

# Taking an audience-centred approach to presenting museum collections online

Audience Engagement: innovative digital approaches | ICOM Italia

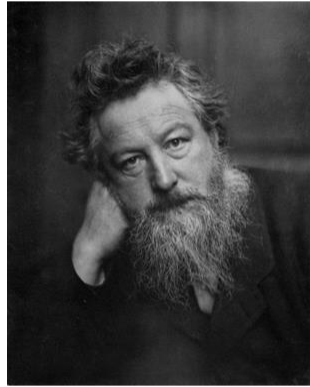
17 October 2022

Kati Price | Head of Experience and Digital, V&A

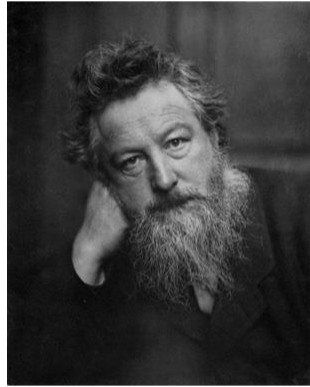
The logo for the Victoria and Albert Museum, consisting of the letters 'V', '&', and 'A' in a large, teal, serif font. The letters are closely spaced and have a classic, elegant design.

# The Victoria and Albert Museum

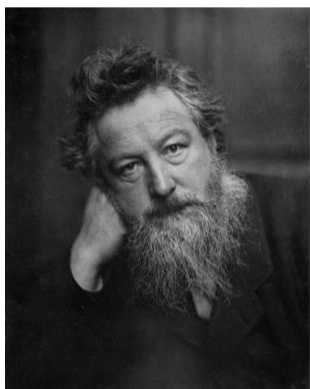




**V&A**

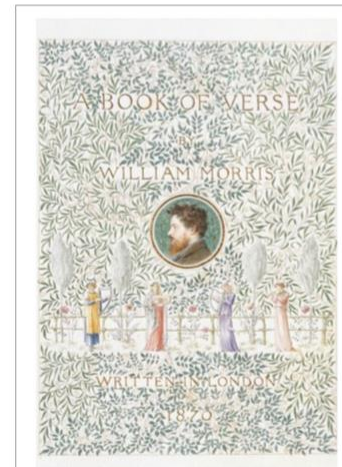
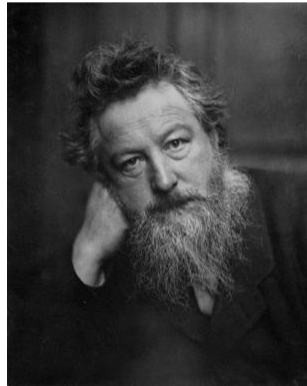


V&A



V&A





Title page of 'A Book of Verse', by William Morris, 1870, London, England, UK. Pressmark MSL.1953:131



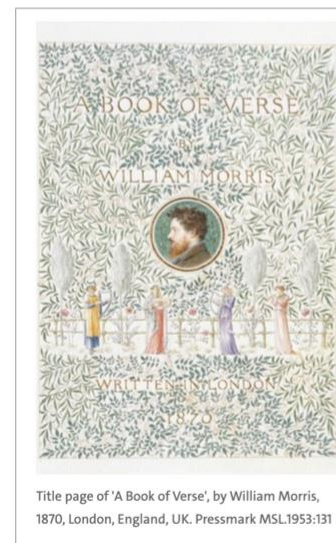


Weekend course  
William Morris: In Pursuit  
of Beauty  
Saturday 3 March 2018 - Sunday 4 March 2018

OVERVIEW COURSE DIRECTOR ENROL

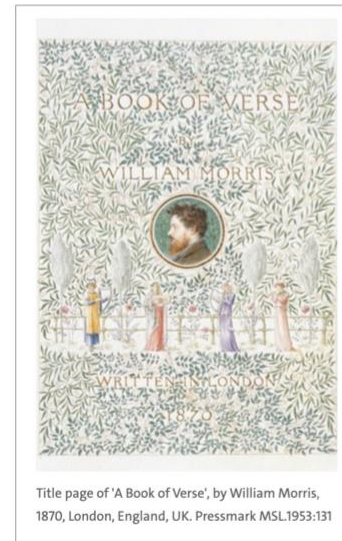
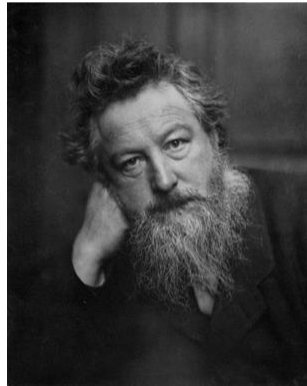
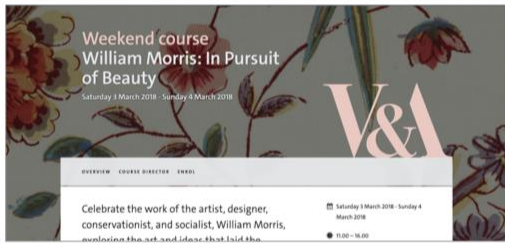
Celebrate the work of the artist, designer, conservationist, and socialist, William Morris, exploring the art and ideas that led the...

Saturday 3 March 2018 - Sunday 4 March 2018  
11.00 - 16.00



Title page of 'A Book of Verse', by William Morris, 1870, London, England, UK. Pressmark MSL1953:131

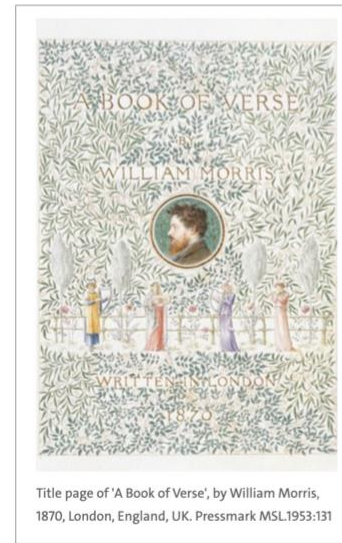
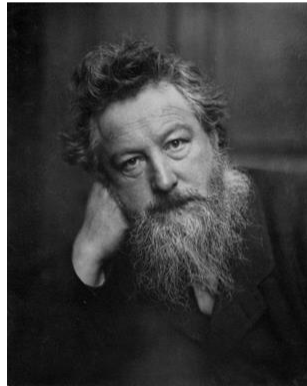
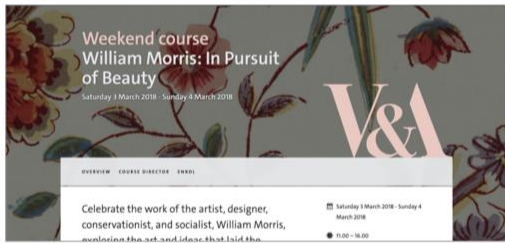




Title page of 'A Book of Verse', by William Morris, 1870, London, England, UK. Pressmark MSL.1953:131







Title page of 'A Book of Verse', by William Morris, 1870, London, England, UK. Pressmark MSL.1953:131



# Google

🕒 william morris



Inbox (3,448)



My files



V&A Intranet ...



Spotify



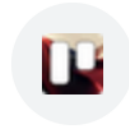
My Drive



Miro



Working...



Bloomberg



V&A



Add shortcut

# William Morris and wallpaper design

During his career, William Morris produced over 50 wallpapers. These designs – many of which feature in the V&A's extensive Morris collection – adopted a naturalistic and very British take on pattern that was both new and quietly radical.

*Remember that a pattern is either right or wrong. It cannot be forgiven for blundering, as a picture may be which has otherwise great qualities in it. It is with a pattern as with a fortress, it is no stronger than its weakest point.*

William Morris



Share



Search

- All records
- Only records with images
- Best quality records including image and detailed description

**i** More search options

Or are you looking for [Search the Archives?](#)

[Back](#)

Print this record

SHARE [Facebook](#) [Twitter](#) [Email](#)



Acanthus  
Morris, William, born 1834 - died 1896

Enlarge image

## Acanthus

Object:	Wallpaper
Place of origin:	Great Britain (made)
Date:	1875 (published)
Artist/Maker:	Morris, William, born 1834 - died 1896 (designer) Jeffrey & Co. (manufacturer) Morris & Co. (publisher)
Materials and Techniques:	colour block print on paper
Credit Line:	Given by Mr Allan F. Vigers
Museum number:	E.800-1915
Gallery location:	Prints & Drawings Study Room, level C, case 2B, shelf DW, box 7

Download image

Summary More information Map

Download PDF version

### Explore related objects

#### Category

- Wall coverings
- Prints

#### Material

- printing ink

#### Subject

- foliation (pattern)
- acanthus

#### Style

- Arts and Crafts (movement)

#### Technique

- block printing

William Morris designed a number of wallpapers all with repeating patterns based on natural forms. This wallpaper was printed for Morris's company by the London firm Jeffrey & Co., who specialised in high quality 'Art' wallpapers. It required thirty wood blocks to print the full repeat, and used fifteen subtly different colours (more than any previous design by Morris). 'Acanthus' was issued in two colour combinations - one in shades of green and the other in predominantly reddish-brown tones.

'Acanthus' is a large-scale repeat which would appear to be most appropriate for large rooms. However Morris believed that a large pattern actually worked well in a small room. He explained that if it was well designed, a large pattern was more restful to look at than a small one. By the 1880s Morris wallpapers had become fashionable. When the wealthy Mander family furnished their newly built house, Wightwick Manor near Wolverhampton, they used Morris wallpapers in 13 of the rooms. 'Acanthus' was hung in one of the bedrooms.



# 2009

Home Contact Back to V&A Homepage

**V&A** Search the Collections

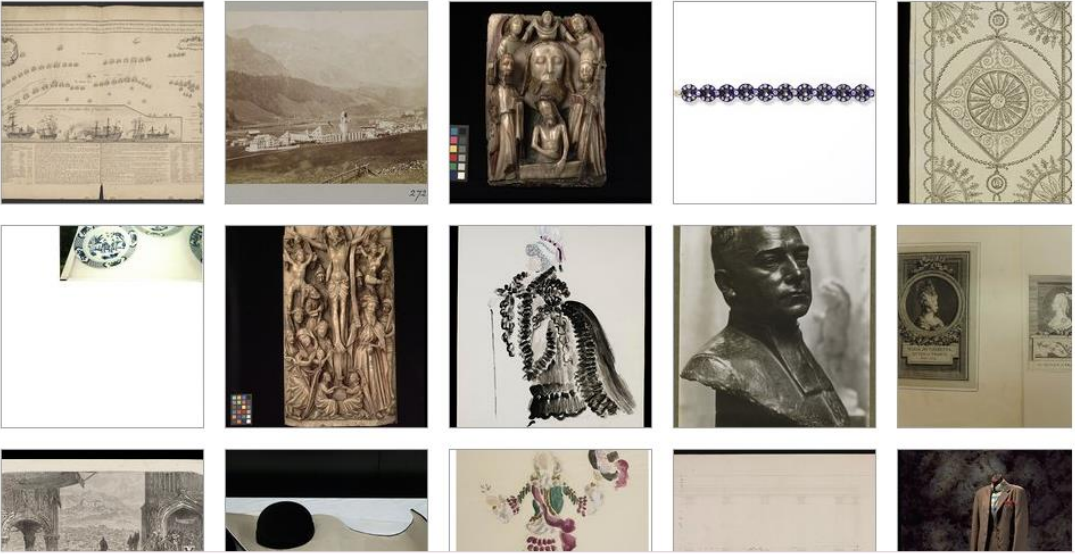
Log In Your orders

items in your order

Search

All records  
 Only records with images  
 Best quality records including image and detailed description

More search options



Help with searching

- Browsing
- Basic searching
- More search options
- Limiting your searches

Viewing your results

- Presenting your results
- Narrowing your results
- Sorting your results
- Individual object records

Your account

- Registration and login
- Edit account
- Recent order history

Using images

- Ordering images
- Terms & conditions
- Images not available
- Commercial use
- Copyright

Technical

- API terms
- API getting started



# Annually, we have over 5 million visits to our collections online

**1.7 million** sessions on *Search the Collections*

**3.6 million** sessions for collections content on the main website

During closure, our collections content performed extremely well with a **15% increase** in page views

# Who's using our collections online?

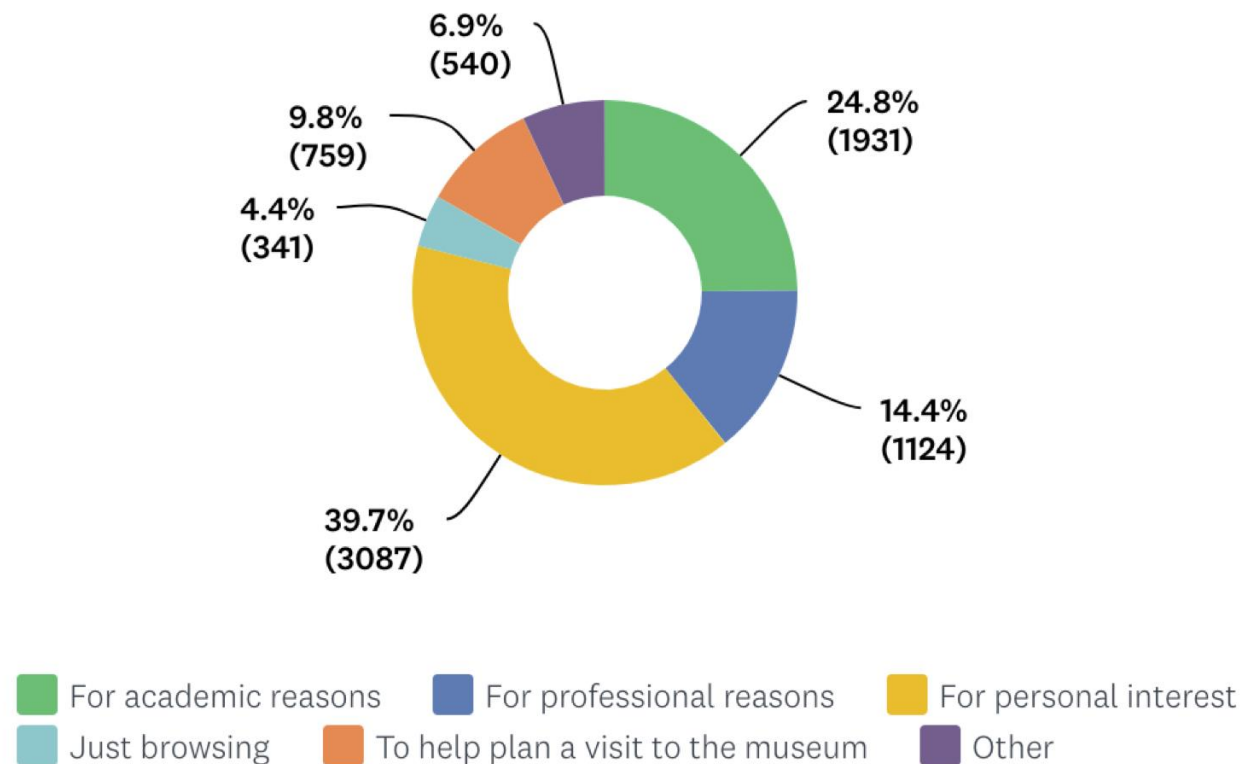
Most people accessing our collections online are coming for 'personal interest' reasons (40%).

If you combine people coming for professional and academic reasons they share a similar proportion (39%).

Though there is a relatively high proportion of people using our collections online to help plan their visit (10%) this changes according to which collections site they're using.

Relatively few users identified themselves as 'just browsing' (4%).

All sites.



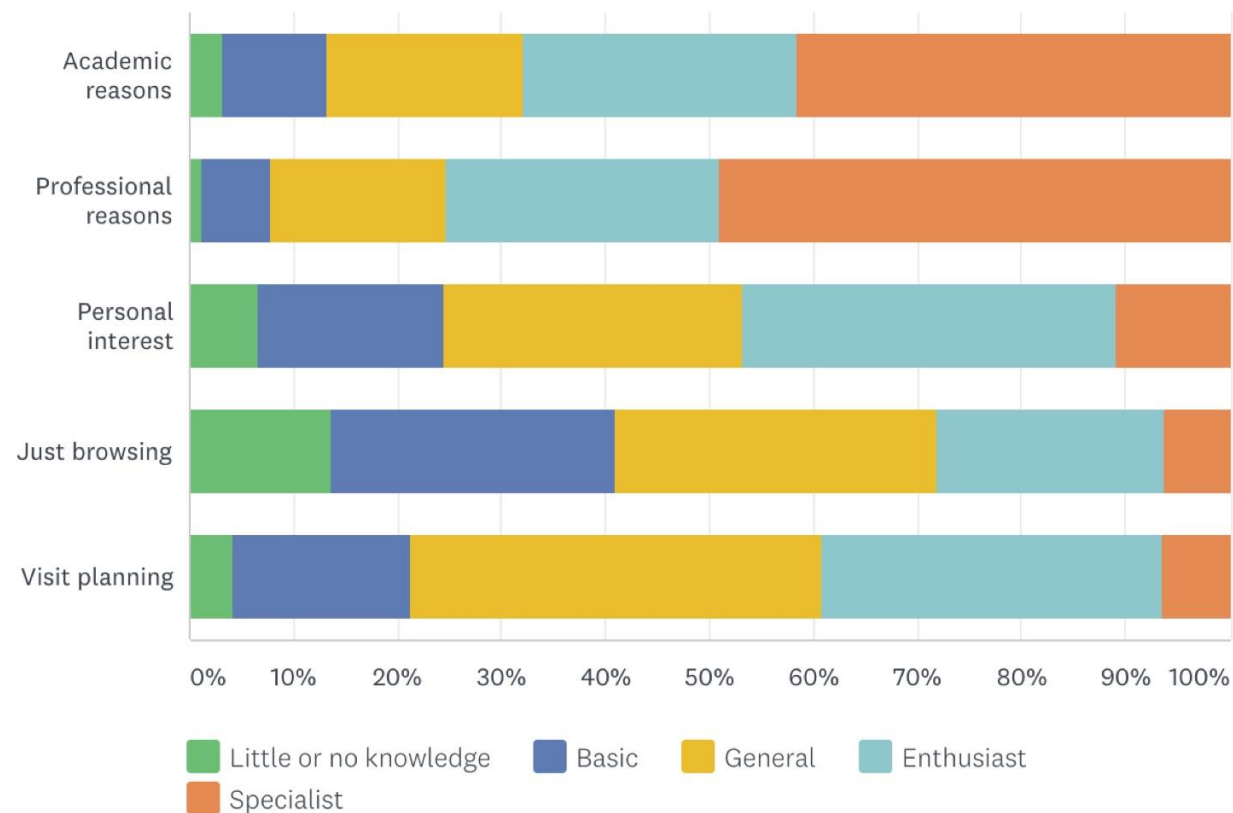
# How do users describe their level of knowledge of knowledge?

When asked to identify their level of knowledge of art and design we can see those with specialist knowledge are users visiting for academic and professional reasons.

Users with less specialist knowledge but more general or 'enthusiast' knowledge about art and design are likely to be visiting for personal interest, 'just browsing' or planning a visit to the museum.

Compared to other users, those who are 'just browsing' are most likely to have little or basic knowledge of art and design.

All sites.

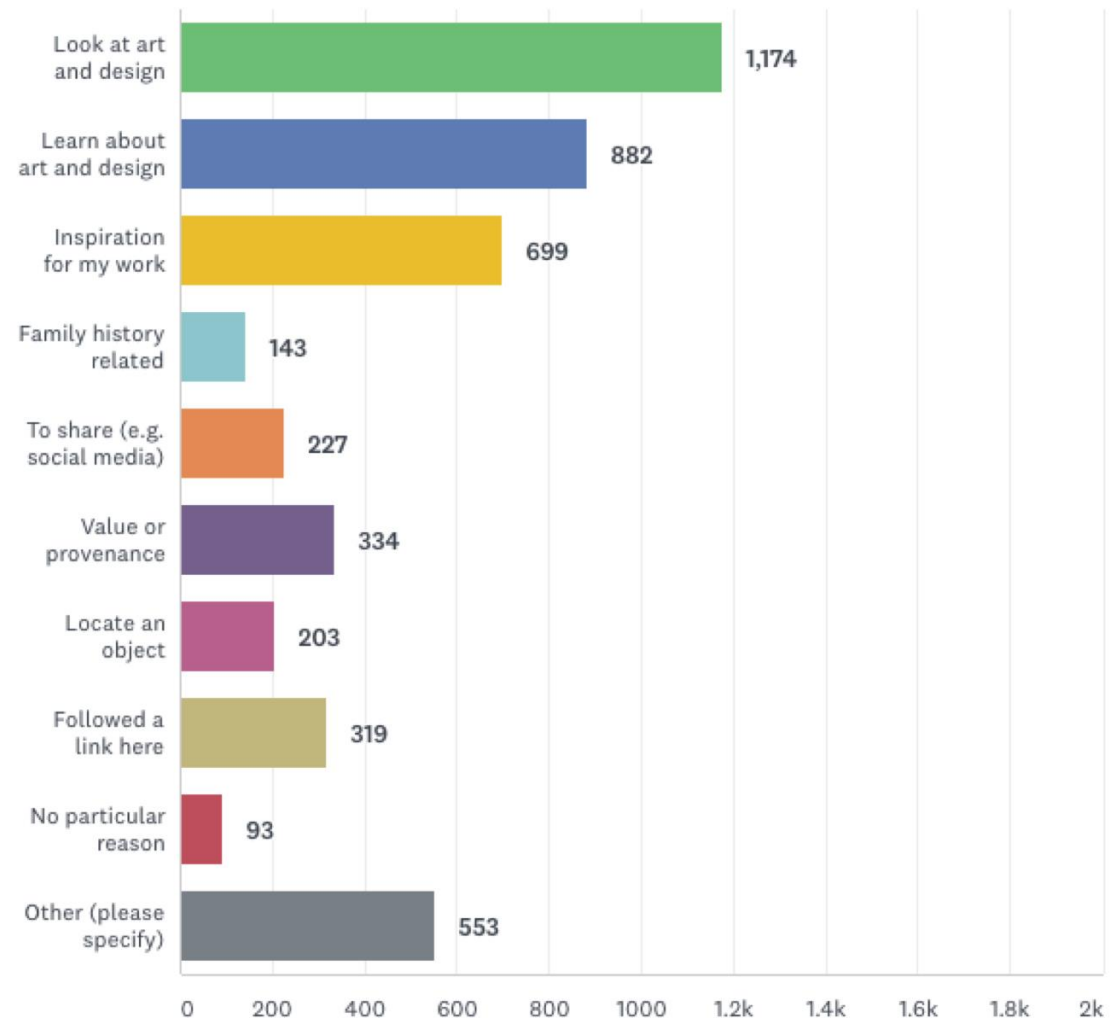


# What is the purpose of their visit: People visiting for personal interest reasons

Across all sites there is a broad and varied use for people visiting for personal interest. Most people are there to look at or learn about art and design and being inspired for their own work.

They are also more likely to have followed a link than those coming for professional or academic reasons.

All sites. Multiple choice.



# Who are we designing for?

Understand	Explore	Develop	Research
Becoming aware of the collections and the museum	Being exposed to new ideas and getting inspired	Developing an idea further by adding to existing knowledge	Looking for detailed information on specific topics



# Who are we designing for?



Understand	Explore	Develop	Research
Becoming aware of the collections and the museum	Being exposed to new ideas and getting inspired	Developing an idea further by adding to existing knowledge	Looking for detailed information on specific topics

# Who are we designing for?



Understand	Explore	Develop	Research
Becoming aware of the collections and the museum	Being exposed to new ideas and getting inspired	Developing an idea further by adding to existing knowledge	Looking for detailed information on specific topics

# Who are we designing for?



Understand	Explore	Develop	Research
Becoming aware of the collections and the museum	Being exposed to new ideas and getting inspired	Developing an idea further by adding to existing knowledge	Looking for detailed information on specific topics

# Who are we designing for?



Understand	Explore	Develop	Research
Becoming aware of the collections and the museum	Being exposed to new ideas and getting inspired	Developing an idea further by adding to existing knowledge	Looking for detailed information on specific topics

# Who are we designing for?



Understand	Explore	Develop	Research
Becoming aware of the collections and the museum	Being exposed to new ideas and getting inspired	Developing an idea further by adding to existing knowledge	Looking for detailed information on specific topics



# Our mission

**Explore the Collections** will bring together **V&A objects** and **stories** to **inspire** people to develop their own **creativity, understand** and **research** over 1 million eclectic objects.

Make the collections **accessible to all**

Encourage **creativity** and **making**

Present imagery in **new** and **better ways**

Help people **discover** more objects and stories

**Grow our audience** beyond our sector

# Underwear


Online only

PLAN A VISIT ▶

# V&A

[ABOUT UNDERWEAR](#) [HIGHLIGHTS](#) [FEATURES](#)

Often a hidden, secret layer, underwear can be completely functional or luxuriously sensual. Playful and provocative, washable and wearable, undergarments reflect changing attitudes to

 [Where to find this collection](#)  
Online only

 [Search the Collections](#) ▶

SHARE



Search

- All records
- Only records with images
- Best quality records including image and detailed description

More search options

Or are you looking for [Search the Archives?](#)

[Back](#) [Print this record](#)

### The Miraculous Draught of Fishes (Luke 5: 1-11)



**Object:** Cartoon for a tapestry  
**Place of origin:** Italy (made)  
**Date:** about 1515-1516 (made)  
**Artist/Maker:** Raphael, born 1483 - died 1520 (artist)  
**Materials and Techniques:** Bodycolour on paper laid onto canvas  
**Credit Line:** Lent by Her Majesty The Queen  
**Museum number:** ROYAL LOANS.2  
**Gallery location:** Raphael, Room 48a, The Raphael Cartoons

[Download image](#)

Summary More information [Download PDF version](#)

#### The Miraculous Draught of Fishes (Luke 5: 1-11)

The Raphael cartoons are designs for tapestries and were commissioned from Raphael by Pope Leo X (1513-21) in 1515. The tapestries were intended to hang in the Sistine Chapel in Rome, built by one of Leo's predecessors Pope Sixtus IV (1471-84). The Chapel was primarily intended for the use of the Pope and the Papal chapel, the body of clergy and Laity immediately surrounding him. The decoration of the chapel under Sixtus dealt largely with the theme of the Pope's authority. The tapestries continued this theme, illustrating scenes from the lives of St. Peter and St. Paul who were seen as the founders of the Christian Church, and the sources of the Pope's authority and power. They had in addition woven borders showing scenes from Leo's life, also designed by Raphael: the cartoons for these have not survived.

In this cartoon Christ tells Peter to cast his net into the water whereupon he and his fellow apostles make a miraculous catch. The story refers to Peter's role as "fisher of men", who converts others to Christianity. It also demonstrates his humility as he kneels before Christ to acknowledge His divinity, and confess his own sinfulness.

For further information on the Raphael Tapestry Cartoons please see the V&A website under : Collections, Paintings & Drawings, Paintings & Drawings Features, Raphael Cartoons.

The Miraculous Draught of Fishes (Luke 5: 1-11) [Enlarge image](#)

Raphael, born 1483 - died 1520



#### Explore related objects

##### Category

- [Paintings](#)
- [Tapestry](#)
- [Biblical Imagery](#)
- [Drawings](#)
- [Christianity](#)
- [Designs](#)

##### Material

- [bodycolour](#)

##### Technique

- [watercolour drawing](#)

##### Name

- [Raphael](#)

##### Place

- [Italy](#)

##### Gallery

- [Raphael, Room 48a, The Raphael Cartoons](#)

##### Collection



All records  
 Only records with images  
 Best quality records including image and detailed description

Or are you looking for [Search the Archives?](#)

### The Miraculous Draught of Fishes (Luke 5: 1-11)



The Miraculous Draught of Fishes (Luke 5: 1-11)

Raphael, born 1483 - died 1520



#### Explore related objects

##### Category

- [Paintings](#)
- [Tapestry](#)
- [Biblical Imagery](#)
- [Drawings](#)
- [Christianity](#)
- [Designs](#)

##### Material

- [bodycolour](#)

##### Technique

- [watercolour drawing](#)

##### Name

- [Raphael](#)

##### Place

- [Italy](#)

##### Gallery

- [Raphael, Room 48a, The Raphael Cartoons](#)

##### Collection

**Object:** Cartoon for a tapestry  
**Place of origin:** Italy (made)  
**Date:** about 1515-1516 (made)  
**Artist/Maker:** Raphael, born 1483 - died 1520 (artist)  
**Materials and Techniques:** Bodycolour on paper laid onto canvas  
**Credit Line:** Lent by Her Majesty The Queen  
**Museum number:** ROYAL LOANS.2  
**Gallery location:** Raphael, Room 48a, The Raphael Cartoons

The Miraculous Draught of Fishes (Luke 5: 1-11)


The Raphael cartoons are designs for tapestries and were commissioned from Raphael by Pope Leo X (1513-21) in 1515. The tapestries were intended to hang in the Sistine Chapel in Rome, built by one of Leo's predecessors Pope Sixtus IV (1471-84). The Chapel was primarily intended for the use of the Pope and the Papal chapel, the body of clergy and Laity immediately surrounding him. The decoration of the chapel under Sixtus dealt largely with the theme of the Pope's authority. The tapestries continued this theme, illustrating scenes from the lives of St. Peter and St. Paul who were seen as the founders of the Christian Church, and the sources of the Pope's authority and power. They had in addition woven borders showing scenes from Leo's life, also designed by Raphael: the cartoons for these have not survived.

In this cartoon Christ tells Peter to cast his net into the water whereupon he and his fellow apostles make a miraculous catch. The story refers to Peter's role as "fisher of men", who converts others to Christianity. It also demonstrates his humility as he kneels before Christ to acknowledge His divinity, and confess his own sinfulness.

For further information on the Raphael Tapestry Cartoons please see the V&A website under : Collections, Paintings & Drawings, Paintings & Drawings Features, Raphael Cartoons.

BETA

[HOME](#) [VISIT](#) [WHAT'S ON](#) [COLLECTIONS](#) [LEARN](#) [JOIN & SUPPORT](#) [SHOP](#)



## The Miraculous Draught of Fishes (Luke 5: 1-11)

Cartoon for a Tapestry  
about 1515-1516 (made)


**ARTIST/MAKER** Raphael (artist)

**PLACE OF ORIGIN** Italy (made)


The Miraculous Draught of Fishes (Luke 5: 1-11)

The Raphael cartoons are designs for tapestries and were commissioned from Raphael by Pope Leo X (1513-21) in 1515. The tapestries were intended to hang in the Sistine Chapel in Rome, built by one of Leo's predecessors Pope Sixtus IV (1471-84). The Chapel was primarily intended for the use of the Pope and the Papal chapel, the body of clergy and Laity immediately surrounding him. The decoration of the chapel under Sixtus dealt largely with the theme of the Pope's authority. The tapestries continued this theme...

[Read More](#)




+25 images



On display at V&A South Kensington


Raphael, Room 48a, The Raphael Cartoons



INTERACT

The Raphael Cartoons: The Miraculous Draught of Fishes

The Raphael Cartoons are considered one of the greatest treasures of the Renaissance. These huge, full-scale...



READ

The story of the Raphael Cartoons

The Raphael Cartoons are considered one of the greatest treasures of the Renaissance in the UK. These huge, full-scale designs for tapestries were...

+

SHOW MORE



BETA



V&A

## The Miraculous Draught of Fishes (Luke 5: 1-11)

Cartoon for a Tapestry  
about 1515-1516 (*made*)

ARTIST/MAKER

Barboel (artist)



+25  
images



On display at V&A South  
Kensington

# Content warning

PLACE +

OBJECT TYPE +

TECHNIQUE +

MATERIAL +

DATES +

This object, or the text that describes it, is deemed offensive and discriminatory. We are committed to improving our records, and work is ongoing.

[VIEW RECORD](#)

	H Beard Print Collection	Alfred Concanen	ca. 19th century	London
	H Beard Print Collection	Alfred Concanen	19th century	London
This object, or the text that describes it, is deemed offensive and discriminatory. We are committed to improving our records, and work is ongoing.				
	Sheard's Comic Annual	Lonsdale, T.S.	1882	London
	How We Saved The Barge	Helliar, Arthur	1908	London
	Cover It Over Quick Jemima	Collins, Chas.	1911	London

BETA

HOME VISIT WHAT'S ON COLLECTIONS LEARN JOIN & SUPPORT SHOP

SEARCH

This record contains media that is considered offensive.

[VIEW MEDIA](#)

V&A

Not currently on display at the V&A

This object, or the text that describes it, is deemed offensive and discriminatory. We are committed to improving our records, and work is ongoing.

## Little Alabama Coon

Sheet Music  
1893 (published)

ARTIST/MAKER [Charles Sheard & Co. \(publishers\)](#) [Starr, Hattie \(lyricist\)](#)  
[Starr, Hattie \(composer\)](#)

PLACE OF ORIGIN [London \(published\)](#)

Music sheet for *Little Alabama Coon* written & composed by Hattie Starr, published by C. Sheard & Co., London 1893.

### OBJECT DETAILS

CATEGORIES [Entertainment & Leisure](#) [Prints](#)

OBJECT TYPE [Sheet Music](#)

MATERIALS AND TECHNIQUES Chromolithograph.  
[Paper](#) [ink](#) [printing](#) [lithography](#)

BRIEF DESCRIPTION Music sheet for *Little Alabama Coon* written & composed by Hattie Starr, published by C. Sheard & Co., London 1893.  
DESCRIPTION Hattie Starr, published by C. Sheard & Co., London 1893.

PHYSICAL DESCRIPTION Music sheet for *Little Alabama Coon* written & composed by Hattie Starr, published by C. Sheard & Co., London 1893.

DIMENSIONS

- Front cover height: 35.5cm (approx)
- Front cover width: 25.5cm

CREDIT LINE Gabrielle Enthoven Collection

# Feedback from users

# Design & UX

**Alison Harvey** @AlisonHappening · Feb 9  
Explore in its truest sense - look something up, disappear down a rabbit hole, or wander off somewhere unexpected. Inspiring and playful discovery tool from @katiprice's Digital team 🥰

**V&A** @V\_and\_A · Feb 9

- Stop searching, start exploring.

Discover the V&A from the comfort of your home with the new Explore the collections. With redesigned pages and new functionality, we've even further into the stories of over 1 million objects in our collections: [fal.cn/3dgTV](https://fal.cn/3dgTV)

**Kate Meyers Emery (she/her)** @kmeyersemery  
Replying to @katiprice and @V\_and\_A

This is amazing! It's so user friendly and really inspires some creative searching. It feels playful, which is so rare with these types of databases.

4:58 PM · Feb 9, 2021 · Twitter Web App

2 Likes

0:18 14.9K views

**Dr. Liz Tregenza** @liztregenza · Feb 10

So... have we all seen the @V\_and\_A new collections online platform? My oh my it's good. The search is so intuitive and it's so easy to find what you're looking for!

Linking through to one of my favourite things in the collection...

Fashion Design | Field, Marjorie | V&A Explore The Collections  
Fashion design for dress by Marjorie Field for Matita, 1945-48  
[collections.vam.ac.uk](https://collections.vam.ac.uk)

8 13 75



# 'You May Also Like'

**Wai** 🌈 @braincell\_23 · Feb 9  
Wow!

Thx @katiprice and team - such a game-changer and gives a much more enriched UX, especially being able to filter by what's on display, and location, as a volunteer, this will make helping visitors much easier.

And the "you may also like" bit, a brilliant added extra!

**Undercover Jeremy Ottevanger** @jottevanger  
Replying to @katiprice and @V\_and\_A  
Lots of lovely touches here that may not you've tried to do this sort of thing before illustrations & details of display spaces dimensional aspect to "you may also like" images scrolling with the page (on wide)  
4:56 PM · Feb 9, 2021 · Twitter Web App  
3 Likes

**Undercover Jeremy Ottevanger** @jottevanger · Feb 9  
Replying to @jottevanger @katiprice and @V\_and\_A  
Since it's a beta I will mention issues if I spot them, realising that you may already be aware! Category link to "Studio ceramics" here is duff: [collections.vam.ac.uk/item/O19655/bo...](https://collections.vam.ac.uk/item/O19655/bo...)  
This item recommends itself in "You may also..."

Vase | Wallwork, Alan | V&A Explore The Collections  
[collections.vam.ac.uk](https://collections.vam.ac.uk)

**max westphal** @\_omwo  
Replying to @katiprice and @V\_and\_A  
This is really a-ma-zing. Congratulations. ✨ All those assets show up like a charm and this sweet "you may also like"-UX is a real cherry on the cake.

**YOU MAY ALSO LIKE**  
Cherry Tree in Blossom

8:38 PM · Feb 10, 2021 · Twitter Web App

# A simple search for Cyprus...

**Anna Reeve** @cypriotartleeds · Feb 9  
This is fantastic! A quick thread of a few lovely things I've found on a simple search for 'Cyprus'...

**Simon Sladen** @theatrecurator · Feb 9  
Introducing... Explore the Collections! Browse over 1.2 million @V\_and\_A objects via our brand new search engine [vam.ac.uk/collections?ty...](http://vam.ac.uk/collections?ty...)  
[Show this thread](#)

## From the Collections

From ancient Chinese ceramics to Alexander McQueen evening dresses, take an incredible journey through 5000 years of human creativity with our online collections.

1 1 3

**Anna Reeve** @cypriotartleeds · Feb 9  
A theatrical production staged by the British at Mount Troodos, c. 1880. So much to unpack in this image...  
(Gabrielle Enthoven Collection)  
[collections.vam.ac.uk/item/O1275074/...](http://collections.vam.ac.uk/item/O1275074/...)



1

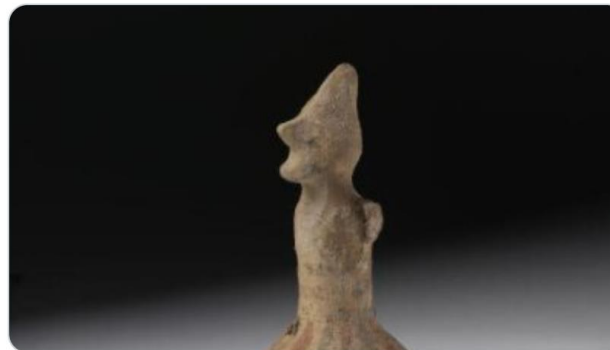
**Anna Reeve** @cypriotartleeds · Feb 9  
The medieval bowl removed by Esmé Scott-Stevenson from the monastery at Kantara [archaeologybulletin.org/articles/10.53...](http://archaeologybulletin.org/articles/10.53...)

[collections.vam.ac.uk/item/O123877/b...](http://collections.vam.ac.uk/item/O123877/b...)



1

**Anna Reeve** @cypriotartleeds · Feb 9  
A Cypro-Geometric figure, missing its legs (and described as 'grotesque' - no!). Why is there no catalogue of the ancient Cypriot collection @V\_and\_A?  
[collections.vam.ac.uk/item/O340764/f...](http://collections.vam.ac.uk/item/O340764/f...)



1

**Anna Reeve** @cypriotartleeds · Feb 9  
And finally (for now), 'Cyprus' textile designed by Marion Dorn for Donald Bros. Ltd. in 1936. Re-release asap please.  
[collections.vam.ac.uk/item/O268050/c...](http://collections.vam.ac.uk/item/O268050/c...)

'Explore the Collections' is a brilliant resource, I can't wait to use it further.



1 3



# Things I discovered searching for 'casts'...

Back

**Abbey Ellis** @abbeyinmuseums · Feb 9  
Inspired by @cypriotartleeds's (most excellent!) thread earlier today, here are a few things that I discovered after searching for "casts" on the @V\_and\_A's new interface... 📖

**Simon Sladen** @theatrecurator · Feb 9  
Introducing... Explore the Collections! Browse over 1.2 million @V\_and\_A objects via our brand new search engine [vam.ac.uk/collections?ty...](http://vam.ac.uk/collections?ty...)  
[Show this thread](#)

## From the Collections

From ancient Chinese ceramics to Alexander McQueen evening dresses, take an incredible journey through 5000 years of human creativity with our online collections.

1 1 5

**Abbey Ellis** @abbeyinmuseums · Feb 9  
A plaster fig leaf which was once attached to the cast of Michelangelo's David. The cast was made by Domenico Brucciani in c.1857. The fig leaf was hung on the figure to protect the delicate eyes of Victorian ladies from glimpsing David's manhood.  
[collections.vam.ac.uk/item/O85428/fi...](http://collections.vam.ac.uk/item/O85428/fi...)



**Abbey Ellis** @abbeyinmuseums · Feb 9  
An obvious pick? Yes! But a very worthy one. Here is the cast of Trajan's Column, purchased in 1864. What I especially love about this record is the inclusion of historic photos, showing how the cast was constructed and displayed over its lifetime.  
[collections.vam.ac.uk/item/O102467/t...](http://collections.vam.ac.uk/item/O102467/t...)



1 1

**Abbey Ellis** @abbeyinmuseums · Feb 9  
Now for something unexpected but wonderful, a plaster cast of a carnelian intaglio, set into the lid of a pendant case. An inscription on the cast reads 'KROMOS'. I wonder, therefore, if the two figures are Kronos and Zeus? Or maybe I'm missing something!  
[collections.vam.ac.uk/item/O1153363/...](http://collections.vam.ac.uk/item/O1153363/...)



1 2

**Abbey Ellis** @abbeyinmuseums · Feb 9  
And finally, an etching by Rembrandt van Rijn showing a man drawing from a cast, illuminated by candlelight. A lovely reminder of how plaster casts were used by artists to hone their skills.  
[collections.vam.ac.uk/item/O517036/m...](http://collections.vam.ac.uk/item/O517036/m...)




1 3

# Eurovision fans rejoice...

**Adrian Murphy** @acediscovery · Feb 9

Had an explore and found Sandie Shaw's frock from @eurovision in 1967. How lovely! I never knew it was pink.



Theatre Costume | V&A Explore The Collections  
Dress worn by Sandie Shaw for Eurovision Song Contest, designed by Parker Costumier Ltd, 1967. Pink silk, pink chiffon overdress with ...  
[collections.vam.ac.uk](https://collections.vam.ac.uk)

1   2

### Replies

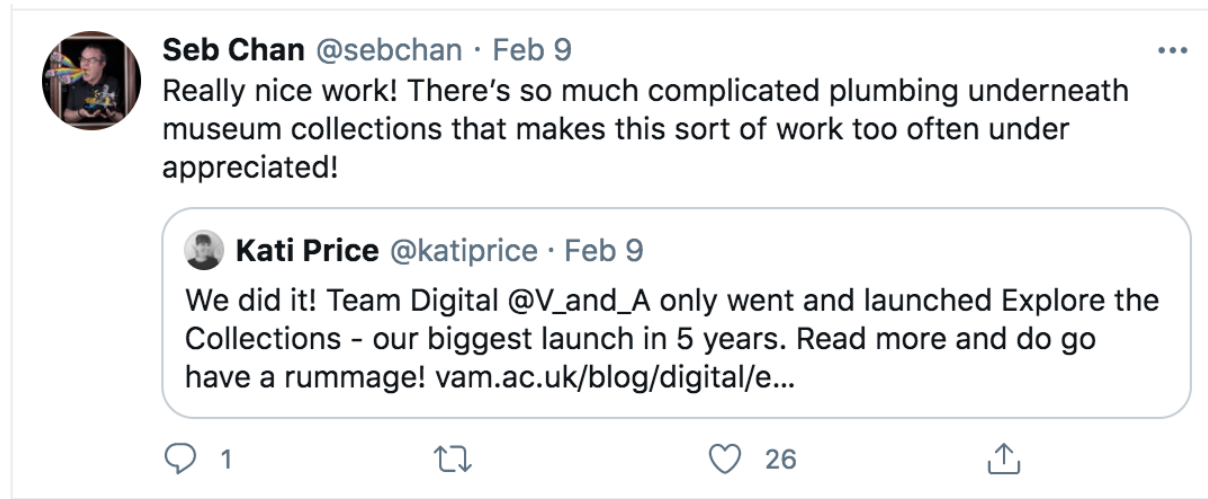
**Adrian Murphy** @acediscovery · Feb 9

Replying to @acediscovery @katiprice and 2 others

📌 I've tweeted this just now and also shared on a Eurovision fan facebook page, and \*love\* the clear and simple social media preview image.

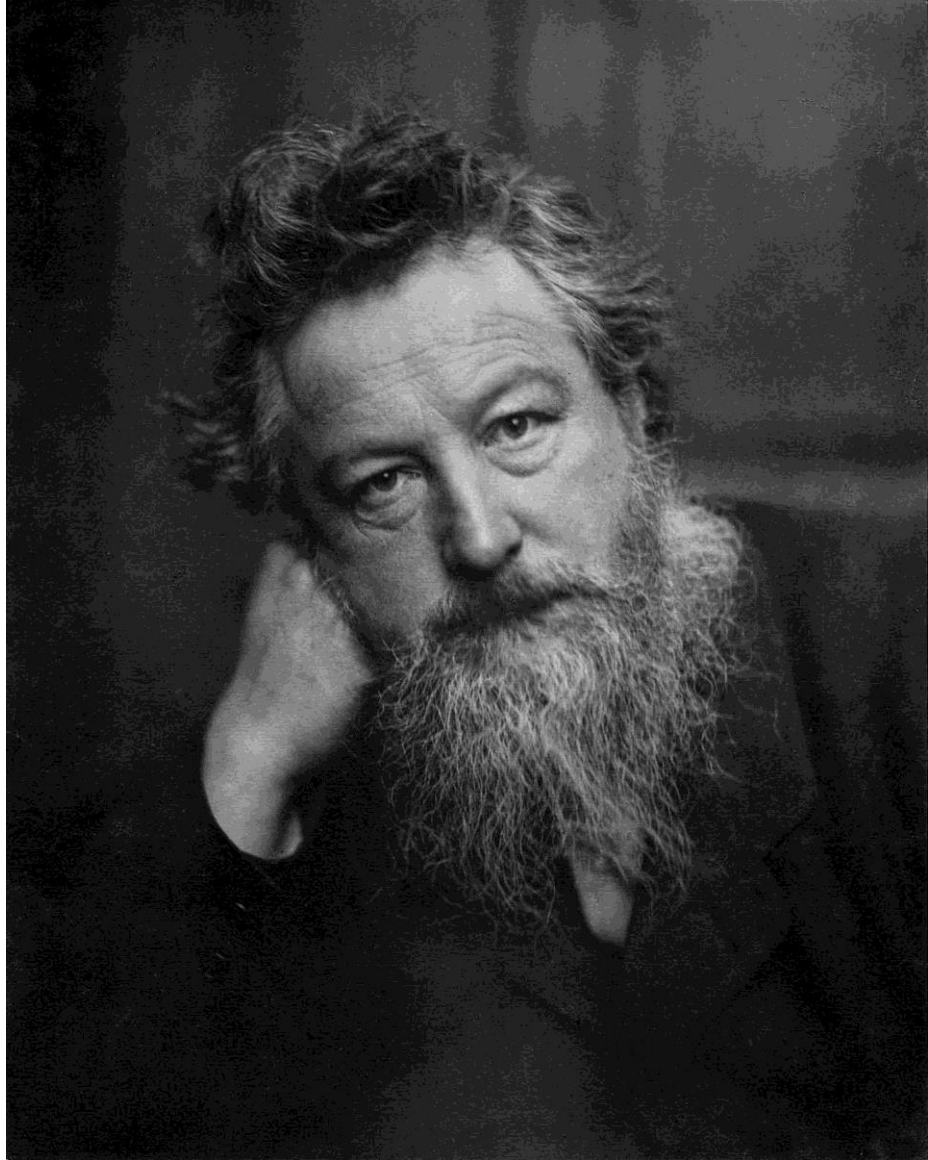
1   1

# We even got a shout out for the data work



# Impact of Explore the Collections

- Views for our object pages are **up 53% on last year** and there has been a **15% increase** in object pages viewed per session
- People love image led experiences: on an object page ‘image view’, ‘image carousel’ and ‘image download’ account for **79% of the interactions**. In the first two weeks after launch we saw image views double – from 134.0K to 274.3K
- People are navigating through the collections using data tags – we have more functional ‘object tags’ on an object pages and we saw a **31% increase** in people clicking on tags on object pages from 6100 to 8000 (again, the first two weeks after launch)





**Thank you**

Email: [k.price@vam.ac.uk](mailto:k.price@vam.ac.uk)

Twitter: [@katiprice](https://twitter.com/katiprice)

**V&A**