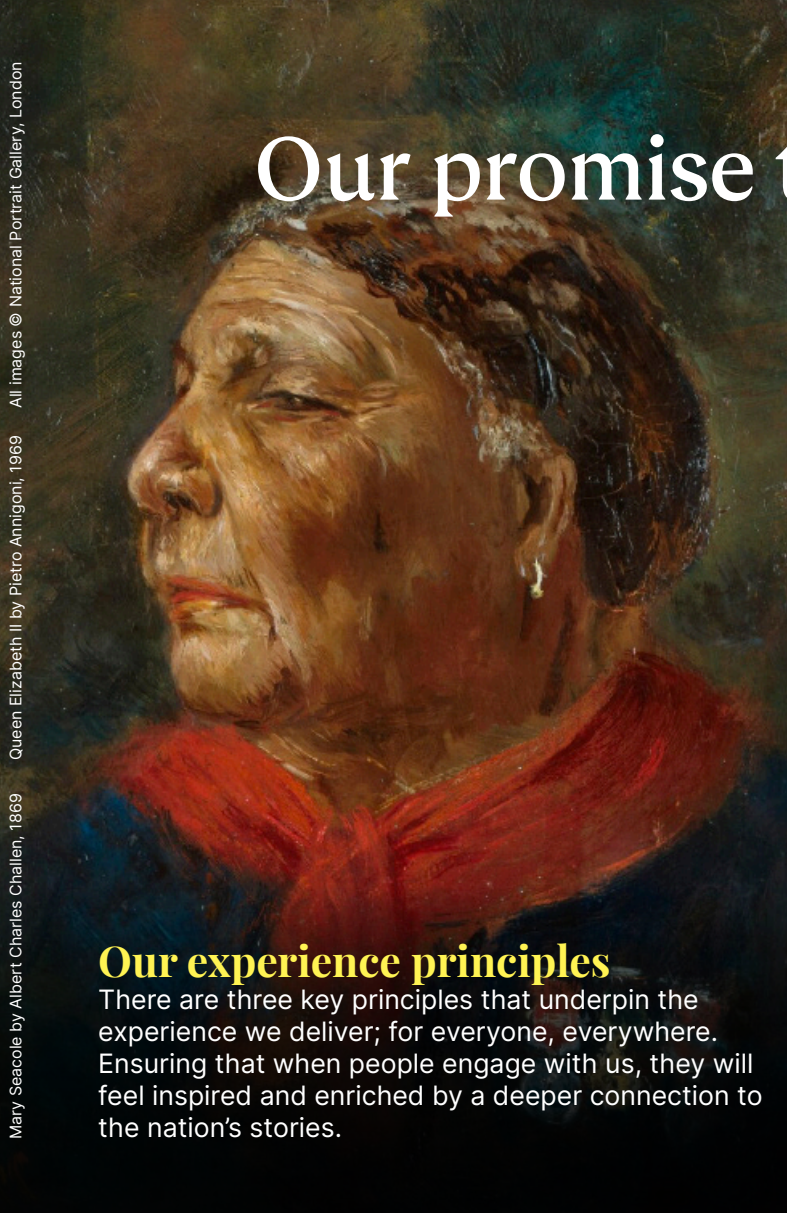


Our promise to our visitors

Queen Elizabeth II by Pietro Annigoni, 1969
Mary Seacole by Albert Charles Challen, 1869



Our experience principles

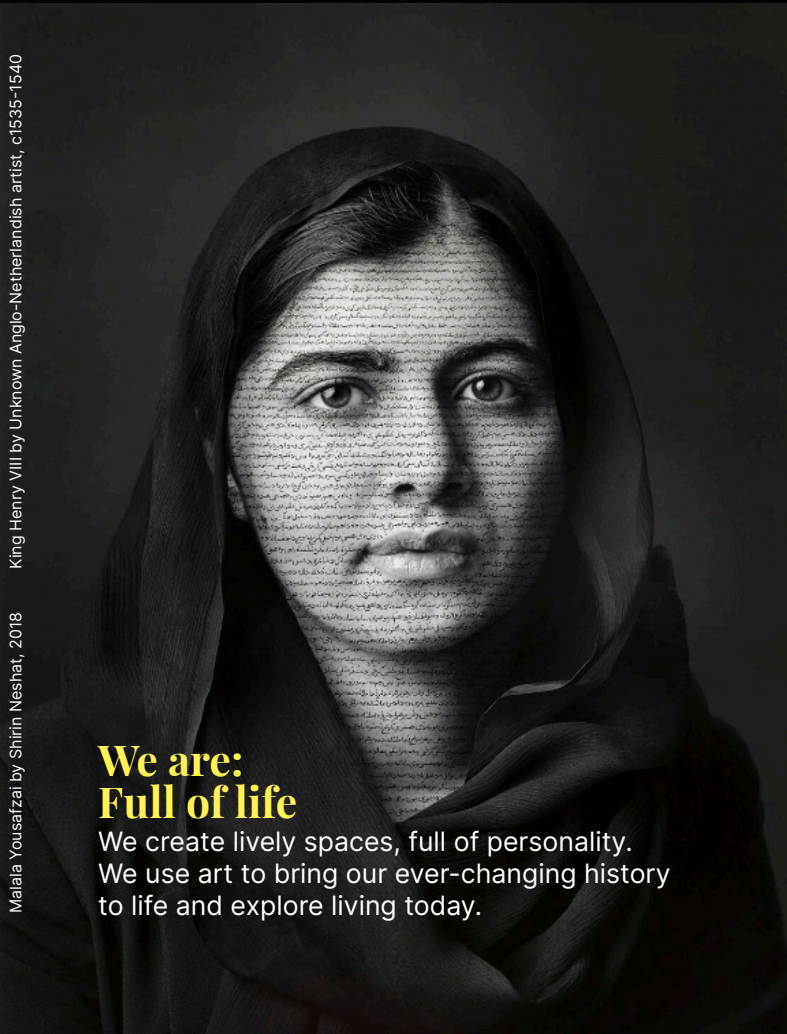
There are three key principles that underpin the experience we deliver; for everyone, everywhere. Ensuring that when people engage with us, they will feel inspired and enriched by a deeper connection to the nation's stories.



We are: All about people

We tell stories of people, for people. We are for everyone; warm, welcoming and inclusive.

King Henry VIII by Unknown Anglo-Netherlandish artist, c1535-1540
Malala Yousafzai by Shirin Neshat, 2013



We are: Full of life

We create lively spaces, full of personality. We use art to bring our ever-changing history to life and explore living today.



We are: Passionate about portraiture

We are always progressing our art form, championing artists and encouraging creativity. We celebrate the power of portraiture to create person-to-person connections and experiences.