

CHANCELLOR OF THE EXCHEQUER GEORGE OSBORNE VISITS THE DESIGN MUSEUM KENSINGTON

The Chancellor of the Exchequer George Osborne visited the Design Museum's Kensington site today (17 October 2014) to announce the extension of the VAT refund scheme for museum and galleries to the Design Museum.

Thanks in large part to the government scheme, the Design Museum will offer free access to its permanent collection for the first time when it moves to its new home in Kensington premises in 2016.

The Chancellor made the announcement whilst visiting the new site which is currently under construction. Along with Minister of State for Culture and the Digital Economy Ed Vaizey, he was given a tour of the site and shown a model of what it will look like when completed.

The Chancellor and Minister also met Design Museum Director Deyan Sudjic, Deputy Director Alice Black and Trustees Luqman Arnold, Hugh Devlin, Anya Hindmarch, Alistair Johnston, Charles Rifkind and Lady Ritblat, as well as Mark Wenlock, Partner at Chelsfield (who are the developers of the site).

The Design Museum will move to the Grade II* listed former Commonwealth Institute, refurbished by British designer John Pawson, surrounded by residential development designed by Renier De Graaf in 2016.

The new site will give the museum three times more space for its collection, temporary exhibitions and learning programmes, to showcase the breadth of design and architecture, explaining why items like the British telephone box, the Vespa and the Apple iMac have become iconic designs. Visitor numbers are expected to more than double to over 650,000 in the first year.

The Design Museum will join over 50 museums across London in opening its doors for free, cementing the museum sector's role in the government's long term economic plan.

Chancellor George Osborne said: 'The Design Museum is world renowned for contemporary design and architecture so it is fantastic news that they are moving to these brilliant new expanded premises in heart of London.'

'That is why I am delighted to be offering help through the VAT refund scheme to ensure as many families as possible can visit at no charge at all.'

'On my visit today I saw just how great a site it will be, paying testament to the British designers who are involved with its building.'

'This is all part of our long term plan to make Britain and London a great place to visit with the economic benefits that come with that.'

The VAT refund scheme supports around 120 museums and galleries across the country and is worth around £60 million each year to the sector

Anya Hindmarch, Design Museum Trustee said: 'For me, the Design Museum is a constant source of inspiration and reference for my work. With its move to Kensington, it will not only re-awaken an historic piece of



architecture, but will have so much more space to showcase Design and cement London as THE design capital of the world.'

Deyan Sudjic, Director of the Design Museum said: 'We know that the Chancellor is a firm believer in design as an essential foundation for Britain's creative economy. We are delighted that he is now ready to give us practical help through the HMRC VAT recovery scheme to realise our plans for a great new home for the Design Museum.'

'He has helped us offer free admission to the collection for the first time. When we open the doors in 2016 we will reinforce Britain's worldwide reputation for creative leadership.'

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