

## THE FUTURE OF ART AND DESIGN EXHIBITIONS

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**Research purpose.** To create a new model of an interactive virtual design exhibition.

**Keywords:** virtual exhibition, collectable design, Lithuanian design, London Design Festival, ADORNO, Virtual Design destination

**Results / Findings.** Collectable Lithuanian design collection presented at London Design Festival in September, 2020. Apart from Lithuania, the exhibition featured curated design collections from 13 countries. From the opening of the Virtual Design Destination (VDD) exhibition until October 1., had 84.650 visits. The visitors came from 72 different countries. The average visitor stayed at the exhibition for 9,25 minutes. The VDD project received a lot of attention from the international media channels such as The Guardian, Elle Decoration, Forbes and other. Lithuanian presence at the festival was created in co-operation with Lithuanian Culture institute and Lithuanian Attache for Culture in the UK, supported by Nordic Culture Point and Lithuanian Council for Culture.

**Originality / Practical implications.** The current pandemic situation has changed many curators' plans – almost all international fairs and festivals had been canceled. While physical exhibitions were totally needless, all projects moved to online. The main challenges became how to guarantee an interesting content, user friendly navigation and proper reach of the audience. The multimedia format of VDD included 14 interactive virtual environments, the display of all pieces as reality true 3D-models, designer content films, and filmed curator interviews. These were combined with in-depth articles published about all 14 country collections, representing an entirely new way of presenting leading talents from the countries' design scenes.