

V&A

V&A Dundee

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Introduction to V&A Dundee

V&A Dundee, Scotland's first design museum and newest world-class visitor attraction, is a ground-breaking centre for design innovation, a place of inspiration and enjoyment, it is the first V&A museum anywhere in the world outside London. V&A Dundee is the first building in Britain to be designed by Kengo Kuma, the renowned Japanese architect now designing the Tokyo 2020 Olympic stadium.

V&A Dundee stands at the centre of the £1 billion transformation of the Dundee waterfront – a new landmark reconnecting the city with its historic waterfront and a major new cultural development for Scotland and the UK.

For more information, please contact the Tourism officer at | tourism@vandadundee.org | +44 (0)1382 411 613

Visitors can experience the remarkable story of design past, present and future and the vital contribution design makes to all our lives in a multitude of ways: through permanent displays, through an ambitious programme of changing exhibitions showcasing the very best of design from around the world, through new design commissions and fast-changing installations by emerging designers, and through creative learning projects for all our audiences.

The opening exhibition [Ocean Liners: Speed and Style](#), supported by players of People's Postcode Lottery and investment managers Baillie Gifford, explores the designs behind a mode of transport that came to represent the status of nations and the aspirations of millions. The show, co-designed by the V&A and Peabody Essex Museum in Salem Massachusetts, is the first to explore the design and cultural impact of the ocean liner on an international scale.

V&A Dundee has been established in close partnership with the Victoria and Albert Museum in London, drawing on its collections, curatorial expertise and exhibitions. It is run independently with its own Director and, as well as bringing V&A exhibitions to Scotland, it will develop its own exhibitions.

Sharing V&A Dundee

Here's some examples you can add to your own website and marketing materials.

Long Copy

V&A Dundee, Scotland's first design museum and newest world-class visitor attraction, is a ground-breaking centre for design innovation, a place of inspiration and enjoyment.

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Designed by internationally acclaimed Japanese architect Kengo Kuma, V&A Dundee stands at the centre of a 1 billion transformation of Dundee's waterfront. With its complex geometry, inspired by the dramatic cliffs along the east coast of Scotland, it stretches out into the River Tay – a new landmark reconnecting the city with its historic and beautiful waterfront, and a major new cultural development for Scotland and the UK.

The opening exhibition [Ocean Liners: Speed and Style](#), supported by players of People's Postcode Lottery and investment managers Baillie Gifford, explores the designs behind a mode of transport that came to represent the status of nations and the aspirations of millions. The show, co-designed by the V&A and Peabody Essex Museum in Salem Massachusetts, is the first to explore the design and cultural impact of the ocean liner on an international scale. It re-imagines the golden age of ocean travel and explores all aspects of ship design from the remarkable engineering, architecture and interiors to the opulent fashion and lifestyle on board.

High-quality facilities for visitors to V&A Dundee include an atmospheric 80-cover restaurant, an outdoor terrace with stunning views across the River Tay, a relaxed café bar, guided tours and a shop selling the best of Scottish and international design.

V&A Dundee was recently listed by the Los Angeles Times as one of the 'World's top 5 museums to explore in 2018' and Dundee itself was recently named 'Britain's coolest little city' by GQ magazine. The city became the UK's first UNESCO City of Design in 2014.

For more information check out www.vam.ac.uk/dundee/

Medium Length

V&A Dundee, is a ground-breaking centre for design innovation, a place of inspiration and enjoyment.

Visitors can experience the remarkable story of design past, present and future and the vital contribution design makes to all our lives. As Scotland's first design museum, V&A Dundee features permanent displays and changing exhibitions showcasing the very best of design from around the world.

Designed by internationally acclaimed Japanese architect Kengo Kuma, V&A Dundee stands at the centre of a 1 billion transformation of Dundee's waterfront. Inspired by the dramatic cliffs along the east coast of Scotland, the building stretches out into the River Tay, reconnecting the city with its historic and beautiful waterfront - a major new cultural development for Scotland and the UK.

The opening exhibition [*Ocean Liners: Speed and Style*](#), supported by players of People's Postcode Lottery and investment managers Baillie Gifford, explores the designs behind a mode of transport that came to represent the status of nations and the aspirations of millions. The show, co-designed by the V&A and Peabody Essex Museum in Salem Massachusetts, is the first to explore the design and cultural impact of the ocean liner on an international scale. It re-imagines the golden age of ocean travel and explores all aspects of ship design from the remarkable engineering, architecture and interiors to the opulent fashion and lifestyle on board.

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Short Copy

V&A Dundee, Scotland's first design museum and newest world-class visitor attraction, is a ground-breaking centre for design innovation, a place of inspiration and enjoyment. The only V&A museum in the world outside London, it features permanent displays and changing exhibitions showcasing the very best design from around the world, within the breath-taking surroundings of renowned architect Kengo Kuma's first British building.

For more information check out www.vam.ac.uk/dundee/

Main attractions

Some of the most exciting things you'll encounter at V&A Dundee are:

- An iconic, architect designed building
- First design museum in the UK outside London
- Scottish Design Galleries, including objects such as the [Charles Rennie Mackintosh Oak Room](#)
- Must-see major temporary exhibitions from around the world
- Guided tours in a variety of languages
- Destination restaurant and terrace upstairs, welcoming café downstairs
- Exciting programme of weekend and holiday events for families
- Exceptional views of the city, river and surrounding area from the building and terraces

Tours and Talks

Tours £6pp minimum group size 10 (for smaller more intimate groups, a set fee of £60 is applied)

- Scottish Design Gallery: Explore the everyday relevance of design and how it improves our lives, experience the processes that underpin it and discover the little-known stories of Scottish Design with international impact.
- Introduction to V&A Dundee & Architecture: Discover how V&A Dundee used pioneering technology and engineering to create a museum that's first of its kind and explore in depth how Scottish architecture makes a positive impact on our lives.

Talks - *To be held in the auditorium* - £6 pp minimum group size 25 (for smaller more intimate groups, a set fee of £150 is applied)

Discover and delve deeper into the little-known stories and processes that surround some of our objects before you self-guide around the museum and exhibitions.

- Temporary Exhibition
- Scottish Design Gallery
- Architecture and Introduction to V&A Dundee

Temporary exhibition price for Travel Trade:

Temporary exhibition special prices for Travel Trade

Book tickets to our temporary blockbuster exhibitions in advance to receive special discounted travel trade discounted tickets. Tickets must be booked a minimum of 4 weeks in advance and paid 14 days prior to arrival.

- Adult: £8 Weekday / £10 Weekend
- Concession: £6 Weekday / £8 Weekend
- Child (5-12 years): £4 Weekday / £6 Weekend

Bespoke packages

We are happy to tailor packages and offers to suit your clients' needs – including private and out of hours - please feel free to email our Tourism Officer to find out how we can create something bespoke for you and your client.

Group Lunch and Dinner Menu

With spectacular views across the River Tay, our restaurant, Tatha Bar and Kitchen ensures you have an exceptional dining experience on Dundee's waterfront. Using locally sourced produce, we have a specially designed menu that caters from brunch, to lunch, to dinner and a scone and sharing platter in between - there is something for everyone.

For larger groups wishing to dine in or restaurant we offer a reduced set menu available for two or three courses.

We also provide an additional catering offer for large groups within a private setting - from morning or afternoon tea and coffee to a hearty lunch and everything in-between – prices start from £5.00 per person.

FAQS

If your customers/visitors ask, we've highlighted some key points we often receive enquiries about.

Is the museum free to enter?

V&A Dundee is free to enter, with free design galleries, events and activities. Our temporary exhibitions will charge, like other major museums in Scotland and the UK.

Where can I buy tickets and how much will they cost?

Tickets for Ocean Liners: Speed and Style at V&A Dundee are available to purchase from our website and prices range from £8 - £12 for adults. A range of concessions and discounts are available, including for groups.

Coach drop off

Coach drop off points are located directly outside the building with parking available nearby.

Parking

Disabled parking bays are available immediately outside the museum with multiple car parks and bays nearby

Group/ language tours

We have a range of tours with additional language options to meet demand.

Building Accessibility

The museum is designed as an inclusive and accessible building and experience, this includes a Changing Places toilet and accessible toilets available on all floors.

Resources

Please feel free to download and share any of the following:

- [Museum Guide](#)
- [What's on Guide](#)
- [Latest drone video](#)
- [Building images](#)

Get to know Dundee

To help you get to know the city a little better, please see the [Dundee and Angus Visitor Accommodation Association](#) list of the city's accommodation provision, which is growing rapidly at present; and Creative Dundee's [99 Things to See and Do in Dundee](#), the crowdsourced city guide created with the help of people who live in Dundee and love it!

Keep up to Date:

Please [sign up to our e-news](#) or follow us on social media to be the first to hear all our announcements.

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