

Disrupt? Peterloo & Protest exhibition

Design Brief



Background

People's History Museum (PHM) is the national museum of democracy, telling the story of its development in Britain: past, present, and future. The museum provides opportunities for people of all ages to learn about, be inspired by and get involved in ideas worth fighting for; ideas such as equality, social justice, co-operation, and a fair world for all. 2019 marks 200 years since the Peterloo Massacre, a major event in Manchester's history, and a defining moment for Britain's democracy. To commemorate this monumental anniversary, PHM will explore the changing face of protest: past, present and future through a year long programme of exhibitions, events, and learning sessions exploring creative disobedience and its role in today's ideas worth fighting for. This programme of activity will be co-curated with marginalised and underrepresented communities in the spirit of those who gathered on St Peter's Field on 16 August 1819.

The exhibition

The museum's headline exhibition *Disrupt? Peterloo & Protest*, will run from Saturday 23 March 2019 to Sunday 23 February 2020 and form part of the national bicentenary commemorations. For this exhibition the Changing Exhibition Gallery will be divided into two spaces to accommodate two separate but connected exhibition concepts as part of this exhibition. Please see the floor plan provided in **Appendix 4**.

The key objectives of the exhibition are:

- To raise the profile of PHM as the go to place to find out about Peterloo and its historical consequences
- To raise historical awareness of Peterloo as a significant event along the road to democratic reform
- To demonstrate the significance and relevance of Peterloo today; how it links to ideas people are fighting for today and involving our visitors in this conversation through their interaction with the exhibition
- Raise the profile of PHM as a campaigning museum; to support current and future activists
- Raise the profile of PHM as a platform for the sharing of radical ideas

Space One

The exhibition concept for this space will feature key objects from the museum's unique collection and include an innovative display of newly acquired or loaned original Peterloo artefacts. Displayed in purpose built indented wall displays, brought to life through large scale reproductions of Peterloo related artworks and archive materials. At the heart of this exhibition will be a specially commissioned, wall projected film that tells the story of protest and the road to democratic reform, and how the Peterloo Massacre relates to issues within democracy today that people are campaigning for 200 years on. This story will be told via a talking heads narration through a mixture of high profile key speakers, experts and community partners.

Space Two

The concept for this space is a Protest Lab; an experimental area, for individuals, communities and organisations, where views and ideas can be shared and developed for collective action. This area will act as both a functional space for a programme of events

and learning activities to run within it, but will also incorporate specially designed interactives that collect personal stories and objects on the theme of everyday activism. We will ask the audience what their ideas worth fighting for are today, whilst also providing an opportunity for the audience to suggest ideas for events and activities that PHM might programme as part of its year long programme on the theme of protest: past, present and future.

What we are looking for

At the time of writing this brief, the full list of objects for display in the exhibition is not yet finalised, however some examples of possible exhibits are included in **Appendix 2** to give some context.

- The exhibition will incorporate a mix of 2D works and 3D objects and will have a strong element of audio visual content
- The exhibition designer should find innovative and new ways of presenting the two separate but connected exhibition spaces
- The exhibition should encourage a lively, hands-on approach to learning through its integrated interactive displays and activities. The designer will work closely with the Learning Officer, leading on our Family Friendly programme, to develop innovative and engaging interactives that appeal to a range of audiences, including school groups who will regularly visit the space
- Our target audience for the exhibition will be a mix of 16-24 year olds, families and 55-64 year olds. Please see **Appendix 5** which includes an explanation of the museum's Audience Engagement Plan and Culture Segments
- The space and materials should be accessible to a wide range of groups and we must not exclude families and children from the space
- We are very keen for concepts that include interactive approaches to visitor engagement and this may extend beyond the immediate exhibition space into the wider PHM galleries, shop, cafe, communal areas and online
- The exhibition designer will work alongside PHM's Conservators and Collections Officer to ensure that a stable and secure environment is created for collections on display. Please see **Appendix 3** for further information
- We are currently developing and will provide a full interpretation plan for the exhibition and are interested in working with designers on creative methods of displaying interpretation

Deliverables

We require an external design agency to develop a **visual identity** for this year long headline exhibition as well as associated **marketing and publicity material** and the **exhibition design**.

The **visual identity** will be used across the exhibition design and marketing and publicity materials (both in colour and black & white). The work should include:

- Development of an exhibition brand
- Creation of a colour palette (with Pantone references)
- Suggestion of fonts to be used in headings, sub-headings and main body text
- Guidelines for use of identity in the exhibition and marketing and publicity materials (including the museum website and social media platforms)

The **exhibition design** will include development of a unifying concept which draws from the exhibition identity. The work should include:

- Development of both 2D and 3D designs prior to the production of the exhibition
- Development of a creative and practical space in which the exhibits can be showcased; including audio visual and interactive exhibits
- Showcases for collections must meet conservation requirements. PHM's Conservation Team will advise on the specification

Please note: The majority of the exhibition build will be managed by the designer, in consultation with PHM staff

The **marketing and publicity material** will include:

- Print and e-mail invitations for the exhibition preview; (A5 maximum size, approx 1k)
- Social media headers for Facebook and Twitter
- PHM foyer/entrance 'installation' to attract attention and 'bring out' the exhibition into the public areas and galleries
- Eye catching vinyl for glass balustrade outside the museum to draw in visitors
- Exhibition poster (A1, minimum required: 12)
- A4 & A3 poster templates that can be printed in house for events

Additional **marketing and publicity material** may also include:

- 200 A3 posters for distribution
- Shop display graphic/board for related stock
- Bespoke branded stock e.g. badges, stickers, postcards etc

Budget

Brand, exhibition and marketing design fee	£7,000
Production of exhibition	£8,000
Production of marketing and publicity materials	£2,000
Total	£17,000 (inclusive of VAT)

Please note: This budget does not include costs associated with framing, mounting and object loan costs, these will be managed and paid for by PHM.

Key project deadlines	Date
Initial concepts and design routes for <i>Disrupt? Peterloo & Protest</i> exhibition	Thursday 20 December 2018
Brand identity for <i>Disrupt? Peterloo & Protest</i> exhibition	Monday 7 January 2019
Installation begins	Monday 4 February 2019
Designated noisy install week	Monday 18 to Sunday 24 February 2019
Exhibition preview	Thursday 21 March 2019
Exhibition opens to the public	Saturday 23 March 2019

If you would like to submit an expression of interest please return a PDF with the following information to mark.wilson@phm.org.uk by **5.00pm on Monday 3 December 2018**:

- Full contact details
- Relevant examples from your portfolio
- A statement outlining your understanding of the brief, your values and why you want to work on this project

Appendix 1:

Background to the People's History Museum (PHM)

People's History Museum (PHM) in Manchester is the national museum of democracy, telling the story of its development in Britain: past, present, and future. The museum provides opportunities for people of all ages to learn about, be inspired by and get involved in ideas worth fighting for; ideas such as equality, social justice, co-operation, and a fair world for all. PHM offers a powerful programme with annual themes; 2018 looks at representation and commemorates 100 years since the first women and all men won the right to vote in Britain, 2019 will see a year of activities around protest movements to mark the bicentenary of the Peterloo Massacre in Manchester, 1819, and the programme for 2020 will be on the theme of migration and identity.

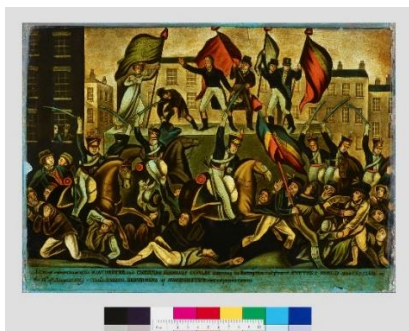
2017-2018 winner of Kids in Museums Family Friendly Museum Award.

PHM is an Arts Council England (ACE) National Portfolio Organisation (NPO). The work of PHM is supported using public funding by ACE.

Appendix 2:

Object list

Please note: This is not a complete list but does act as a guide to the variety of objects we plan on displaying. These images **must not** to be shared. This is to ensure the museum's PR opportunities are maximised.



Painting on glass, H30cm x W40cm



Painting, frame H146cm x W120cm



Medal, 8cm x 6cm (approx)



Flag, H178cm x W198cm



Dress, fawn corded silk, H160-170cm x W85cm x D80cm



Wood cut print, for use as large scale reproduction



Wood cut print, for use as large scale reproduction

Appendix 3:

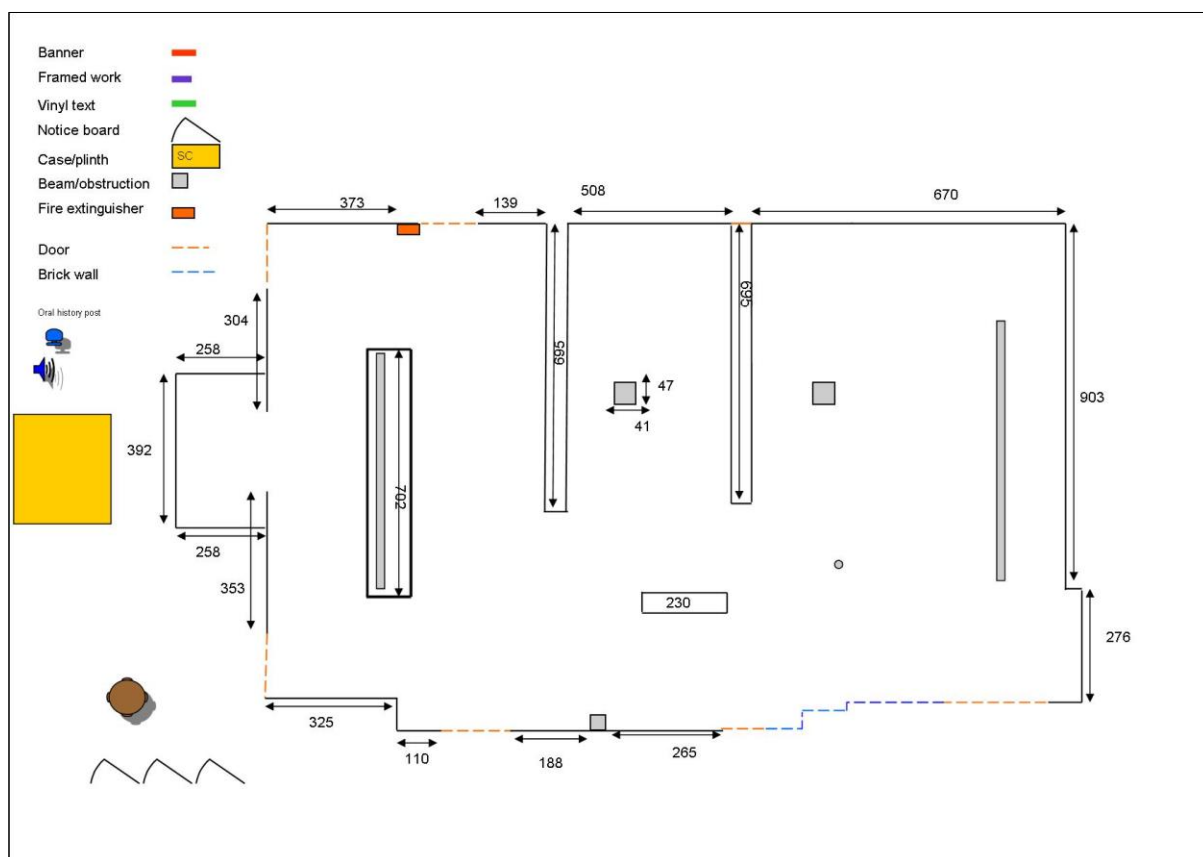
Conservation exhibition specification for designers

- During the design phase the lighting track positions should be noted so that any new wall structures fit with this existing track which cannot be moved. It is possible that interior case lights are chosen but the text panels and labels will still need to be lit appropriately
- Where possible it is requested that conservation grade materials are used for the exhibition build especially those in close contact with the objects such as case interiors
- Paints for the exhibition build should be chosen from a list supplied by PHM Conservators which are considered safe for use in proximity to objects
- All paint must be given at least three days to off-gas prior to object install
- All messy and dusty build work must be completed before object install

Appendix 4:

Floor plan

Please note: This is our current floor plan and we would like to work with your help to develop how best to divide up the space.



Appendix 5:

Audience Engagement Plan

PHM have worked with Morris Hargreaves Macintyre (MHM), who developed the museum's Audience Engagement Plan, which proposes an approach for developing audiences through the lens of Culture Segments. Audiences are segmented according to their deep-seated values and what drives them to engage. [Find more about Culture Segments.](#)

The two key potential audience segments highlighted for PHM are Essence and Expression. We wish to target both of these audiences within the *Disrupt? Peterloo & Protest* exhibition.

Below is further information on each segment and the relevant activities in PHM's 2019 programme:

Essence are well-educated and highly active cultural consumers across a range of art forms, culture is a source of self-fulfilment and challenge; a means for experiencing life. Inner-directed and self-sufficient, they actively avoid the mainstream.

- Priorities: Arts and culture, lifelong learners and self-development.
- Engage them: Flatter their independence and sophisticated tastes.

Expression are in tune with their creative and spiritual side. They are confident, fun-loving, self-aware people who accommodate a wide range of interests, from culture and learning, to community and nature. Expression create and join communities and enjoy culture as a shared experience. While they are open to risk, they are also not dismissive of more popular culture as it ensures that a wider range of people can enjoy the benefits they cherish.

- Priorities: Living life to the full, community, family, nature, arts and culture.
- Engage them: Tap into a desire to be part of something bigger.

This table shows which cultural segments MHM mapped out and their relation to PHM, to protest as a theme, and to each aspect of PHM's 2019 programme:

	Culture Segment
PHM	Expression
	16-24
	BAME
	LGBT+
Protest as a theme	Essence
	Expression
	55-64 years
	Families
Aspect of the 2019 programme:	
Film commission	Expression
	More
	16-24 years
	55-64 years
Protest Lab	Essence / Expression
	Deeper / Different
	16-24 years
Events programme	Expression / Essence
	More / Deeper
	55-64 years
	16-24 years