

Introduction: Thinking about your audiences

Dig Where We Stand Training Day
11th May 2013

Audience

- We can't say 'everyone' – there is no such thing as the general public...
- The smaller and better defined an audience is easier they are to communicate with!

THE BIG IDEA or...

What is your exhibition about?

- You need to be able to articulate this clearly
- The message should help you work out how you want to convey it
- It may also help you to define your audiences

Audience Segmentation

- Expect to cater for more than one audience
- Aim to cater for all parts of your audience well...
- ...and your primary audience fully!
- Divide your audience according to the way they relate to your the subject and the way you will be presenting it (i.e. media)

Audience definition task

- Location/venue
- Who currently comes?
- Who does your subject appeal to?
- Who would you like to attract?
- How do they like to learn?

In an ideal world...

- Carry out evaluation to establish audience preconceptions and prior knowledge
- Evaluate throughout development
- Retest after making changes
- Use audience advocates

Accessibility

- Consider at all stages
- Physical and intellectual
- A widely accessible project works better for all visitors regardless of any disability e.g.
 - Clearer text is clearer for everyone
- Take advice

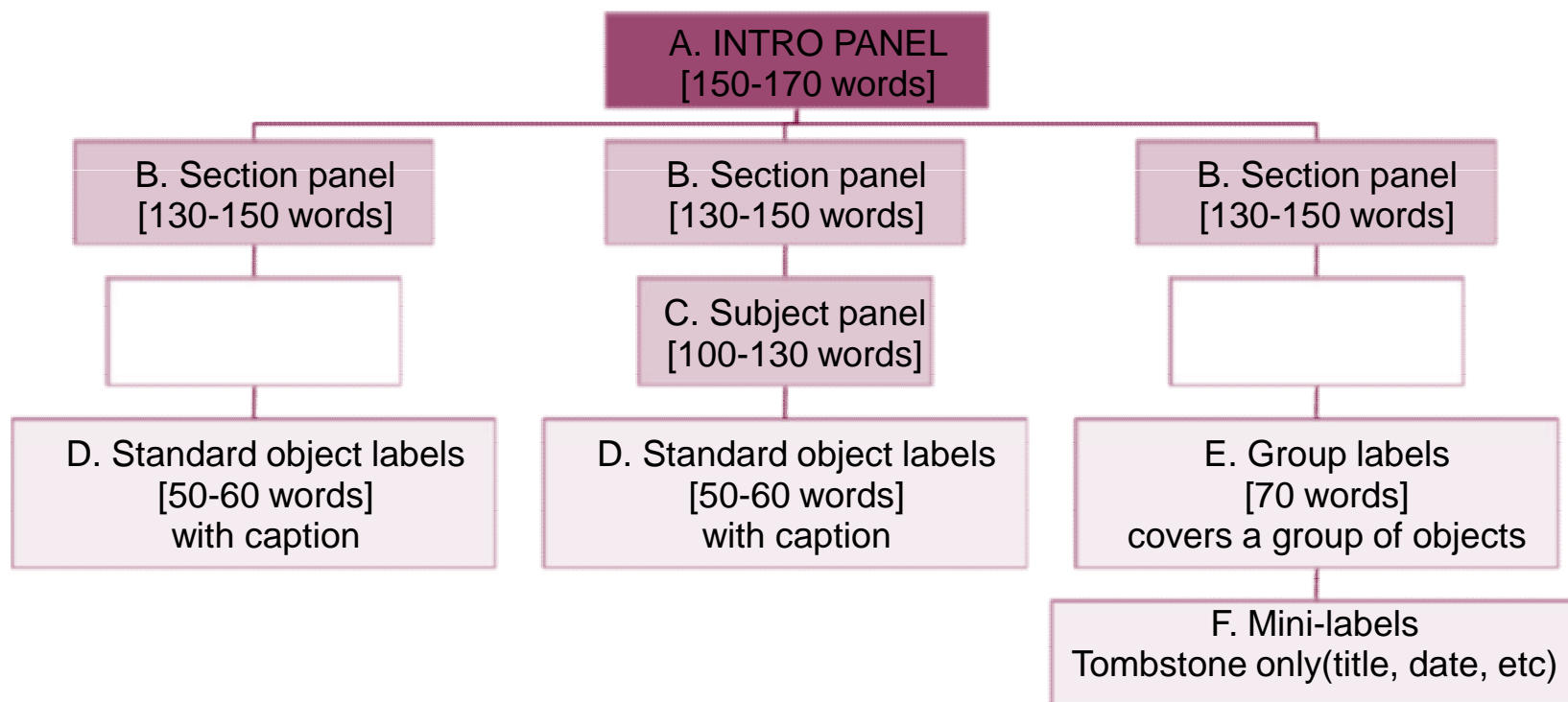
Use of text

- Start where the visitor is
- Multi-layered
- Galleries, museums and similar spaces are poor reading environments
- Adult reading ages are lower than you might expect
- Visitors don't read in order, and won't read everything

Use of text

- It is OK to repeat
- Explain anything that will raise questions
- Be creative about tone
- The more there is, the less people read
- Clever titles can be confusing

Text hierarchy



Top tips

- Design is communication too!
- Meet expectations but also provide surprises
- Informal is good, but don't patronize
- Experts often like to be told what they already know
- Adults like interaction too
- Children do not read - adults often read text to reinterpret it orally for children
- Metaphors rarely work

Taking interpretation outdoors...

Your concept

- Remember your messages!
 - Consider all the interpretation options...
 - What are the best ways of getting your message across?
 - What resources do you need?
- What are your audience's needs and preconceptions?
- What are the physical and environmental constraints?

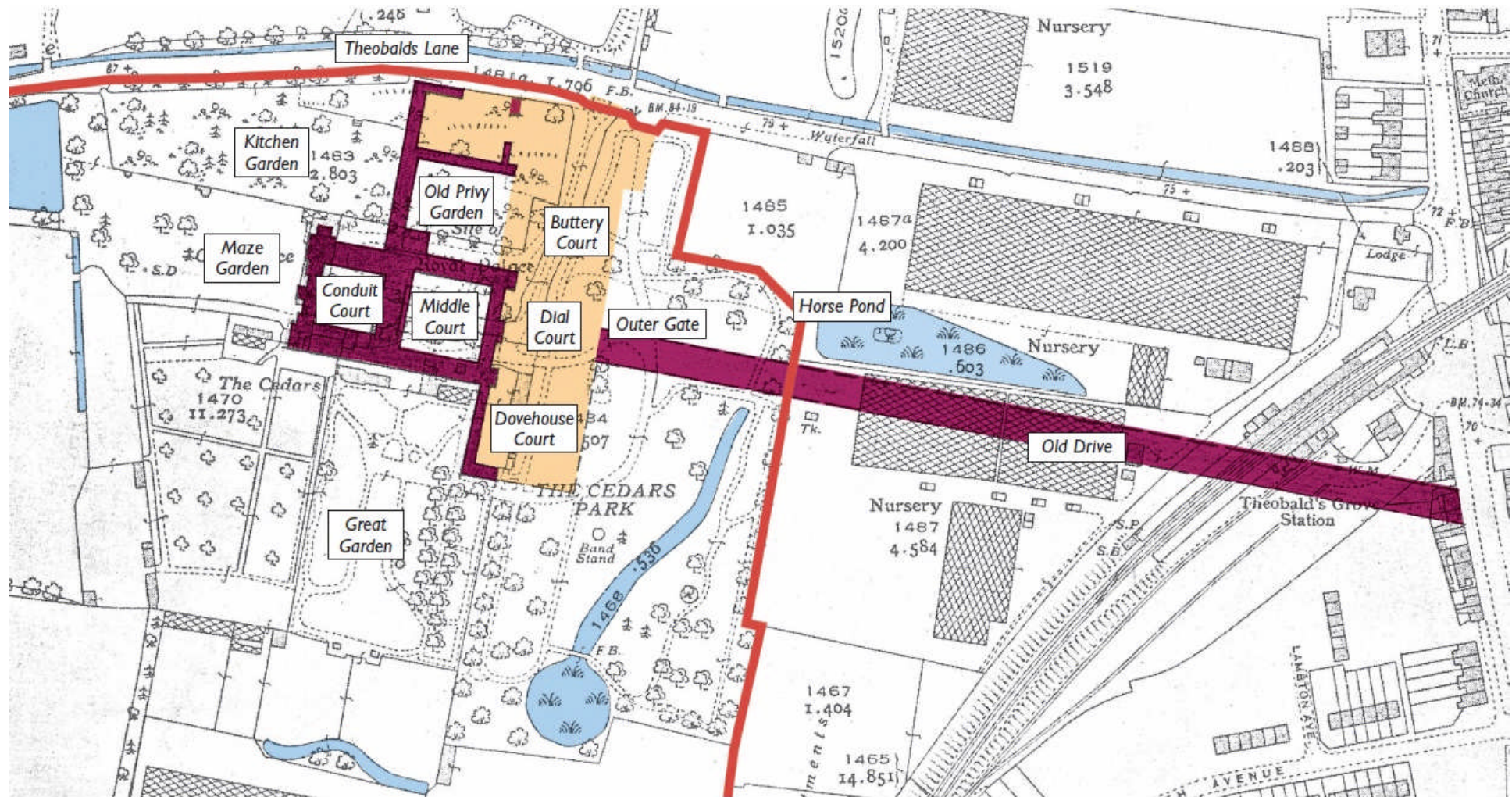
Types of media

- Artefacts
- Text and graphics
- Models
- Video and/or audio
- Databases and electronic labels
- Physical interactives
- Tactile exhibits
- Art commissions
- Theatre & puppets
- Feedback, debate
- Live events
- Publications
- Web
- Combination technologies
e.g. phone + exhibit + web
- TV, radio, webcast, podcast
- Live interpreters

Use of text

- A site or visitor centre is a poor reading environment
- Adult reading ages are lower than you might expect
- You can use interpretation panels to shape visitors' experience...
- ... But they may not follow your route!
- You may have to repeat yourself.
- Explain anything that will raise questions

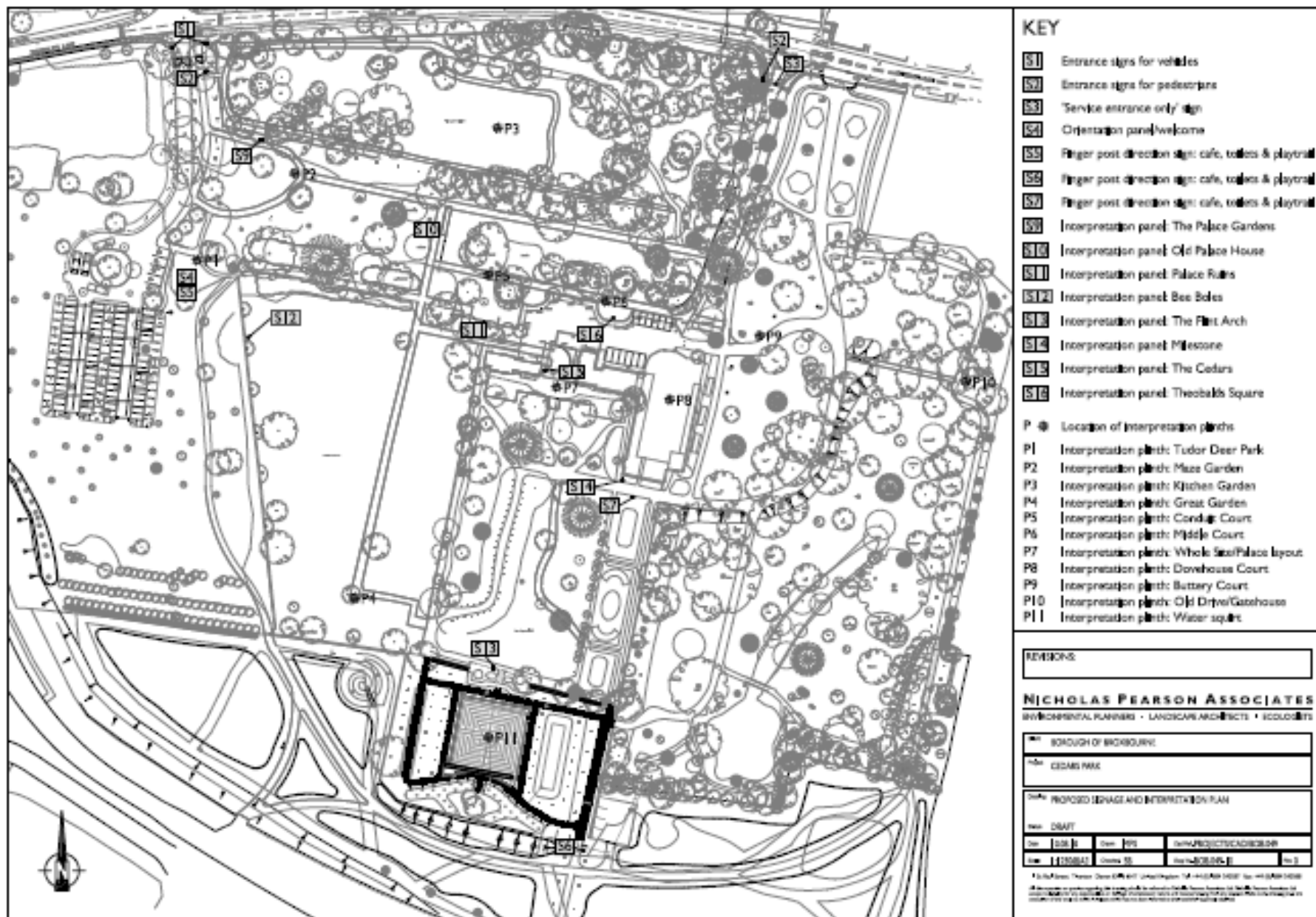
Cedars Park



Name of Area Naming of areas (conjectured 2007)

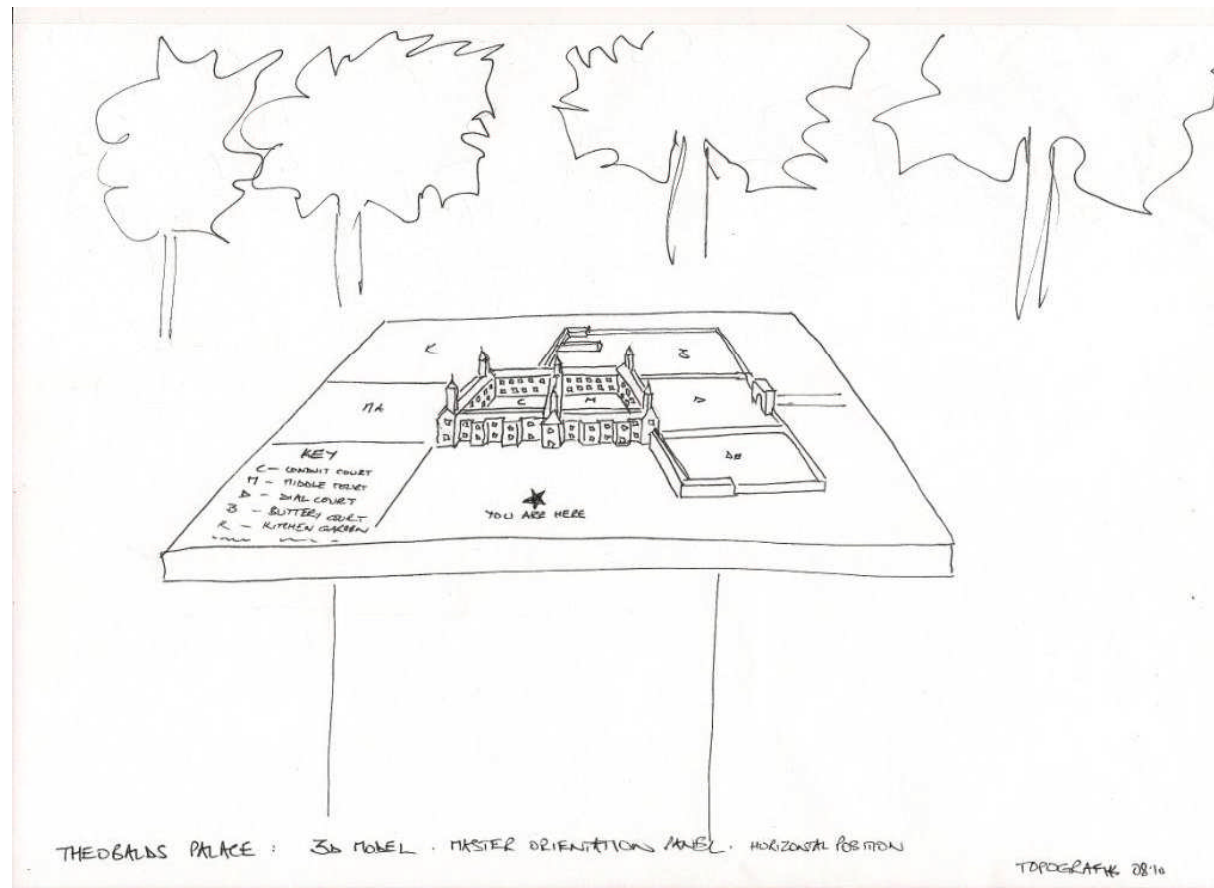
Theobalds Palace pre 1607

Palace Extension between 1607 and 1650





Design



Inviting tenders

- Create a brief:
 - Context and aims of the project – the ‘vision’
- Specific details for project elements:
 - Purpose
 - Outcome
 - Parameters and resources
 - Schedule within overall project schedule

The tender

- Be specific about what you want:
 - Give key project contacts
- Give guidelines for the product
- Prototyping?
- Ask for documentation
- Budget

Post-opening

- Summative evaluation
- Maintenance
- Replacement & updating
- Responsibilities
- Information management

Long Wood

Leave only footprints, take only pictures...

Long Wood used to be part of Osterley Park, owned by Sir Thomas Gresham (c.1519-1579). It is thought to be the site of the first paper mill in the UK. Now the site is a nature reserve, home to diverse species.

Sir Thomas Gresham was a merchant and investor, who served King Edward VI, Queen Mary I and Queen Elizabeth I. He bought the Osterley Estate in 1562, upon which he built a substantial brick house. He founded a mill to process corn, oil and paper on the stream that runs through Osterley Park and Long Wood. Archaeological evidence of a building from Gresham's time has recently been found here, possibly remains of the oldest paper mill in the UK. Look for the large earth mounds in the middle of the wood. These are believed to be the remains of a dam across the stream, built to provide the flow of water needed to drive the mill wheel.



Moses Glover map of 1635 shows mill on stream flowing from Osterley



Rush/sedge



Yellow flag



Bluebells



Opposite-leaved golden saxifrage



Working overshot mill



Picture of Thomas Gresham, One owned by Mercer's company



Golden Grasshopper (Gresham's symbol)

The mill deteriorated within 15 years of Gresham's death, returning Long Wood to nature. Now the low-lying parts of the site are wetland and a refuge for water loving plants such as rushes and sedges. There is one patch of opposite-leaved golden saxifrage which is its only known location in the whole borough of Ealing.

The sloping edges of the valley form a different habitat. These are quite dry, attracting a different set of plants and animals. In places here the native English bluebell grows abundantly and forms an attractive sight when it flowers in the spring. Parts of Long Wood are believed to constitute Ancient Woodland – meaning they have remained undisturbed for at least 500 years. Only the M4 passing by overhead is a rude reminder of the modern world.

EALING COUNCIL



Southall Manor House and Grounds

The Manor House

The Manor House is the oldest building in Southall. There are very few Tudor houses like this in Greater London.

The first part of the house was built around 1500 and has gone through much change since. It is of such historic importance that it is a Grade 2nd listed building. A chronological study shows the timbers of the roof were from trees dating as far back as 1301.

A family home for many years, the Manor House has seen its fair share of Lords of the Manor. The first known resident of the house was Francis Awsiter and generations of the Awsiter family occupied the house from 1572 right up until 1821. The last people to live in the Manor House were the Scarisbrick family.

The Manor House was bought by Southall District Council in 1912. In 1925 the west wing and clock tower were demolished to allow essential road widening improvements.



Did you know...
Two beautiful Hindu statues, dating back to the 1100s, were built into the back wall of The Manor House. Rumour has it that one of the Awsiter daughters ran away with an Indian soldier and the statues were given as a gift to the family.



One of the Hindu statues which were built into the back of the Manor House.



The Scarisbrick family
© The Ealing Gazette

Southall Manor House, 2010

During the Second World War the Manor House was used by the local authority and had a health clinic on the ground floor.

2011
Urgent repair works begin on the Manor House

1970
Chamber of Commerce took on the lease on the building and carried out repairs

1925
West wing and clock tower demolished for road widening

1912
Southall Council purchase the House and grounds for £6100

1898 - 1912
Owned by the Scarisbrick family

1895 - 1898
Owned by John Mummery (famous surgeon of the time)



Southall Manor House
Old West Stable Wing and Clock Tower, c1925.

Can you...
... count the number of chimneys on the Manor House?

Is there a secret tunnel in the Manor House?

The youngest daughter of the Scarisbrick family claimed it was behind one of the fireplaces. This may have been where priests hid from their persecutors. To this day it has never been found.

This building is the oldest in Southall. After the refurbishment it is hoped that it will remain in use for the public for years to come.

George Twyman,
Southall Local History Society.

Ealing
www.ealing.gov.uk

heritage lottery fund
LOTTERY FUNDED

Greenwich
Greenwich Council



THIS SECTION SHOWS THE OVERLYING REMAINS OF THE FOUR ROMAN FORTS THAT STOOD ON THIS SITE FROM AD 70 TO AD 410. IT IS AN ACCURATE COPY OF THE DEPOSITS THAT WERE EXCAVATED.

FORT IV c AD 200 - c AD 410

THE LAST FORT ON THE SITE WAS THE SAME SIZE AS FORT III. THE EARLIER RAMPART WAS DUG AWAY ALONG ITS FRONT AND A STONE WALL INSERTED. NEW FOUNDATIONS WERE LAID FOR THE ROADS AND BUILDINGS OF THIS FORT.

FORT III c AD 160 - c AD 200

THE THIRD FORT EXTENDED TO THE WEST IN ORDER TO HOUSE A MIXED GARRISON OF INFANTRY AND CAVALRY. BEFORE THIS NEW FORT WAS BUILT THE REMAINS OF THE OLDER FORT (II) WERE REMOVED AND MUCH OF THE SOFT GROUND WHERE DITCHES LAY WAS DUG OUT AND FILLED WITH FIRMER FOUNDATIONS. A RAMPART MADE OF TURF WAS BUILT AND THIS WAS CAPPED BY A TIMBER PALISADE.

FORT II c AD 90 - c AD 160

THE EARLIER FORT (I) WAS REPLACED BY A MORE SUBSTANTIAL ONE THAT LAY IN THE SAME POSITION. IT HAD TWO LINES OF DEFENSIVE DITCHES WHICH CAN BE SEEN IN THE SECTION.

FORT I c AD 70 - c AD 90

THE FIRST FORT WAS OF TIMBER AND DESIGNED TO HOLD A GARRISON OF AROUND 480 FOOT SOLDIERS. THE TIMBER RAMPART OR WALL OF THIS FORT LAY TO THE EAST. OUTSIDE OF THE WALL WAS A SERIES OF DEFENSIVE DITCHES WHICH CAN BE SEEN IN THE SECTION. BEYOND THESE LAY A SERVICE ROAD.

ABOUT 330 YEARS PASSED BETWEEN THE ROMAN SOLDIERS BUILDING OF THE FIRST FORT AND THE GOING OUT OF USE OF THE LAST FORT. THAT, FOR EXAMPLE, IS THE SAME LENGTH OF TIME THAT SEPARATES THE DEFEAT OF THE SPANISH ARMADA IN 1588 FROM THE END OF THE GREAT WAR (WWI) IN 1918.





VIKING NORWICH

Site of St Olaf's Church

St Olaf's (or Olave's) was demolished in 1546. Olaf was king of Norway and was martyred in 1030. He rapidly became popular in those parts of England settled by Scandinavians.



NORWICH
City Council



Supported by the ERDF through the Interreg IIC North Sea Viking Legacy Programme





love culture

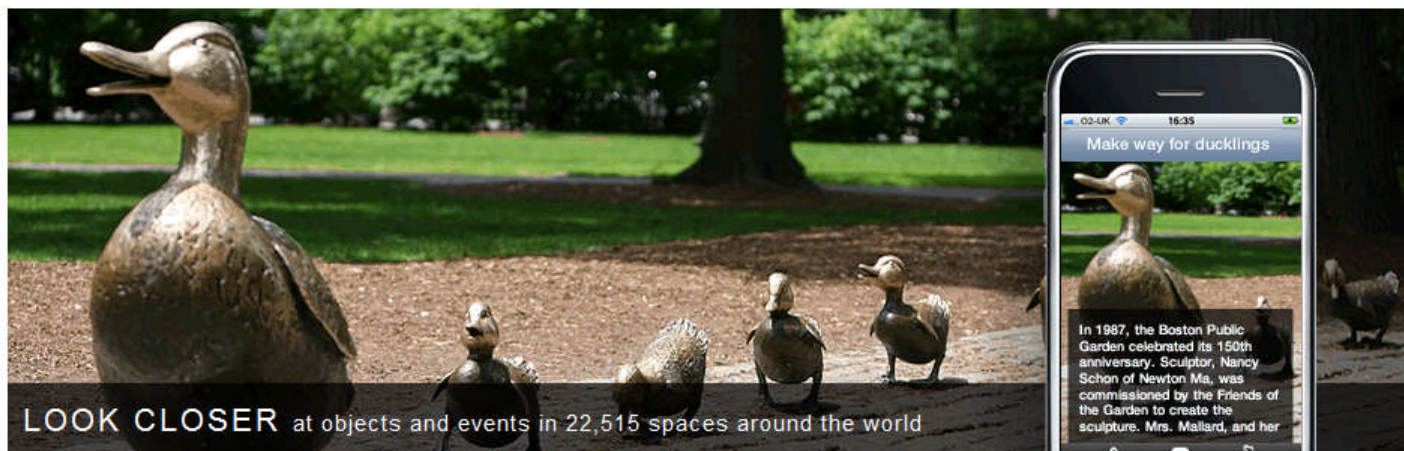
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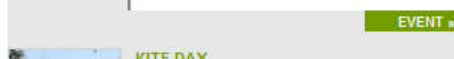
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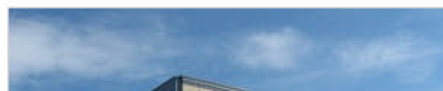
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