



Scotland's Design Museum

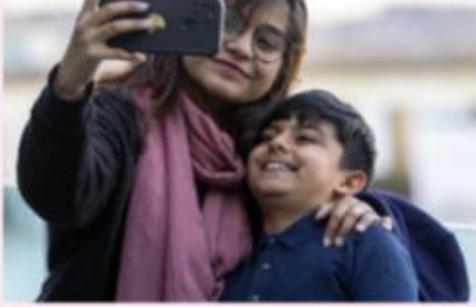
- Designed for everyone, firing imaginations and sparking curiosity in design across Scotland and around the world.
- The only V&A museum outside of London.
- 90-minute drive time for 90% of the population of Scotland
- The largest touring gallery space outside London with an incredible roster of world-class exhibitions.
- Featured on the cover of Time magazine as one of the top 100 new places to visit in the world.





Scotland's Design Museum

- 78% rise in tourism to Dundee since 2014
- £300m+ economic impact for Scotland,
- Including £100m+ in Dundee
- 450 gross employment contribution to Dundee
- 1,685 gross employment
- Scotland's coolest little city
- Over 2.5 million visits to date



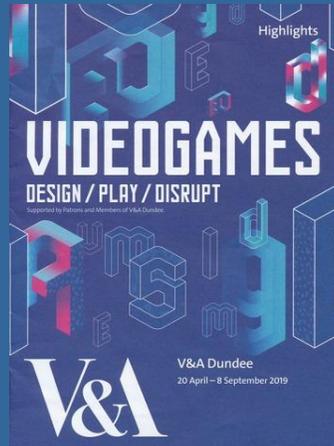
WELCOME TO V&A DUNDEE



Examples of previous major exhibitions



Ocean Liners: Speed and Style – 2018/19



Video Games: Design, Play Disrupt - 2019



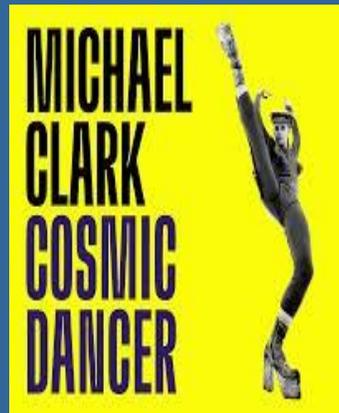
Hello Robot: Design between human and machine – 2019/20



Mary Quant - 2020



Night Fever: Designing Club Culture– 2020/21



Michael Clark: Cosmic Dancer - 2021



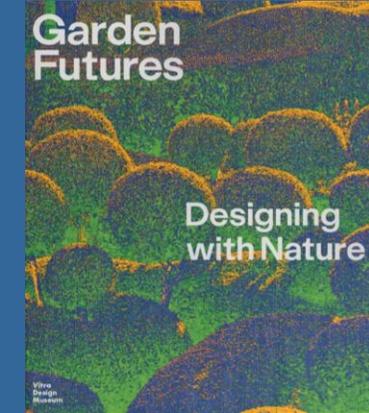
Plastic: Remaking our World - 2023



Tartan - 2023



Kimono: Kyoto to Catwalk - 2024



Garden Futures - 2025

Partnerships at V&A Dundee

V&A Dundee is a museum founded on a partnership agreement with Dundee City Council, University of Dundee, Abertay University, Scottish Enterprise and V&A. Partnership working is in our DNA.

We offer:

- Unique access to the museum
- Product collaborations
- Installations in the museum and off-site
- Bespoke events delivered to the highest standards
- Access to designers and senior team at V&A Dundee to deliver the partnership
- V&A Dundee featuring in your international marketing campaigns
- Patronage of V&A Dundee
- Exclusive agreements and access only available to partners



Design, Dance, Play

22 February – 27 April 2025

Michelin Design Gallery, V&A Dundee

Design, Dance, Play showcased the design process and creative thinking behind two live projects from the Abertay Game Lab research group.

Dance Floor Memories (Clare Brennan, Lynn Love, Danny Parker, and Rachel Simpson) and *Game Designer* (Lynn Love and Paul Gault (DJCAD)) explore familiar and popular past times as the basis for games which invite users to be co-creators and connect with each other through play.



Design HOPES: From HOPE to HEALTH

2nd October 2025 – 8th February 2026

Michelin Design Gallery

This exhibition showcases the transformational research developed in two years of Design HOPES – a design-led research initiative, collaboratively working between five Scottish Universities, NHS Scotland, the third sector and design organisations.

The climate emergency is a health emergency. Design HOPES is responding to this idea by creating, prototyping and testing the tools, behaviours and systems needed to meet, and move beyond, urgent Net Zero goals for NHS Scotland. This display presents an insight on the people and processes behind this work, and asks, *'How can design help us live healthier lives, for people and planet?'*







1 56°21'05.2"N 2°57'21.7"W
 Art Nouveau Terrace
 The George Orwell

2 56°27'44.4"N 2°58'25.8"W
 Faithful Crescent

3 56°27'52.2"N 2°57'58.8"W
 Cairn Murray

4 56°27'22.1"N 2°58'38.7"W
 Art College

5 56°27'42.9"N 2°58'14.8"W
 Volk Gallery

Exhibited from 5 - 19 November 2025
 Part of UPSTART Creative Careers Festival at V&A Dundee





Families

- Creating the Third space
- Low pressure - high impact program for local audience and tourists
- 15,000 annual engagements
- Designer led and self directed



- Spaces and places
- Inside & Out
- Designed for escaping the everyday
- Discover your curiosity
- Playful approach
- Deep rooted impact





The Dalmore and V&A Dundee

In November 2020, The Dalmore and V&A Dundee announced a multiyear partnership.

Through this collaboration, we pledged to cultivate a global platform for contemporary designers and inspire the next generation of creative thinkers to pursue their potential.

Furthermore, we are curating and advocate for exceptional design on a global scale and driving crucial income to the museum.

The Luminary Series is the product of this partnership.



The Dalmore

Portfolio Series



THE YEAR IN NUMBERS

2M

VISITORS SINCE OPENING

350,000

VISITORS IN 2024/25

66,000

VISITORS TO
KIMONO: KYOTO TO CATWALK

196,000

VISITORS WHILE THE DUNDEE
TAPESTRY WAS ON DISPLAY

1.4M

TOURIST VISITS TO DUNDEE
IN 2024

135,000

PEOPLE SERVED IN
TATRA BAR & KITCHEN

50,000

DOUGHNUTS SERVED AT
HEATHER STREET FOOD ON
THE PLAZA

25,000

COMMUNITIES, FAMILIES
AND SCHOOLS PROGRAMME
ENGAGEMENTS

130

SCHOOLS ENGAGED

5,200

SCHOOL PUPILS REACHED

108

DAYS OF FREE EVENTS FOR
FAMILIES

186

DESIGNER-FACILITATED FAMILY
WORKSHOPS

20

EXHIBITIONS AND DISPLAYS

66

EVENTS

500

FREE MUSEUM TOURS

13.9M

SOCIAL MEDIA IMPRESSIONS

2.4M

ONLINE VIDEO VIEWS

590,000

WEBSITE VISITORS

160,000

SOCIAL MEDIA FOLLOWERS

V&A Dundee Programme 2026

- Scottish Design Galleries – Permanent display
- Catwalk: The Art of the Fashion Show
- Thread Memory: Embroidery from Palestine
- Design and Disability
- Maggie's – Architecture that Cares
- Design Makars: Programme of monthly talks from designers and makers
- Free programme of family activities – throughout the year and holiday periods

*More programme to be announced!



The next phase . . .

What could V&A Dundee give you?

New experiences.

A pleasant afternoon

Experience in a field you're interested in

Something fun a place for young people to express themselves

Show How Cultural Dundee is AND Scotland Too!

Creative inspiration

COMMUNITY INVOLVEMENT

THE CHANCE TO EXPERIENCE DESIGN - ON A GLOBAL SCALE

experience

A reason to stay in Dundee ;

GIVE A PLACE TO EXPRESS MYSELF. SUPPORT & ENCOURAGE ME :)

EVENTS CATERED TO DESIGN; DANCE COMICS, ANIMATION

A fun + interesting Community Hub for Activities

V&A Museum of Design Dundee

A day out with friends ;

Thank You!

