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Ms Jennifer Sanders Received by

Merrin Thompson

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 $V\&A\ Museum\ of\ Design\ Dundee\ will\ be\ an\ international\ centre\ of\ design\ for\ Scotland\ -\ the\ first\ ever\ design\ museum\ to\ be\ built\ in\ the\ UK\ outside\ London.\ Renowned\ architect\ \underline{Kengo}$ 

<u>Kuma's</u> first British building, V&A Dundee will be a new living room for the city – a place for all to enjoy and be inspired. Our galleries will be the first dedicated home to the story of Scotland's outstanding design heritage – of the past, present and future. We will showcase world-class touring exhibitions from the V&A – the only purpose built galleries in Scotland large enough to show these shows in their entirety. We will import the best of international design to Scotland, and export the brilliance of Scottish design to the world.

V&A Dundee is much more than just a building.

Learning is key to all that we do, and our programmes are designed specifically for our audiences – from families, schools and young people to business and our communities. In the run up to opening we're running a dynamic programme of events and activities. This includes projects like our first <u>Schools Design Challenge</u>, encouraging S1 pupils to use design to change their everyday environment; <u>Design in Motion</u>, showcasing some of Scotland's most exciting contemporary designers using digital technologies to push the boundaries of their discipline, and <u>Living Room</u> <u>for the City</u>, where our communities keenly shared their images, thoughts and ideas about design.

We will be the first museum to run a specific design-led business innovation (DLBI) strand, with which we will place creativity at the heart of business, be they creative industries, start ups or established multi-nationals. DLBI will be a visible design and innovation hub, offering a range of core and experimental activities to engage audiences in the business and benefits of design.

Along with raising aspirations and contributing to civic pride, a recent economic impact study highlighted the many ways in which V&A Dundee will impact positively on the city. It will support new hotel development in Dundee; encourage inward investment into <a href="Dundee Waterfront">Dundee Waterfront</a>, accelerating its development; lead to the creation of many tourism-related jobs and broader job creation in Scotland by driving design led business innovation.

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