

Brief for Exhibition Design for Amersham's Mobile Museum

Background

Since it opened in 1991, Amersham Museum has thrived as a small, local, independent museum. Situated in a listed medieval building on the High Street, the museum is fully accredited and is run as a charitable company. Located in the historic Buckinghamshire town of Amersham, the museum's collections reflect the town's history and development from Roman times to the present day.

In 2017 the museum completed a capital development project which resulted in the creation of new galleries, stores and a dedicated learning space. The new galleries include a permanent exhibition about the 20th century history of the town. At the heart of the interpretation are the stories told by local people and recorded in the museum's oral history collection. We would now like to share these stories with a wider audience through the creation of a mobile museum.

Project Aim:

To create a mobile exhibition, housed in a vintage vehicle that tells the story of Amersham in the 20th century. The Mobile Museum will also showcase a range of mixed media work. This could include oral history, film, photographs, documents and objects, and artwork and displays created by local people through the Heritage Lottery Fund supported the *People's Story of Amersham* project.

Support for the Mobile Museum has come from the Heritage Lottery Fund, the HS2 Community and Environment Fund, Amersham Local Area Forum through Amersham Decides, Chiltern District Council, Amersham Action Group and the Friends of Amersham Museum.

Designer's Brief:

The designer will work with museum staff and volunteers to:

- Create a design scheme for the interior of the Mobile Museum, which will include small display cases, graphics, a seating area and interactive boxes on wheels which can be taken out of the vehicle
- Consider and incorporate a design scheme for the exterior of the vehicle
- Produce final, measured drawings for the tender process for the fit-out contractor
- Liaise with the museum and fit-out contractor and associated suppliers for the installation of the exhibition

Fee

There is a project budget of £33,500 (inclusive of VAT) for the purchase, restoration and fit out of the vehicle, with a fixed fee of **£4,200 (inclusive of VAT)** for the designer.

Applications

Please send a short response detailing how you would approach the project, with examples of previous work. The deadline for applications is 11th December.

Objectives of the Mobile Museum

- To create an immersive multimedia mobile exhibition (launched April 2019) that travels around the local community and is used in schools and community settings as well as for fetes and festivals
- To provide a facility for securely displaying collection items (including handling items), as well as pieces created by community groups in response to these items or a local story
- To create a space within the exhibition where new memories can be collected and recorded
- To create an exhibition about the 20th century that can be changed, with new graphics and objects over time, in order to integrate new themes and projects
- To involve local people in the creation of the Mobile Museum (see below)

Outputs of the Mobile Museum

- Creation of a mobile exhibition within a small vehicle that can be driven by someone with a standard drivers licence
- Creation of an exhibition that can be updated and changed and features work from the People's Story of Amersham
- Tour the exhibition to eight community activities in 2019; this includes local villages and in Amersham. It will also visit care homes/community settings/schools twice a month and the local market once a month.
- Involve community members in the production of the mobile museum: -
 - The museum's two reminiscence groups of older people (20-24 people)
 - The museum's two after-school art clubs (30 children, aged 7-11)
 - A newly created Young Curator's club (10 children, aged 11-18)
 - The museum's volunteers (40 volunteers, involved in research, collections care and exhibition design)
 - Local makers including fine artists and craftspeople (5 people)
 - Four local primary schools (120 children, aged 4-11)
- Provide training for a minimum of 10 volunteers in using the mobile museum
- Launch the exhibition with a special event in April 2019

Outcomes of the Mobile Museum

- Local people will be better engaged with their heritage
- New links and connections will be made with the local community
- Intergenerational links will be created and strengthened
- A broader more inclusive story of the past will be told and shared
- People will learn new skills in handling historic objects, making oral history recordings and map reading
- People will be inspired to create artworks of their own
- People will get involved in the museum as volunteers, participate in a workshop, or join the Friends
- People will make a first or repeat visit to the museum
- People will take better care of their local environment

Resources

- Concept designs created for the Mobile Museum in Spring 2018
- The new interpretation within the museum and the new website could be used within the mobile museum. This includes original photographs as well as new artwork
- The museum’s collection of objects, photographs, documents, books and maps
- The museum’s staff and volunteers
- New branding guidelines and the style and approach of the museum’s fit out

Timetable

- Secure vehicle and commission restoration, November-December 2018 (completed February 2019)
- Tender for exhibition designer November 2018
- Create final designs December 2018 - February 2019
- Tender for fit-out contractor February 2019
- Fit-out of vehicle April 2019
- Launch mobile museum late April 2019

Project Budget

Repurposed vehicle	£18,500
Fit out of vehicle	£15,000
Exhibition design	£4,200
Total	£37,700



CHILTERN
District Council

