



Case Study 6

V&A Museum, London

WHO TOOK PART ?

Five Year 10 pupils from a girls' school in Bexleyheath. The invitation to take part was posted by the V&A on the website for LONSAS, the London Schools Art Service and the school responded to say they were interested.

WHAT DID THEY DO ?

The pupils were asked to plan a Digital Festival, using their ideas and skills to create an exciting and innovative programme of digital workshops, demonstrations and events. They took inspiration from the V&A collections, and used the latest Mac computers to carry out research in the Sackler Digital Studio.

The festival needed to target 13 – 19 year olds, have activities that appeal to both male and female, contain activities for young people to participate in, link somehow to the Museum's collections and aim to attract a large number of young people. The young people were asked to consider the kinds of demonstrations and workshops they would incorporate and how they would use different spaces and the areas of digital art / design / media they would like speakers to talk about. They were also asked to include in their presentation details of costs and how they would promote the event.

HOW DID THEY SPEND THEIR TIME ON THE DAY ?

- Orientation in the Sackler Centre, mini tour of the museum and introduction to software
- V&A presentation on proposed festival, plans and costs. Brief given to young people to devise a Digital Festival
- Brainstorm and research in digital studio using computers with access to web
- Ideas developed and collated into a rough presentation
- Young people's presentation of ideas to V&A Staff for comments and questions
- Young people and V&A Staff worked together to evaluate the best potential ideas for a festival

WHAT HAPPENED NEXT ?

The Digital Festival went ahead the following March, and was a big success, attracting 360 young people and involving the V&A's Youth Forum in running some of the activities. The young people's input from the day certainly helped to inform and shape the content of workshops and activities and also gave the V&A team a perspective on what young people their age wanted in digital media. Suggestions included being able to try on period clothes in front of a green screen then using photoshop to add background and an activity in which visitors can control what happens by calling or texting with their mobile.