

Localizing Content for your Audience: Developing New Touring Exhibitions

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The Museum Today

- Collections contain 80 million specimens covering the Solar system, Earth and its life
- More than 5.7 million visitors each year, 12 million online
- Over 800 scientists and professional staff
- A historical and cultural treasure-trove; and a resource for international research, scientific advancement

New Touring Exhibitions Based on Collections

- Objects telling remarkable stories
- Thought-provoking and visually compelling specimens
- New exhibitions launching 2017



ART OF NATURE

Three Centuries of
Natural History Art

Stage 1 touring exhibition concept brief:
Art of Nature (working title)
April 2015



A History of
**LIFE THROUGH
FOSSILS**

Stage 1 touring exhibition
concept brief:
A History of Life Through
Fossils (working title)
April 2015



TREASURES



Stage 1 touring exhibition concept brief:
Treasures (working title)
April 2015

Flexible Exhibition Package

- Packages available between 650m² - 1000m²
- Selection of key specimens, objects, artwork between 100 - 200
- Full text and media assets
- Design look and feel including 2D/3D elements
- Art crates for the objects to travel to and from venue
- Optional retail and publishing products



Treasures of the Natural World: A Touring Exhibition



Narrative Structure

- Section 1: Building Natures' Treasure House
- Section 2: Treasures of the Mind
- Section 3: Treasures of Exploration
- Section 4: Treasures all Around Us



Blaschka Glass Octopus



Historia Naturalis



Neanderthal Genome



Skin of Giant Ground Sloth



Treasures of the Natural World: in Japan

Customizing the Exhibition

- Case Studies of how Japanese research has contributed towards our understanding of the natural world
- Japanese exploration and the first Western voyage to Japan
- Section focusing on Japan with objects from local museums and additional objects from NHM London



Red algae studied by Kathleen Drew



Japanese Sea lion



Conclusions

- There is an appetite for interdisciplinary, multi-faceted content
- Flexibility of new touring exhibition models appealing to international partners
- Outcomes and learnings to be seen



**NATURAL
HISTORY
MUSEUM**