

SCIENCE MUSEUM GROUP



CREATING MEMORABLE INTERACTIVE GALLERIES TOGETHER

WORKING WITH THE
SCIENCE MUSEUM GROUP

INTRODUCTION

Get stuck into this interactive exhibition: with an explosive chemistry bar, daily shows and demonstrations, offers a touchy-feely tour of all things science that will leave the kids' heads spinning.

Time Out, London

Wonderlab ignites curiosity and a passion for science. It provides an exciting environment where children, alongside adults, can explore and be inquisitive and inspired.

The science content within the exhibits and the supporting interpretation have been carefully selected to anchor the gallery within the wider Science Museum setting. However, the ethos of *Wonderlab* is rooted in the Science Museum Group's evidence-based approach to learning and our understanding of audiences built up over more than 25 years of research.

The principles of creating a memorable interactive gallery can be translated to suit the setting and content specialism of any institution with a common learning philosophy. A passion for engineering, the natural world, circus theatrics, or something completely different again, can be ignited through a *Wonderlab*-style gallery which resonates with the unique setting it finds itself within.





PUTTING THE AUDIENCE FIRST

The Science Museum Group's approach to interactive gallery development is visitor focused with learning at the heart of every decision. The exhibits themselves have been tailored to maximise their learning outcomes, while bespoke written and illustrated interpretation panels make content more accessible, engaging and relevant.

The Group is committed to providing access for all and breaking down barriers for visitors and non-visitors alike. A dedicated in-house audience research team feed into all new projects, and the 5 million visitors welcomed annually to our sites provide an invaluable resource to draw experience from.

GETTING THE MOST FROM YOUR STAFF

The exhibits represent just one element of an interactive gallery. Visitor-facing staff are crucial to provide vital formal and informal interactions which deepen visitor engagement. The Science Museum Group has extensive experience in the development of holistic learning programmes complemented by additional online learning resources.

To equip staff to plan and deliver this programme, the Group has a proven record of staff training covering all aspects from the very specific, such as training in an individual exhibit demonstration, through to the very general, such as performance skills training. The principles behind the approach to training are fully transferable to other institutions and their teams.





DESIGNING FOR SUCCESS

The physical design of the space is crucial in shaping visitor behaviour. *Wonderlab's* design aesthetic is unique in the level of sophistication that it offers, encouraging adult visitors to also have a great experience. This provides opportunities for intergenerational interaction and widens the mix of audiences who choose to visit. Considering an adult audience also opens up the possibilities of evening events and corporate hire, both of which can supplement revenue streams.

The need for considered design should not be dismissed when considering children either. Design elements aid the interpretation of the content and provide the sometimes intangible emotions of awe, wonder and surprise, helping to cement a visit in the memory. The design sets out the intent of the gallery and gives permission to visitors to explore and discover for themselves.




SUMMARY

Every detail of a *Wonderlab*-style gallery works in harmony to support the visitor experience and the learning needs of the individual. Our mission is to inspire the next generation. The Science Museum Group looks forward to working with you to create a memorable interactive gallery that inspires by igniting the curiosity and passion in your audiences.

The Science Museum Group could work alongside your teams to:

- Establish the core messages and outcomes of the gallery
- Select exhibits that enable visitors to actively engage with these core messages
- Plan interpretation that uniquely positions the gallery within your institution
- Produce a design brief
- Appoint designers
- Develop a learning programme
- Deliver staff training
- Develop supplementary learning resources



Science Museum Group is the world's leading group of science museums, welcoming over five million visitors each year to five sites: the Science Museum in London; the Railway Museum in York; the Science and Industry Museum in Manchester; the Science and Media Museum in Bradford; and Locomotion in Shildon.

With awe-inspiring authentic objects, cutting-edge science stories and hands-on activities, our museums celebrate and showcase the past, present and future of science and technology.

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