

The Building Brighter Futures through Family Learning Award recognises organisations that demonstrated how they have been able to innovate, adapt and continue to deliver family learning. This year's joint winner is **V&A Dundee**.

## Overview

V&A Dundee is Scotland's design museum. Designed for everyone, firing imaginations and sparking curiosity in design across Scotland and around the world. The museum has something for families of all shapes and sizes and the programme is full of learning opportunities to encourage creativity and inspire and empower through design.

## The project

V&A Dundee developed Design Busters weekly phone and video challenges in April 2020 to support families during the first lockdown. The free Design Busters telephone hotline allowed families to call and hear a new weekly design brief. Families were encouraged to engage in playful design at home using basic household items and creative problem-solving skills. Families went on to share their designs using #DesignBusters on social media.

To support the Design Busters weekly brief, the team developed a series of videos, produced remotely, featuring children and designers creating examples of design solutions. The series was shared widely across social media and drew attention from media internationally because of its innovative format.

The team worked together to assess need and mood continuously through different stages of lockdown with hybrid models – moving activities online, experimenting with untested formats and seeking feedback.

Alongside Dundee-based illustrator Laura Darling, the team also published their first ever Design Busters activity book. The book transforms the design challenges into colourful illustrations to inspire creativity and interaction.

Joint winner of the Building Brighter Futures through Family Learning Award

## The results

Through innovation and by moving to a hybrid model of delivery, the programme is now also accessible to learners outside of the museum walls. This has directly benefitted a wider variety of family groups, including those in national services like hospitals and prisons.

The Design Busters webpage has had over 15,846 page visits and supporting videos have 10k+ direct views across Facebook, Twitter, Instagram TV and the Design Busters YouTube playlist.

The team have distributed over 19,000 books, reaching families across Scotland through over 100 partners and venues including libraries, schools, every Scottish prison family visiting hub, national family charities, community centres, foodbanks, youth work teams and NHS children's hospital therapeutic play teams.

On winning the award, Tracey Smith, Learning Programme Producer at V&A Dundee, said:

"The team at V&A Dundee is delighted that our programme for families has won the Award for Building Brighter Futures through Learning. It means so much to us to have our work recognised by Campaign for Learning in a category that celebrates imaginative, innovative and inclusive learning.

"We share this Family Learning Award with everyone who has contributed to the success of the programme in reaching families. From the designers who developed and delivered design challenges, to over 100 community partners in hospitals, schools, prison visit hubs, foodbanks and family charities who made it possible for us all to support families across Scotland.

"All of this has also been thanks to the generous support we receive from players of People's Postcode Lottery."

## Next steps for V&A Dundee

V&A Dundee will continue the Design Busters series in hybrid form to ensure there is a mix of digital and in-person activity to reach a wider audience. Videos and challenges will be released seasonally alongside related community projects and museum events. The team are excited to be sharing a new Design Busters challenge from Yinka Ilori, designer of their colourful and sensory Listening to Joy maze, as well as their new programme for 2022 which is packed full of free intergenerational learning opportunities for families to enjoy.