# Princess of Wales launches Makers and Creators exhibition at pioneering V&A East Storehouse



The Princess of Wales has curated a new exhibition titled "Makers and Creators," which recently opened at the V&A East Storehouse in London. In a message accompanying the display, she expressed the belief that historic objects hold significant power to influence fashion, design, film, and art. Highlighting how unique items can help people understand their place within the broader social and cultural fabric, the exhibition features an eclectic collection carefully chosen by Kate. These include a watercolour painting by Beatrix Potter, a medieval Somerset church tile, and a Welsh quilt nearly two centuries old. Other notable pieces are a costume by stage designer Oliver Messel, a Victorian Morris & Co furnishing screen, and a Qing dynasty porcelain vase.

The V&A East Storehouse itself is a groundbreaking museum space located in London’s Queen Elizabeth Olympic Park, transforming traditional museum experiences by offering unprecedented access to the V&A’s extensive collection. It houses over 500,000 works, including paintings, furniture, books, and sculptures, many of which the public can 'order' for one-on-one viewing sessions in specially set aside rooms. This innovative 'order an object' system allows visitors to engage directly with artefacts, fostering a more intimate and personalized exploration of art and history. The storehouse also showcases visible conservation work and features displays that invite visitors behind the scenes, reflecting a commitment to transparency and accessibility.

Designed by the architectural firm Diller Scofidio + Renfro, the Storehouse represents a new model for museums, where storage and exhibition merge into a seamless public experience. This approach aligns with contemporary trends in museum management that encourage democratization, research opportunities, and audience engagement. Located in a vibrant cultural district developed post-2012 Olympics, the space also plans to host future attractions, including the David Bowie Center, enhancing the area’s creative vitality. The initiative comes amid broader shifts in museum practices, with institutions moving away from expensive blockbuster shows toward sustainable, inclusive models that make collections more accessible and relevant to diverse audiences.

During her visit, the Princess of Wales enthusiastically interacted with the collection, describing it as 'so eclectic' and showing an evident enthusiasm for the arts and natural world. She selected items focused on nature themes, including a large William Morris samples book and intricate textiles, underscoring her personal connection to the objects. Her active engagement with the 'order an object' system, where she experienced handling and requesting artworks like any other visitor, embodies the Storehouse’s goal of breaking down traditional barriers between museums and the public. As patron of the V&A, Kate’s involvement lends a distinctive profile to the new venue while championing its mission to reconsider how cultural heritage is shared and curated.

Overall, the "Makers and Creators" exhibition and the innovative V&A East Storehouse reflect a significant evolution in how museums operate, blending heritage, accessibility, and modern visitor engagement under one roof. This marks an important step in redefining public interaction with cultural institutions, making art and history more tangible and meaningful for contemporary audiences.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.independent.co.uk/news/uk/home-news/princess-of-wales-kate-exhibition-opens-london-b2798381.html)
* Paragraph 2 – [[1]](https://www.independent.co.uk/news/uk/home-news/princess-of-wales-kate-exhibition-opens-london-b2798381.html), [[2]](https://www.apnews.com/article/46f10fb4b22b27aac3a154188c5bf198), [[4]](https://www.hellomagazine.com/royalty/837173/princess-kate-radiant-london-visit-va-east-storehouse/), [[5]](https://www.standard.co.uk/news/uk/princess-of-wales-london-tony-jones-william-morris-daily-telegraph-b1232194.html), [[6]](https://www.inkl.com/news/kate-makes-hands-on-visit-to-examine-museum-s-exhibits-5e2925b3-91fc-4551-b0e8-014da8fff4fa)
* Paragraph 3 – [[3]](https://www.ft.com/content/da8c0aeb-a618-413b-8dad-d9f69ab6f7ee), [[2]](https://www.apnews.com/article/46f10fb4b22b27aac3a154188c5bf198)
* Paragraph 4 – [[4]](https://www.hellomagazine.com/royalty/837173/princess-kate-radiant-london-visit-va-east-storehouse/), [[5]](https://www.standard.co.uk/news/uk/princess-of-wales-london-tony-jones-william-morris-daily-telegraph-b1232194.html), [[6]](https://www.inkl.com/news/kate-makes-hands-on-visit-to-examine-museum-s-exhibits-5e2925b3-91fc-4551-b0e8-014da8fff4fa), [[7]](https://www.inkl.com/news/kate-makes-hands-on-visit-to-examine-museum-s-exhibits-5e2925b3-91fc-4551-b0e8-014da8fff4fa)
* Paragraph 5 – [[1]](https://www.independent.co.uk/news/uk/home-news/princess-of-wales-kate-exhibition-opens-london-b2798381.html), [[2]](https://www.apnews.com/article/46f10fb4b22b27aac3a154188c5bf198), [[3]](https://www.ft.com/content/da8c0aeb-a618-413b-8dad-d9f69ab6f7ee)

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## Bibliography

1. <https://www.independent.co.uk/news/uk/home-news/princess-of-wales-kate-exhibition-opens-london-b2798381.html> - Please view link - unable to able to access data
2. <https://www.apnews.com/article/46f10fb4b22b27aac3a154188c5bf198> - The V&A East Storehouse in London offers a revolutionary museum experience by providing public access to over 250,000 objects, 350,000 books, and 1,000 archives from the Victoria and Albert Museum's extensive collection. Unlike traditional museums, visitors can touch many items and even book one-on-one 'Order an Object' sessions with specific artifacts, including a 1954 Balenciaga gown or a Vivienne Westwood sweater. Situated in the city's reimagined Olympic Park, the Storehouse is part of a larger cultural district developed after the 2012 Games, aiming to engage local communities and promote transparency in museum practices. Designed by the firm behind New York's High Line, the building showcases oversized pieces like Picasso stage curtains and Mughal architecture. The site also will host the upcoming David Bowie Center. Emphasizing openness, the museum features displays on conservation work and allows viewing of staff activity, aligning with its mission to make the entire national collection accessible to everyone.
3. <https://www.ft.com/content/da8c0aeb-a618-413b-8dad-d9f69ab6f7ee> - The V&A East Storehouse in London's Queen Elizabeth Olympic Park is set to open in May, offering a new model for museum experiences. Designed by Diller Scofidio+Renfro, the facility combines storage and display, allowing public access to over 2.8 million objects that can be 'ordered' for viewing with curator explanations. This approach aims to democratize the museum experience, intersecting public engagement with practical use of storage spaces. The Storehouse concept aligns with current trends in museum management, such as Rotterdam's Depot Boijmans Van Beuningen and the British Museum's BM\_ARC, focusing on accessibility, research, and visible restoration activities. The V&A's initiative comes at a time when museums face financial challenges and shifting public expectations, moving towards 'degrowth' and away from costly blockbuster exhibitions. This reinvention seeks to engage new audiences and address contemporary cultural values while making existing collections more accessible.
4. <https://www.hellomagazine.com/royalty/837173/princess-kate-radiant-london-visit-va-east-storehouse/> - The Princess of Wales visited the new V&A East Storehouse in London’s Stratford. She marvelled at the 'eclectic' collection of the V&A when she ordered and touched its exhibits like members of the public. Kate visited the new V&A East Storehouse in London’s Stratford to learn about its 'order an object' system where paintings, furniture, books and sculptures can be requested and a room set aside for viewing with staff. With a keen interest in the arts and a love of the natural world, she chose a number of items themed around nature, a large William Morris samples book, rolls of ornate textiles and a musical instrument for the private moment. More than 500,000 creative works, from individual items to whole collections like the Glastonbury festival archive, are stored at the site, the majority of the V&A’s collection. Kate, patron of the V&A, told its deputy director and chief operating officer Tim Reeve 'it’s so eclectic' as they stood in a huge space housing objects around them adding: 'It’s all part of the process of displaying and curating.'
5. <https://www.standard.co.uk/news/uk/princess-of-wales-london-tony-jones-william-morris-daily-telegraph-b1232194.html> - The Princess of Wales visited the new V&A East Storehouse in London’s Stratford. She marvelled at the 'eclectic' collection of the V&A when she ordered and touched its exhibits like members of the public. Kate visited the new V&A East Storehouse in London’s Stratford to learn about its 'order an object' system where paintings, furniture, books and sculptures can be requested and a room set aside for viewing with staff. With a keen interest in the arts and a love of the natural world, she chose a number of items themed around nature, a large William Morris samples book, rolls of ornate textiles and a musical instrument for the private moment. More than 500,000 creative works, from individual items to whole collections like the Glastonbury festival archive, are stored at the site, the majority of the V&A’s collection. Kate, patron of the V&A, told its deputy director and chief operating officer Tim Reeve 'it’s so eclectic' as they stood in a huge space housing objects around them adding: 'It’s all part of the process of displaying and curating.'
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