



PRESS RELEASE

It's My Party...

20 September 2014 – 4 October 2015

It's My Party... takes a look at children's birthday parties from the perspective of both children and parents. The centrepiece is a life-sized installation telling the story of Wilfred, a shy resident of the Museum. Wilfred doesn't want to celebrate his birthday, but regrets his decision when he finds himself all alone on the day with a solitary cupcake. The story has a happy ending, as Wilfred's friends organise a surprise party, with a lavish feast and gifts that money can't buy. The exhibition 4 October 2015.

We all have birthdays, but how we mark the passing years is very personal. Some do not acknowledge them, or choose to share them with a few friends or family, while others throw enormous parties. It's My Party... explores different views of birthday parties, and asks whether the biggest, most expensive parties are always the best. Using interviews with children and their parents and carers about their own birthday experiences, the exhibition offers ideas for alternative birthday celebrations, both for party animals and for those who prefer to avoid the limelight.

The *Wilfred's Party* installation includes a table groaning with party food made by children at Rushmore Primary School, Hackney, and St John's Primary School, Tower Hamlets, in artist-led sessions. The party guests have been created by invited artists based on interpretations of their favourite characters in the Museum's collections. Becky Bauer, Teresa Hare Duke, Jasleen Kaur, Oat Montien, Katherine Tulloh, Ruth Weinberg, Cathy Wren and others have contributed to the scene. Children, parents and carers from Rushmore Primary School, Hackney and St John's Primary School, Tower Hamlets, and adults from Tower Hamlets College have all contributed their ideas to the display.

V&A Museum of Childhood, Cambridge Heath Road, London E2 9PA

Admission free. Open daily: 10.00 – 17.45, last admission 17.30

Nearest tube: Bethnal Green. Tel: 020 8983 5200 www.museumofchildhood.org.uk

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Notes to editors

Wilfred is a character from the 'Pip Squeak and Wilfred' children's strip cartoon, conceived by Bertram Lamb and featured in the Daily Mirror 1919-1956.