



Museum of Domestic  
Design & Architecture

# Vision and Mission

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## Our Vision and Mission

### Vision

The Museum of Domestic Design and Architecture contributes to the vision of Middlesex University by providing opportunities for transformative learning, research and engagement 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 and associated themes, for Middlesex University and for wider audiences.

### Mission

The mission of the Museum of Domestic Design and Architecture (MoDA) is to preserve and hold in trust for society its internationally important collections relating to British domestic design and architecture 1870-1960, and by doing so to contribute to Middlesex University's transformative programme of education, research and engagement.

MoDA holds a collection identified as having national and international importance under Arts Council England's Designation Scheme. We are 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. We see the role of museum staff as facilitating the interaction between the museum's collections and our audiences. We believe that transformative learning happens at the point where collections and audiences meet, supported by staff knowledge and expertise. Museums generally do this within the context of physical spaces such as galleries, but our aim is to ensure that these interactions happen in different places, both in the real and virtual environment. We see building knowledge associated with the museum's collections as an iterative and collaborative process, and we believe in generously sharing our expertise. We attempt to gather formal and informal data about the impact of our work in order to both report on this, and to better inform our activities.

### Our priorities 2022-2025

Museum priorities	Link to MDX priorities
1. Support collaborative collections research involving staff and audiences to build and develop new knowledge which benefits the wider world	Constructing A Learning Organisation and Enquiring Community; Creating Impact on Global Challenges
2. Use the collections to promote dialogue between communities of interest about contemporary issues.	Constructing A Learning Organisation and Enquiring Community; Creating Impact on Global Challenges
3. Open up educational provision to inspire and enable learners from all backgrounds by supporting physical, digital and intellectual access to the collections and a flexible, blended approach to teaching and learning.	Transforming Learning;
4. Create a resilient and sustainable museum environment	Constructing A Learning Organisation and Enquiring Community