



News Release

Thursday 28th April 2022

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V&A unveils new film: *Creativity. It's what makes us.*

Thursday 28th April 2022 - Today, the V&A launches a new creative campaign with the release of a film which captures and celebrates the museum's iconic South Kensington site. The film, in itself an artistic endeavour created by and with a host of talent including Director Georgia Hudson at Park Pictures, tells the story of a mannequin encountering incredible art, design and performance inside the museum; from fashion and jewellery to photography and sculpture, it's the boundless creativity within the museum walls that brings our hero to life.

As the mannequin, dancer and lead choreographer Max Cookward (BBC Young Dancer 2019, Contemporary Finalist), journeys through the galleries to a haunting soundtrack, they meet other dancers along the way and gather energy and momentum as they move together through the empty museum. The film ends with the line: "Creativity – it's what makes us human."

Georgia's filmmaking is known for interrogating themes of identity, self-expression, and youth culture. Her credits include Nike, Beats by Dre, BBC, P!nk and Loyle Carner. The campaign is set to run across various channels including social, YouTube, Broadcaster Video on Demand and cinema.

Film director Georgia Hudson said: *"It was an honour to create this journey, assimilating the energy of the museum and metabolising its creative heritage into something unique and reflective of a physical re-wilding, a return to freedom. All things can become new things."*

We asked musician FredWave to score a completely original track for us, inspired by the heart of the film - freedom and creativity. It is that which keeps us moving forwards. Artists have always alchemised the collective circumstance and challenges - creating opportunity for reflection, inspiration and change

From our music choices, to the fashion choices that bring the bodies to life, to the dance and all the many crew behind the camera - we hope with this film that we continue to add to the lineage of receptivity and inspiration that the V&A houses."

The V&A believes that the more creativity people experience in their lives, the better their lives become. Through creativity the museum is encouraging its visitors to experience the world differently - to spark joy, surprise, new perspectives, conversations and connections. With three existing sites, V&A South Kensington, V&A Dundee and the V&A Wedgwood Collection in Stoke-on-Trent, and three new sites due to open in the next three years, the V&A offers creative spaces that welcome everyone and celebrate creativity in all its forms.

Sophie Rouse, Head of Integrated Marketing and Insights at the V&A, said: *"Our new campaign is a pure embodiment of the V&A's mission to champion design and creativity in all its forms, for everyone. This magical story is made up of a rich tapestry of creative expression - with original choreography, dance and music performance woven around the breadth of human creativity in the V&A's Collection from the Ardabil Carpet, to Michelangelo's David and William Morris' wallpaper to contemporary works by Virgil Abloh, Christian Louboutin, Grayson Perry and Dilara Findikoglu. The V&A offers boundless opportunities for creative inspiration, joy, and adventure; as we emerge from the pandemic and look forward to the launch of three new V&A venues in London in the next three years, we want to take this experience to more people than ever before."*

The film's composer FredWave will be performing a set alongside some of the dancers from the film at the V&A's Friday Late: Freedom of Movement on April 29th, an after-hours event featuring performances, workshops, installations and music from London's emerging artists and designers.

The V&A South Kensington recently returned to opening 7-days a week for the first time post-pandemic, offering a public programme of free events including the relaunch of Fashion in Motion and Friday Lates.

This year (2022-2023) marks the first full year of public programming at V&A South Kensington since lockdown, with a packed schedule of exhibitions including Beatrix Potter (until January 2023), Fashioning Masculinities (March - November 2022), Africa Fashion (July 2022 - April 2023) and Hallyu! The Korean Wave (September 2022 - June 2023).

Visitors to South Kensington can currently enjoy the V&A Performance Festival (23 April – 1 May 2022) exploring dance in all its forms – from traditional and classical styles to the contemporary and modern, celebrating emerging talent and world-renowned practitioners. Highlights will include live dance performances from Fubunation and Jody Oberfelder & co.

– ENDS –

For further PRESS information please contact press.office@vam.ac.uk / +44 (0)20 3949 2502 (not for publication).

Website: vam.ac.uk/creativity

Film (embeddable YouTube link): [Creativity. It's what make us.](#)

A selection of press images is available to download free of charge from
pressimages.vam.ac.uk

Notes to Editors:

About the V&A

The V&A was established in 1852 to make works of art available to all and to inspire British designers and manufacturers, with a collection of over 2.3 million objects, unrivalled in their scope and diversity, spanning 5000 years of creativity. Today, its purpose is to champion creativity, inspire the next generation, and spark everyone's imagination. vam.ac.uk

Twitter: [@V and A](#) Instagram: [@vamuseum](#) Facebook: [@VictoriaandalbertMuseum](#)

V&A Performance Festival

Saturday, 23 April 2022 – Sunday, 1 May 2022

Various locations

The V&A Performance Festival returns in 2022 exploring dance in all its forms – from traditional and classical styles to the contemporary and modern, celebrating emerging talent and world-renowned practitioners. All events are free unless otherwise stated. <https://www.vam.ac.uk/festival/2022/va-performance-festival-2022>

Film Credits

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VFX Lead Supervisor: Matt Shires
2D Artists: Matt Shires, Will Robinson
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Colourist: Lewis Crossfield
Post Production: Time Based Arts
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Audio Post Producer: Jai Durban
Music title: JOY
Music Supervisor/Licensing Manager: Connor Gaffe Williams
Composer: FredWave
Master controlled by: FredWave
100% published by: FredWave
Lead Choreographer: Max Cookward
Assistant Choreographer: Magnus Westwell
Lead Dancer: Max Cookward
Dancers: Tania Dimbelolo / Pierre Bardot / Emma Belabed / Iona McGuire