

# MUSEUM OF THE HOME

The Smart Rooms of the Future

## A Converted Flat in 2049

It is mid-afternoon, and Miki is laying the table while their son Ali sets his farm-free food machine to start producing protein patties for dinner. Miki's partner Yusuf and Bolani are scrambling through the storage sofa to find the right clothes for their date night. Meanwhile, the eldest member of the household, has been lost for hours on the memory intercalation system re-living their glory days raving in 1990s Ibiza.

Outside the flat's windows, waves of autonomous vehicles crawl by, while energy kites, emissions patrol drones and green buildings soar above the hundreds of pelicans nesting on the fringe of the Great Hackney Marsh.

The Future Room is an evolving design by the Interaction Research Studio of Northumbria University



innova



# VISION IN ACTION

2022/3 to 2027/8



Since reopening in 2021, Museum of the Home has been fulfilling its vision with issues-focused programming and celebrations of diverse collections, posing the question:

**what does home  
mean to you?**





Visitor numbers at the Museum and across our digital platforms are expected to exceed pre-closure levels and there have been some key areas of engagement, notably with audiences aged 21 to 30 and families.

New and returning visitors are responding with enthusiasm to the more inclusive stories of home evident in our galleries, and to the warmth and passion of our Visitor Experience Team.

We are committed to bringing established audiences with us as their Museum continues to change and develop in line with evolving notions of home and home life.



Photo credit: Hallie Primus

# Vision and mission

# Our objectives to 2027-28

## Build audiences and reach

Understand our audiences and better reflect the diversity of modern London. Build the local to power the global.

## Live better together

Content that's issues-focused, story-led, cross-platform and in partnership.

## Take climate action

Net zero by 2040. Supporting audiences to reduce impact on climate and nature.

## Be future ready

Business planning for the next 5-10 years and responding to the needs of our staff.

## We exist to:

Reveal and rethink the ways we live in order to live better together

## We are:

A place to explore and debate the meaning of home – past, present, and future. Using collections, content and programming to spark ideas and conversation. Working in partnership to be a force for change on issues affecting the ways we live.

## Visitors experience the Museum as:

Vital	Useful; important; actively challenging
Universal	Welcoming; human; resonant; storytelling
Surprising	Fun; risk-taking; sparking ideas
Conversation	Collaborative; accessible; platforming opinion



## We work in ways which are:

### **Bold**

Be brave in trying new things, taking action and fighting for change on issues affecting the ways we live.

### **Kind**

Be friendly, generous and considerate in all our actions.

### **Eco-Active**

Embed climate action in all decision making and support audiences to reduce impact on climate and nature.

### **Equitable**

Act transparently, ethically, inclusively – and allocate resources, time and care equitably to meet needs.





Photo credit: Jaron James



# Building audiences and reach

Across teams, we are dedicated to building audiences and reach—better understanding our visitors and growing content that is personal, powerful and reflective of the diversity of modern London.

Our Real Rooms Project, which has embedded community co-production and visitor consultation, will see a complete redisplay of our famous room-sets from the 1600s—beginning with seven new rooms and seven new stories of home from the 1870s to the future. We will explore everyday domestic experiences and the impact of wider socio-economic factors and expressions of personal identity on the UK home—alongside stories of style, taste and design.

Lived experiences of home will be further explored through our flagship public programme, establishing late openings that activate the whole museum, selling exhibitions that champion the work of artists and makers, and by growing our summer festivities—a chance to come together and celebrate the Museum's East London location and its communities.





Photo credit: Hayley Madden

# Living better together

We are delivering on our ambition to live better together. With social engagement and community outreach at the centre of our programming activity, we aim to lead as a campaigning museum for social justice causes that align with our core values. These include hidden homelessness, food equality, period poverty and climate action.

We will continuously advocate for and implement decolonisation and anti-racism practices in our structures, governance, curation, collections and programming.

We are working to heal the rifts between the Museum and its communities caused by the presence of the statue of Robert Geffrye. We will continue to work with Voyage Youth in residence, and with broader stakeholders to plan for the redisplay of the statue and give space to histories of colonialism and the home.





# Climate action

Climate Action is taking a primary role in the Museum's vision. As the only Museum of the Home, we are ideally placed to spark debate around how we live and the impact of climate change on a local, national and international scale.

We recognise the significant role that museums can play in engaging, educating, and motivating audiences to navigate this—while getting our own house in order.

With the support of our Climate Action Group comprising representatives from all Museum teams, we commit to act in the key areas of Creative Programming & Collections, Learning, our Organisation, and our Estate.

Through our issues-based programming, galleries and exhibitions, we will provide platforms to raise awareness of the climate crisis and how everyone can play their part to enact change. In 2024, for the first time, we will have a permanent display dedicated to the future home, with a focus on climate change.





Our Learning programme works with families, schools and young people to promote outdoor connection to nature and sustainable practices through co-designed, child-friendly green spaces for local children.

We will explore nature positive governance and invest in green skills for our staff, as well as improve Retail and Commercial Hires to embed climate active practices and reduce environmental impact.

Our estate and daily operations will help us move towards carbon neutrality by 2040, and we will undertake recommendations from our 2023 carbon audit and emissions reduction plan - covering procurement, waste, energy and transport. Our gardens will also play a central role, as we continue to rethink the past, present and future of urban planting and biodiversity.



# Future ready

We're focused on being Future Ready - streamlining fundraising into clear and engaging programmes and growing our commercial income strands - from hires of our wonderful spaces, indoors and out, to a thriving café and values-driven retail offer that is both profitable and plays a key role in the visitor experience.





Across all our work we are creating a museum for the twenty-first century, disrupting tradition and responding with agility to our audiences and their expectations.

We are a space uniquely placed to explore the changes to homes and home life that will be necessary for us, as a society, to face the future.

**We look forward to  
welcoming you at  
Museum of the Home**



# Manifesto

## 1. Everyone has an idea of what home means to them

Home is universally relevant but deeply personal; our role is to engage people with the multiple meanings of home – past, present and future. We believe that our histories are critical to understanding how we live today and imagining the home of tomorrow.

## 2. Personal stories are our lifeblood

We want to know how people experience home. The best way to do this is to ask them: to document their choices, invite them to participate in the creation of our galleries and programmes, discover new stories in what they have left behind.

## 3. Our famous room-sets spark creativity

Our collections-filled spaces inspire everything from playful storytelling to radical re-imaginings of history. We are a hub where people creatively exploring the meaning of home can come together and be celebrated.

## 4. Everyone can learn something here

Learning is at the heart of our collections and programming. Whether you want to ‘dip-in’ or ‘dive-in’, we offer levels of connection and enable all our visitors and partners to engage. We specialise in issues-based schools programmes and are a leading academic centre for studies of home.

## 5. We are committed to climate justice

We understand the role of homes and home-life in both contributing to, and finding a solution to, the climate emergency. We believe that change can begin at home and we empower staff and visitors to make sustainable choices. As an organisation we commit to being carbon neutral by 2040.

## 6. We campaign for change

We want to leave the world a better place and positively impact the everyday experiences of our communities. We work in partnership with front-line services and social justice campaigners and use our platform confidently to inspire action on the most relevant and challenging issues of our time.

## 7. All are welcome in our urban gardens

We are proud of our diverse green spaces. They are a place for gathering and an oasis for all to enjoy. In our gardens visitors can explore the seasons and discover the history and future of urban planting in a changing world.

## 8. We are local, national and international

We are a community-focused museum rooted in east London and acknowledge that many of the issues impacting our visitors are global. We connect to people living and working nearby and - through research, partnerships and digital content - explore the meaning of home nationally and internationally.

## 9. Our visitors feel at home

We offer a warm welcome to both our physical and digital spaces. We create intergenerational experiences that are easy to navigate, and that enable our visitors to feel at ease, be themselves and take control.

## 10. Home is constantly evolving and so are we

We are not afraid to take risks to meet the changing needs of our visitors. We keep up-to-date with issues affecting the ways we live and with progressive museum practice. Our own home – the almshouse building - enables us to confront the legacy of Robert Geffrye and the links between colonialism and home.

# In five years' time we will have achieved:

- Significant progress towards being carbon neutral by 2040
- Vibrant new room sets and gardens— from the 1600s to the future
- A strong vision-led and audience-focused digital presence via the Bloomberg Digital Accelerator Programme
- Demonstrable awareness-raising of social justice issues in the Home
- 230K on-site visitors a year with corresponding increases in online engagement
- Public programming established in the UK cultural calendar
- Diversity of modern London represented in staff, programmes and visitors (benchmarked to 2021 census)
- An issues-based schools programme reaching 8K children a year
- A dynamic events space in Branson Coates Wing
- A budget which enables investment for the future and realises commercial growth.





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