# Vagina Museum launches crowdfunding campaign to secure its future



The Vagina Museum, located in East London, has embarked on a crowdfunding initiative aimed at raising £100,000 necessary for its survival. This campaign was launched on 17 March and was developed in collaboration with the advertising agency BBH London. The museum is the first of its kind dedicated solely to gynaecological anatomy and has become known for its efforts to challenge the societal stigma surrounding female anatomy through education, activism, and community engagement.

The campaign, dubbed "Vagina Heist," creatively showcases elements of female anatomy depicted in renowned artworks from British museums such as The National Gallery, The Victoria and Albert Museum, and The Courtauld Gallery. Zoe Williams, director of the Vagina Museum, articulated the urgency of their situation, stating, "We stand defiant in a world that needs us, even when it does not always want us. This is a critical moment." She emphasised that without the required funds, the museum might have to reconsider how long they can operate, whether that be temporarily sustaining their activities or exploring different avenues to continue their mission.

The Vagina Museum has been pivotal since its inception in 2019, aiming to create an unapologetic space for discussing topics often overlooked or suppressed. However, funding challenges have been persistent, leading the museum to previously crowdfund for its latest exhibition, "Menopause: What’s Changed?” due to a perceived lack of interest from traditional arts and heritage funders.

The creative team behind the campaign, which includes senior creatives Camila Gurgel and Ieva Paulina, alongside artist Dave Walsh, has sought to highlight this disparity in funding for museums focused on women's issues. Gurgel remarked, "The Vagina Museum is doing essential work that no other museum is taking on. Yet, while they struggle to secure funding for their exhibitions, other London museums receive millions to display superficial representations of the female body." The campaign cleverly turns this narrative on its head, with the tagline of "stealing their vaginas to promote ours," directing potential visitors to the educational triumph that is the Vagina Museum.

Electric Glue is overseeing media management for the campaign, which is being promoted both on digital platforms and with out-of-home advertising across London. The museum's future hangs in the balance as it seeks immediate financial assistance to continue its operations and maintain its role as a space for celebration and discourse regarding women's health and anatomy.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.campaignlive.co.uk/article/vagina-museum-launches-crowdfunding-campaign-avoid-closure/1910422> - This article supports the claim that the Vagina Museum launched a crowdfunding campaign to avoid closure and highlights its collaboration with BBH London.
* <https://www.vaginamuseum.co.uk> - This is the official website of the Vagina Museum, providing information about its location, mission, and current exhibitions, which corroborates its role in challenging societal stigma.
* <https://www.gofundme.com/f/r9tszw> - This GoFundMe page supports the claim that the Vagina Museum previously crowdfunded for its 'Menopause: What’s Changed?' exhibition due to a lack of interest from traditional funders.
* <https://www.noahwire.com> - This source is mentioned as the origin of the article, though it does not directly provide additional information beyond the article itself.
* <https://www.bbh-london.com> - This is the website of BBH London, the advertising agency collaborating with the Vagina Museum on the crowdfunding campaign, though it does not specifically mention the campaign.
* <https://www.electricglue.com> - This is the website of Electric Glue, the company managing media for the campaign, though it does not specifically mention the Vagina Museum campaign.