

V&A AT DUNDEE

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MAKING IT HAPPEN

# ERDF and V&A AT DUNDEE

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An architectural rendering of the V&A Dundee waterfront regeneration project. The image shows a modern, multi-level building complex with a prominent white, stepped facade that extends into a dark blue body of water. The building's design is characterized by clean lines and a mix of materials, including wood cladding on the lower levels. To the left, a large, circular structure with a green, domed roof sits on a wooden deck. A large, dark wooden sailing ship is docked at a pier in the foreground. The surrounding area is landscaped with green spaces, trees, and walkways, with small figures of people scattered throughout to provide a sense of scale. The overall scene is bright and clear, suggesting a sunny day.

## V&A AT DUNDEE

- Key partnership with V&A
- World-class building
- Waterfront Regeneration
- Sustainability Agenda

# ERDF and V&A AT DUNDEE

- Create a research centre of excellence in design
- Addresses key Priority 1 objectives & EU 2020
- Engage with SMEs, academia, practitioners & R&D
- Deliver a wide range of activities focused on SME support, knowledge transfer & innovation



# ERDF and V&A AT DUNDEE

- Developing delivery models during construction phase
- Address needs of a wide range of sectors
- Not just technology based companies
- Support for design practitioners to improve outcomes
- Understanding the economic impact of the initiative



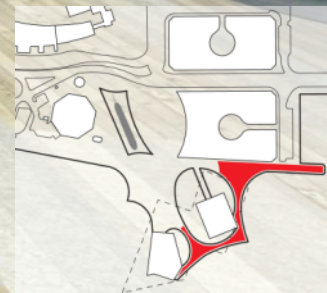
# ERDF and V&A AT DUNDEE

## Design Centre spaces:

- Knowledge Exchange
- Creative Learning
- Practitioners Space
- Entrance Hall

## Activities:

- Brokerage
- Events & Seminars
- Awareness raising of design
- Establishing collaborations
- Multi-discipline engagement



# ERDF and V&A AT DUNDEE

## ERDF Priority 1 Outputs (to 2019)

- 2880 interventions supported
- 700 companies receiving intensive support
  - 240 new products/processes/services developed by these companies
  - 150 companies engaging in design-led innovation
- 40 research networks supported – SME/academic/practitioner links
- 80 new products & services developed by networks/SMEs
- 212 gross jobs created



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## Other outputs

- SMEs increased use of design
- Increase SME competitiveness & spend on R&D
- Inspire the next generation of designers & innovators
- Design impact on sustainability



# ERDF and V&A AT DUNDEE

- Partnership is key to the approach
- Supports delivery of key Priority 1 objectives
- Benefits to Scottish Economy



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