

News release
9 February 2021



The V&A shares over 1.2m objects as it revolutionises digital access to its collections

The V&A is launching [Explore the Collections](#), a new digital platform that enables everyone from around the world to search, explore and discover over 1.2m objects from the museum's collections. This new online experience forms a key part of the V&A's goal to revolutionise access to national collections, which will culminate in our new collections and research centre at V&A East – an entirely new cultural experience and the first of its kind in the UK.

For the first time, *Explore the Collections* brings together data, stories, images and content about the museum's vast and fascinating collection in one place. With a completely redesigned user experience, it provides a new, fluid and story-led approach, where audiences can search for specific objects or allow the site to recommend content based on their interests.

Tim Reeve, Deputy Director & COO at the V&A said; *"This new platform comes at a vital time when the way audiences engage with museums and their collections has changed dramatically – particularly during the last year of the global pandemic. 'Explore the Collections' is one of the museum's most significant digital undertakings to date, and supports the V&A's goal of revolutionising access to the V&A's collections, and diversifying and expanding audiences, as we expand towards east London and V&A East. While the museum's doors remain closed, the platform provides a vital resource for research and discovery of the V&A's public collections to a worldwide audience."*

Explore the Collections reimagines access to the V&A's collections for everyone, from armchair researchers to inspired makers, and brings together data and stories to provide a more intuitive experience for audiences to delve deeper. The new platform includes enhanced search features, unites collections data with our editorial content so audiences can explore the bigger picture, and creates new opportunities to discover, appreciate and learn about similar objects in our collection.

Explore the Collections has launched today in beta, and the platform will be continually developed, updated and enriched in the coming months, expanding to later include archives and library collections. The V&A is also encouraging the public to provide feedback on their experience, helping make these national collections even more accessible than before.

Kati Price, Head of Digital Media and Publishing at the V&A added: *"Over the last two years we have reimagined how we want to share information about the incredible objects in our collection. From handbags to Raphael, and from jewellery to kimono, we wanted to celebrate our stories about material culture – now and for the future. The V&A looks after over 2.3m exceptional objects,*

archives and books, but much of what we hold cannot be displayed in our buildings. This project is about sharing as much as we can, with as many people as possible."

In addition to fostering new forms of engagement online, the V&A is transforming how visitors can discover and learn in our physical spaces. With over seven miles of gallery space in South Kensington and Scotland's first design museum at V&A Dundee, we are also redeveloping the V&A Museum of Childhood in Bethnal Green to become a world-leading centre of creativity for children, as well as building the new V&A East museum in the Queen Elizabeth Olympic Park in Stratford. This growing family of sites will provide more space than ever before for our world-leading exhibitions, events and learning programmes.

Alongside *Explore the Collections*, access to our collections will be further transformed by a new collections and research centre, just a short walk from the V&A East Museum. This will see the creation of a new type of cultural experience – designed by pioneering architects Diller Scofidio +Renfro – which places visitors at the heart of the V&A's collections and celebrates the multiplicity of stories, perspectives, skills and disciplines that go into managing an accessible and peerless collection on art, design and performance.

- ENDS -

For further PRESS information about *Explore the Collections* please contact press.office@vam.ac.uk (not for publication). A selection of press images is available to download free of charge from pressimages.vam.ac.uk

Notes to Editors

- Access *Explore the Collections* at www.vam.ac.uk/collections
- Read more about *Explore the Collections* on the V&A blog [here](#).

Social Media

Twitter: @V_and_A

Instagram: @vamuseum

Facebook: @VictoriaandAlbertMuseum

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. It was established to make works of art available to all and to inspire British designers and manufacturers. Today, the V&A's collections, which span over 5000 years of human creativity in virtually every medium and from many parts of the world, continue to intrigue, inspire and inform. vam.ac.uk