Strictly Embargoed until 00.01 Monday 25 September 2023

V&A launches new interactive website for 10–14-year-olds

mused
vam.ac.uk/mused

The V&A has launched *mused*, a new interactive website for Generation Alpha, with a particular focus on 10–14-year-olds, supported by Bloomberg Philanthropies' Digital Accelerator for Arts and Culture.

The content-rich website invites young people to explore the V&A's world of art, design, performance and creativity, through over 100 quizzes, challenges and articles within core categories of art & design, fashion, music, film & TV, gaming, and the audience inspired 'random' category. Fun, constantly changing and socially relevant content brings together contemporary culture with 5,000 years of human creativity across the V&A collection.

As the V&A transforms into a family of museums, for audiences of all ages and backgrounds, online and in person, *mused* offers a stimulating, safe and welcoming place for younger audiences to spend time online, with content that is designed to both entertain and inspire curiosity. Highlights include:

- Articles and listicles that take a humorous look at objects in the V&A collection, with content including *Top 10 objects for surviving a zombie apocalypse* and *Top 10 cutest objects*.

- Personality quizzes that allow young people to explore their identity in playful and creative ways, with the quiz engine matching them to objects and themes such as *Which fashion 'core' is your style? Which Harry Styles album are you?* and *Which British fashion house should you live in*?

- Trivia quizzes that allow users to test their knowledge on a range of subjects from objects and themes from the V&A collections to movies and contemporary fashion aesthetics, for example *Can you match the colours to the Marvel movie?* and *V&A object or AI image?* Interspersed between the questions are fascinating

facts about the creative process, designed to inspire further exploration and curiosity around art, design and creativity.

mused has been developed with, and for, young people with content informed by a Trendspotter panel – a group of diverse, plugged in and passionate young people who helped identify the design and creativity trends that *mused* celebrates. Regular user testing sessions through user labs also helped identify features and content for the website that most appeal to the target audience of 10–14-year-olds.

The website, built by the enterprise WordPress agency*, Big Bite*, is free to use and has been designed to the highest accessibility and child safety standards. The V&A is committed to children's online privacy and enabling a safe environment for them and *mused* has been carefully built according to the [ICO children's code](#) and in accordance with [GDPR](#) and [COPPA](#) rules around safeguarding children online.

mused has been developed with the generous support of Bloomberg Philanthropies' Digital Accelerator for Arts and Culture enabling the V&A to reach new audiences online and further its mission to champion design and creativity in all its forms, for everyone. The funding has helped accelerate the V&A's digital strategy to take a more 'audience-first' approach during this exciting and transformative phase for the V&A, as it becomes a family of museums dedicated to the power of creativity, helping to reach audiences of all ages and backgrounds, online as well as in person.

Kati Price, Head of Experience and Digital Media, V&A said:

"We are thrilled to have launched mused and are grateful to Bloomberg for their support. This is a new global, culturally relevant, digital interpretation of the V&A for young people, which we hope will inspire them with the world of art, design and creativity. It's a great example of how we're approaching our digital activity in innovative ways, to engage new audiences that we've not reached online before.

Our audience research showed that young people's creativity is thriving on digital platforms and social media, redefining what we have understood as creativity previously. Art is no longer elitist, owned by a talented few, held at a distance, siloed into genres and mediums…it's everywhere, everything and everyone's."

-ENDS-

For further PRESS information please contact press.office@vam.ac.uk
A selection of press images are available to download free of charge from
pressimages.vam.ac.uk

Notes to Editors

About the V&A
The Victoria and Albert Museum, London (V&A) is the world's leading museum of art, design and performance with collections unrivalled in their scope and diversity, spanning 5000 years of human creativity. It was established in 1852 to make works of art available to all and to inspire British designers and manufacturers. Today, its purpose is to champion creative industry, inspire the next generation, and spark everyone's imagination. vam.ac.uk

About Bloomberg Philanthropies' Digital Accelerator for Arts and Culture
This project was developed with the support of Bloomberg Philanthropies' Digital Accelerator for Arts and culture. Launched in 2021, the programme was designed to help arts organisations stabilise and thrive in the wake of the COVID-19 pandemic through strategic improvements to technology infrastructure. The programme supports leadership development and infrastructure investment that builds audiences, increases fundraising, drives revenue, delivers dynamic programming, and helps arts organisations work more efficiently and effectively in support of their strategic objectives. The programme supports development of best practices to share across a network of non-profit cultural organisations.

About Big Bite
One of the UK's leading WordPress agencies, Big Bite was established in 2011 and revolutionises how global newsrooms and enterprise brands create, collaborate and publish digital content. Focused on scale, efficiency and usability, Big Bite also delivers projects for global clients including News Corp, Gumtree, Octopus Group, and Amnesty International. bigbite.net