

Impact case study (REF3b)

Institution: University of Dundee
Unit of Assessment: 34: Art and Design: History, Practice and Theory
Title of case study: V&A Dundee-Design, Industry and the Cultural Economy
<p>1. Summary of the impact (indicative maximum 100 words)</p> <p>Professor Follett's research in craft, design and business, developed through the AHRC-funded Past-Present-Future-Craft-Practice project^[2,7], has identified the need for a national design centre. This research has led to the development of the V&A Dundee concept, a £45m centre for design opening 2016/17.</p> <p>Follett established Design-in-Action, Knowledge Exchange Hub delivering an innovation network, with 450 SMEs and six new products by September 2013, creating a sustainable investment portfolio and <i>“a model of innovation for the sector” – quote by the AHRC.</i></p> <p>Impacts of this research consist of:</p> <ul style="list-style-type: none"> • the conceptualisation, fundraising and establishment of a major new cultural centre for design; • increased public engagement with design; • innovative forms of assistance to SMEs.
<p>2. Underpinning research (indicative maximum 500 words)</p> <p>Follett's research (2005-2011) surveyed and evaluated Scottish cultural and academic provision; the research environment for art and design; and models of successful new public infrastructure projects. Combined, this research developed a rationale and business opportunity for a Centre for Design for the 21st century. The research identified a complete absence of design practice within the cultural sector and a lack of appropriate economic support. Public engagement did not exist, and the design profession, despite being a growing economic force, had no public infrastructure. These findings were presented to Scottish Ministers for support and funding for a centre for design. In Past-Present-Future-Craft-Practice, (PPFCP)^[2,7], Follett researched aesthetics embodied in craft through an evaluation of the inter-relationship between skill, intellect and culture to answer the question: <i>‘Is there a future for Craft?’</i> The research established craft as a vibrant discipline, with an economic footprint, diverse practices and success constricted due to limited public access. Research continued into design residencies, and investigation into the value of intensive research and development for mid-career practitioners, (crisis point within practitioner's journey, PPFCP). A pilot scheme tested and evaluated a model for a Residency Programme funded by Scottish Arts Council (2008-2011), Follett^[8].</p> <p>In April 2010, Valentine co-convoked a symposium with V&A Museum (<i>‘Prototype: craft in the future tense’</i>^[3]), and examined prototype as a metaphor for a unique object explored through different lenses from space architecture to interactive objects. The symposium formed part of the nationwide celebration of craft arising from PPFCP^[2,7].</p> <p>The seminal V&A Dundee project event (Conference and Exhibition - ‘Making it Happen’ 24th and 25th February 2009)^[1] including public engagement and buy-in, built the necessary support and established the project in the public imagination. Follett's research outlined the case for a Centre for Design in Dundee including researched case studies: Guggenheim-Bilbao and the Baltic-Gateshead, MIMA. Complementing the research, the V&A offered expertise and partnership. Whetstone Partners and the Conran Group conducted a feasibility study on behalf of the partnership identifying the potential benefits of the project.</p> <p><u>White</u>^[4], <u>Wilson</u> and <u>Valentine</u> have explored innovative approaches through design. <u>Wilson</u></p>

Impact case study (REF3b)

received an EPSRC award (2011- 2014) for “Imprints”^[5,11], investigating the role design/craft plays in mediating science and technology. Through Craft Festival Scotland^[9], Valentine built a collaborative network facilitating a programme of events delivered in a compressed timescale of one month to give public visibility to craft practices. These projects have investigated the diverse role of design/crafts and their impact as an agent of exchange between disciplines, communities and audiences.

Research through Design-in-Action (DiA), 2012-2016^[6,12], an AHRC Knowledge Exchange Hub for the creative economy (Follett, Director) evaluates “Design to operate as a Strategy” for innovation to achieve company growth and economic benefit. Between February-October 2013, the project engaged with 450 businesses and 700 individuals; delivered 4 innovation events; funded 6 prototypes and launched its first business; delivered 5 public design lectures (1,200 attendees). Research conducted through the DiA continues to inform the business engagement strategy for V&A Dundee.

3. References to the research (indicative maximum of six references)

[1] V&A at Dundee: ‘Making it Happen’, Follett, G. 24-Feb-2009 Dundee: University of Dundee
Research output: Other contribution 2009

<http://www.studiointernational.com/index.php/v-amp-a-at-dundee-making-it-happen>

[2] Visual craft practitioner Follett, G. 2010 Past, Present & Future Craft Practice. Valentine, L. & Follett, G. (eds.). Edinburgh: NMS Enterprises Ltd, p. 22-37 16 pages. Research output: Chapter 2010

[3] Valentine. Prototype: craft in the future tense, symposium, June 2010, co-convened with V&A Museum. Accompanied by book: Valentine, L. [Ed.] (2013) Prototype: Design and Craft in the Twenty-first Century. London, New Delhi, New York, Sydney: Bloomsbury Academic, an imprint of Bloomsbury Publishing Ltd.

[4] White, H. (2013) Handle With Care. In, Valentine, L. [Ed.] (2013) Prototype: Design and Craft in the Twenty-first Century. London, New Delhi, New York, Sydney: Bloomsbury Academic, an imprint of Bloomsbury Publishing Ltd. pp75-84

[5] Wilson, S (2007-09) in Wheeler, Shirley; Long, Angela. (2007) Design4Science. The Visual Communication of Science. Sunderland: Welcome Trust. This book was produced to accompany the Design4science touring exhibition. ISBN: 978-1-873757-91-8 p.82.

<http://www.design4science.org/flash/flash.html>

[6] ‘Design in Action’: building a model for knowledge exchange between industry and academia, using design as a strategy for business growth in Scotland. Follett, G. & Marra, M. 2013 p.1-10. 10 pages. Research output: Contribution to conference, Presentation and Paper. Design Management Institute, Boston

Grants awarded between 2008-2013

[7] AHRC Award, 2005-2011, £442,306. ‘Past, Present and Future Craft Practice: an investigation into the relation between skill, intent and culture’. *Principal Investigator, Follett.* (PREFEC 19384/1)

[8] Creative Scotland, (Scottish Arts Council) Residencies, 2008-2011 (£30,000), *Follett*

[9] Creative Scotland, (Scottish Arts Council) 2009 (£30,000), Craft Festival Scotland, *Valentine*

[10] Shetland Arts (£7,600) 2009-10 Artist in Residence, *White*. Selected in competition by Shetland Arts/Scottish Arts Council to conduct research, exhibit and run workshops associated with the Hamefarers Kist.

[11] EPSRC (EP/J005037/1), 2010-2013 “Imprints” £467,522 (University of Dundee) Lead Dundee, *Wilson*

[12] Design in Action AHRC (£4,100,000) Creative Scotland (£400,000) In kind/cash from industry (£1,300,000) 2011 *Follett* (AHJ005126/1)

Total: £6,803,928

Impact case study (REF3b)

4. Details of the impact (indicative maximum 750 words)

The research in craft, design and business, together with associated knowledge exchange and public engagement, has led to a suite of mutually-supportive impacts, including:

- 1) the conceptualisation, fundraising and establishment of a major new cultural centre for design;
- 2) a spread of public engagement and changed attitudes among the public toward design and its value; and
- 3) innovative forms of assistance to SMEs, already bearing fruit.

1) **Conceptualisation:** Research undertaken through 'Past, Present and Future Craft Practice'^[2] identified the gap in provision for visibility of design and designers. The project built partnership working, ensuring that the research engaged with a wide range of communities and audiences. The project delivered 130 public exhibitions/events; an international conference and exhibition, 120 published international papers on craft practices; a special Journal edition and two books. This has enabled audiences to understand and see the diversity of practice and build an appetite for further engagement^[a,b].

The impact of the V&A Dundee project has been transformative to the City of Dundee's image. It is the capstone project of the waterfront regeneration, (circa £1billion), which reconnects the city to the waterfront. Commercial advances are also accruing with major chains announcing their intent to establish themselves in Dundee and citing the V&A Dundee as the reason^[h,i].

2) **Increased Public Engagement**^[j,k]: Public support was achieved through exhibitions and a consultation process, initiated with an opening conference and exhibition, 'Making it Happen' 2009^[c]. This was built upon through an international architectural competition^[d]. The exhibition travelled to the Scottish Parliament, Holyrood, Edinburgh^[f], The Lighthouse, Glasgow^[e], and then to V&A London^[g]. Follett was responsible for the direction, format and content of the conference and exhibitions ensuring that the projects visibly adhered to, advanced and exemplified best design practice. Public attendance at the events was high; Dundee (Sept – November, 2010), 16,000 visits, 10,500 completed questionnaire (equivalent of 10% of population of Dundee). The touring exhibition at the Scottish Parliament^[f] in January 2011 saw a 12.5% increase in visitors to exhibitions, and at the Lighthouse in Glasgow there was a 25% increase in visitors, with the V&A exhibit in London attracting an estimated audience of 60,000.

The V&A Dundee now has public ownership and is positively viewed as leading the ambition for Dundee to become a UK City of Culture. Dundee was 1 of 4 cities shortlisted with over 2,500 individuals publically supporting the project and a further 950 having identified elements for the programme.

The development of audiences for the V&A Dundee are being built through a pre-opening programme developed with the McManus Gallery/V&A. The following exhibitions (all at McManus Gallery) showcased elements of the V&A collections including:

- 2011 Queen Elizabeth II portraits by Cecil Beaton (2011, audience 43,631)(opening venue);
- 2012 Fashion Images (Jan 2012, audience 44,238),
- Modern Masters Print Exhibition (2013 estimated audience 38,000).

These exhibitions resulted in a 100% increase in audiences for McManus. A pilot master-class with artist Calum Colvin, subject Michael Marra, musician, (2011, McManus Gallery), linked programme content to exhibition through professional practice as a model V&A Dundee. The master-class explored Colvin's methodology to create work on the ambiguities and ambivalences of Scottish culture and identity, a unique event engaging audiences in the co-creation of an artwork.

Impact case study (REF3b)

3) **Economic Impact:** Design-in-Action, Arts and Humanities Research Council Knowledge Exchange Hub for the Creative Industries, has built an innovation model for micro/small SMEs, 'Chiasma', working across the sectors of Wellbeing, Food, Sport, ICT and the Rural Economy. The aim is to expand design into new sectors; develop business networks and evolve new ways of doing business, placing designers and design at the heart of the innovation process. Within a nine month period 700 individuals and 450 businesses had registered with DiA; 106 applied for Chiasma events; 76 took part; 11 bids received for prototyping with 6 funded; 1 company launched (within a three month period, sales in first week in excess of £15,000).

Design in Action, in partnership with V&A Dundee, is hosting a series of public lectures from eminent designers, with the aim of increasing awareness of design's value to daily lives and building audiences for the V&A Dundee. (Audiences to October 2013, 2,000). Contributors include: Sebastian Conran (Conran Associates), Deyan Sudjic (Director Design Museum), Wayne Hemmingway (Hemmingway Design), Josephine Rydbergh Dumont (former IKEA Chief Executive), Ian Callum (Designer Jaguar), Christopher Frayling (former Arts Council/RCA) and Mark Jones (former Director V&A).

Design-in Action's knowledge exchange, includes events for businesses, agencies, museums, galleries, government and organisations across Scotland. To date events have included: A showcase of creative PhDs and the launch of Restarting Britain 2 report, in partnership with The Design Commission, and MSPs.

5. Sources to corroborate the impact (indicative maximum of 10 references)

The work of PFCP culminated in the event called Craft Festival Scotland and the following identifies the event and some of the organisations who worked collaboratively to bring it into being:

- a) http://www.craftscotland.org/craft-news/news-article.html?craft-festival-scotland-launches&document_id=315
- b) <http://www.ahrc.ac.uk/News-and-Events/Events/Pages/Prototype--Craft-in-the-Future-Tense---Symposium.aspx>

The development of the work of the V&A Dundee project is well documented publically, the following are links that provide an evidential base for the work, its origins and on-going development:

- c) <http://www.studiointernational.com/index.php/v-amp-a-at-dundee-making-it-happen>
- d) <http://www.architectsjournal.co.uk/news/daily-news/in-pictures-shortlisted-schemes-in-va-dundee-contest/8600408.article>
- e) <http://www.ads.org.uk/news/va-at-dundee-design-models-exhibited-in-the-lighthouse>
- f) <http://www.scottish.parliament.uk/newsandmediacentre/25276.aspx>
- g) <http://www.vam.ac.uk/content/articles/v/v-and-a-uk/>

The pre-opening exhibition programmes of the V&A Dundee (2012-2016) at McManus Gallery had audiences of 115,000 to the three V&A exhibitions; this was a 100% increase on previous visitor numbers, indicative of excitement for an enhanced cultural future. This is also evidenced by companies establishing a presence within the city, with their subsequent investment including the following:

- h) <http://www.thecourier.co.uk/business/news/180m-takeover-deal-seen-as-good-news-for-malmaison-s-hotel-plans-in-dundee-and-st-andrews-1.77665>
- i) <http://www.dundewaterfront.com/projects/1369/Dundee+Rail+Station/>
- j) Factual Statement: MSP, Dundee City West, Scottish Parliament
- k) Factual Statement: MSP, Dundee City East, Scottish Parliament