Inspiring & empowering through design
Strategic plan 2022 - 2027
Our aims
We will:
1. Generate joy and spark curiosity in design for all our audiences through our pioneering programmes, our work with collections, our visitor and digital experience, our commercial activities, and our world-class architecture and plaza.
2. Grow our civic role as a museum and deepen our social impact by reaching out and connecting with people and partners across Dundee & Scotland, strengthening design’s cultural, social, environmental and economic value and becoming a place for everyone to participate and feel at home.
3. Become Scotland’s design champion by advocating powerfully for design and designers as one of Scotland’s greatest resources with local and global reach, establishing Dundee and Scotland as a centre of design excellence, forging partnerships, nurturing ideas, innovation, and research.
4. Cultivate an organisation that values our people, empowering and supporting our people, enabling us to work together in new ways.
5. Prosper as a sustainable organisation for the long term by using our entrepreneurial spirit and available resources to transform our financial model.

Our priorities 2022 – 2027
1. Rebuild audiences post-Covid, engaging the widest audiences with design.
2. Improve the visitor experience with a holistic approach.
3. Strengthen reach, relevance and value in Dundee and beyond.
4. Develop impactful partnerships, networks and be a platform for others.
5. Be more inclusive and sustainable.
6. Value, develop and support our people, enabling us to work together in new ways.
7. Grow and diversify our income.

Our mission
We are Scotland’s design museum, on a mission to inspire and empower through design.

Our vision
Design shapes our world, it’s part of everyday life and it’s everywhere. We are a museum with energy and have a vision of the future where everyone is inspired through design and recognises its far-reaching impact in our lives.

Design brings joy and wonder, and is a way to understand our ever-changing world. It can give us the agency, skills, and confidence to understand the past, shape our own futures, and explore how we can design better collectively, for people and planet.

At V&A Dundee we champion design and designers and want to share the infinite possibilities they bring as catalysts of creativity and change.

Our spectacular home is Dundee’s reimagined waterfront. We are a pivotal part of a city transforming. We reach out across Dundee, Scotland, the UK and the world, sharing and gathering stories and ideas about design from Scotland and beyond.

We are a welcoming place for people of Dundee to explore design and to use as an everyday part of their city, as well as inviting visitors from around the world.

We are part of the V&A family of museums that celebrate creativity in all its forms from across centuries, for everyone.