British Airways Launches new V&A Channel
Thursday 1 October 2015

British Airways will be bringing the best of art and design to its customers with the launch of a new Victoria and Albert Museum (V&A) channel to global flyers today.

British Airways is the first airline to launch a dedicated channel of content from the V&A - the world’s greatest museum of art and design - making available a selection of entertaining, informative and beautifully-shot films focusing on the Museum’s magnificent collections and leading artists and designers.

The channel will feature 15 films - many never-before-seen - including interviews with milliner Philip Treacy, illustrator Barbara Nessim and product designer Dieter Rams and profiles on cultural figures including the London fashion designer Alexander McQueen and the Victorian photographer Julia Margaret Cameron. The actress Gwendoline Christie chooses her favourite objects in the Museum for a ‘My V&A’ film, and a series ‘How was it Made’ looks at a ‘puzzle jug’, popular in the 18th and 19th centuries for drinking games and a lacquer vessel, created by a Korean master craftsman.

Spotlight films showcase highlights from and insights into the V&A’s unparalleled collections including contemporary textiles and fashion and South Asian art and design – and two films show behind-the-scenes at the V&A’s ‘Fashion in Motion’ catwalk events with fashion designers Ralph & Russo and Sibling.

Richard D’Cruze, British Airways’ inflight entertainment and technology manager, said: “The V&A is a must-visit when in London so we are thrilled to be partnering with them. We are always looking at ways in which we can add to the wealth of programmes on board, so it’s exciting we can share this new content with our customers.”

Tim Reeve, Deputy Director and Chief Operating Officer at the V&A said: “The V&A is committed to making design and our collections matter to more people in more ways. Launching the dedicated V&A channel on British Airways in-flight is a fantastic opportunity to communicate with new audiences through an entirely different medium. We look forward to flyers watching our films when they’re thousands of feet in the air.”
The addition of the V&A Channel follows the success of the Tate and BFI Channels which launched on British Airways flights this summer.

High Life entertainment offers passengers hundreds of hours of the latest Hollywood blockbusters, classic cinema, full TV box sets, and the best TV and films from around the world, plus music, games and audio books.

For more information visit: www.britishairways.com/entertainment

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NOTES TO EDITORS
The channel will be available on board flights operated by aircraft with the Thales and Panasonic inflight entertainment system.

The films were created by the V&A and Cultureshock Media, an independent media agency that specialises in print and digital publishing, design, branding and film production.
www.cultureshockmedia.co.uk

About the V&A
The V&A is the world’s greatest museum of art and design with collections unrivalled in their scope and diversity. It was established to make works of art available to all and to inspire British designers and manufacturers. Today, the V&A’s collections, which span over 5000 years of human creativity in virtually every medium and from many parts of the world, continue to intrigue, inspire and inform. To view
www.vam.ac.uk

For PRESS information about the V&A, contact the V&A Press Office on 020 7942 2502 / press.office@vam.ac.uk