

V&A: INTERACTIVE KIOSKS

NEW TECHNOLOGY FOR ENGLAND'S ATTIC



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Problem

The Victoria & Albert Museum was awarded a Heritage Lottery grant in 1999 to re-develop the British Galleries. With over £35m raised, this was to be the single largest re-development undertaken by the Museum in the last 150 years.

The Victoria & Albert Museum, the venerable London institution affectionately known as “the nation’s attic”, needed to get visitors excited about new educational materials.

Solution

Museum curators wanted to ensure that educational goals would be delivered via engaging and entertaining means. The design team responded by developing a suite of multi-media solutions that could be deployed throughout the museum on interactive kiosks.

Interactive opportunities were extracted from the vast educational content accessible to the museum. Concept prototypes were extensively tested by the V&A, using a range of audience types within a mocked-up British Galleries environment. The kiosks directly addressed latent user need for more entertaining museum experiences, whilst ensuring pedagogical integrity for the V&A. They dramatically improved the experience of visitors to the galleries, garnering critical praise on the way.

Impact

The project received a BAFTA nomination for the “Best Use of Multimedia for Education Purposes” and The Times described the interactives as “genuinely illuminating.”

Responsibility
Chris Clegg, while designer at
Oyster Partners
See casestudy online
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