



Museum of Domestic  
Design & Architecture

# Mission and Key Aims

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## **1. Mission**

MoDA's mission is to preserve and hold in trust for society its internationally important collections relating to British domestic design and architecture 1870-1960.

MoDA is committed to exploring the collections with our audiences, co-creating knowledge and understanding and using the collections to inspire creativity. We support and challenge audiences to learn with and from the collections, to demonstrate their learning in varied ways, and to feed that knowledge back into a shared knowledge base.

## **2. Vision**

We believe that interesting things happen at the intersection of collections, audiences and staff. Our vision is the provision of dynamic and innovative opportunities for these three things to intersect, enabling exploration, inspiration and critical reflection around MoDA's collections, for both Middlesex University and wider audiences.

## **3. Key Aims**

1. To empower Middlesex and other students, researchers, members of the public, local, national and international audiences to learn through engagement with MoDA's collections, co-creating knowledge, and providing opportunities and tools for people to succeed and enhance their life choices;
2. To enable physical, digital and intellectual access to the collections, for the public, students, researchers and creative practitioners, through leadership of innovative and ambitious museum practice;
3. To extend the highest professional standards in preservation, conservation, collections management and research to all of MoDA's collections and associated information, in order to continuously add to knowledge and understanding for the long-term benefit of students, researchers, scholars and other audiences;
4. To create and sustain communities of interest and research around the collections, supporting, celebrating and promoting formal and informal learning for our audiences;
5. To be committed to a process of reflective practice, and to be flexible, adaptable and innovative in our approach, in order to continuously improve what we do for our audiences;
6. To be open and generous in our approach to sharing our knowledge, collaborating widely and being a trusted brand and a leading voice within the university museum sector.