tradition. Previous designers include Alexander McQueen, Es Devlin, and Jasper Conran.

- The Christmas Tree installation will be on display in V&A South Kensington's Cromwell Road Entrance from 25 November 2024 – Sunday 5 January 2025
- The V&A Christmas Tree installation is commissioned by the Contemporary Programme team, who are responsible for curating live events such as V&A Friday Lates and the London Design Festival at the V&A. The Contemporary Programme supports emerging creatives through commissioning installations and performances showcasing rising art and design talent from around the world.

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