



Paper introduction

Transformational project for Science Museum

New gallery about the history of communications and information technologies

Our largest gallery project for a decade – new, permanent gallery and associated online presence and learning programmes

About putting history and our world-leading communications collection into the centre of the museum and reinvigorating the heart of the science museum

Our audience nearly 3M visitors per year, 1.3m in family groups, 12m web visitors, largest school groups

It will be the world's foremost celebration of communications technology and the human stories that have shaped how we share information today.

Transformational project for Science Museum

Largest gallery project for a decade – Putting history and our world-leading information communications collection into the heart of the science museum

Worlds foremost gallery celebrating the communication technologies and the human stories that have shaped how we share information today.

We know that this gallery will be ahead of the game in showcasing and exploring the technology that has revolutionised how we connect with each other and continues to draw solutions for progress across sectors

Showcasing hundreds of objects from our incredible collection – many of which have never been publicly accessible before. Brought to life with the most sophisticated multimedia and interpretive techniques for our audience nearly 3M visitors per year, 12m web visitors, most visited institution by school groups

The gallery will open in 2014

Science Museum, London



3M visitors per year

12M online

Destination most booked by educational groups

Content Overview

- **The Cable** – *looking at telegraphy*
- **The Exchange** – *looking at telephony*
- **The Broadcast** – *focusing on radio and television*
- **The Constellation** – *for satellite communications*
- **The Web** – *looking at computer networks*
- **The Cell** – *on mobile communications*



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The six networks illuminate the different ways that people have used technology to communicate and share information. These are:

Within each Network, visitors will be invited to explore stories about people and technology. Our audience research shows that '*Visitors are seeking to understand the impact of objects on people's lives at the time*'. They want an insight into the historical context in order to have an engaging experience with objects. To address this, each Network features transforming events that illustrate the significance of communications technologies to people's lives.

Unique objects



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UNIQUE OBJECTS

Over 1000 in total, ranging from the very large - Rugby Tuning Coil, 7m tall, full sized communication satellite to the very small - mobile phones and computer chips.

Here - Thomson's mirror galvanometer, the actual instrument used to detect the first signals transmitted down the world's first transatlantic cable.

And a beautiful model of Telstar 1, a communications satellite that relayed the first television pictures by satellite.

Powerful storytelling



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telling powerful stories

moments we call transforming events

where a communications technology had a significant impact on people's lives
or how they thought about that technology.

An example of this is here in the Constellation, area about satellites,
tell the story of the birth of GPS (global positioning systems) that was
accelerated by Gulf War 1.

and this TRANS-PAC GPS receiver that was retrieved in working order from a
helicopter shot down in the Gulf War

Innovative interpretation



Innovative interpretation

What it was like to be affected by these new waves of communications technology.

Enfield Exchange - the last manually operated telephone exchange.

This will be interweaved with interactivity

giving visitors the experience of operating a telephone exchange themselves

and enabling them to listen in to the types of conversations that may have been overheard.

Participatory practice



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developing a new model for working with audiences at each stage of the development of a permanent gallery...

Eg working with

Those with direct experience of our objects at work – Enfield exchange

expert and enthusiasts eg BVWS on the left to select and interpret objects that will be displayed as part of a story about the birth of the

With teenagers re ways of telling stories about telegraphy that make it relevant to them.

With Camaronian communities based in London to tell a story of the impact - and user-driven adoption - of mobile phones in the Cameroon

The Constellation



GPS interactive collaborative project



Project Relationships -
Partners

GPS interactive collaborative project

- Aim of the project - to co-develop a concept idea for an interactive exhibit that explored the impact of GPS technology on navigation in an environment with very few or no visual information with a group of blind partially sighted people.

Project partners

- Blind and partially sighted participants
- Interactive exhibit designers
- Museum gallery team
 - External creative facilitator

GPS interactive collaborative project

Project Relationships -
Establishing and maintaining
working partnership



GPS interactive collaborative project

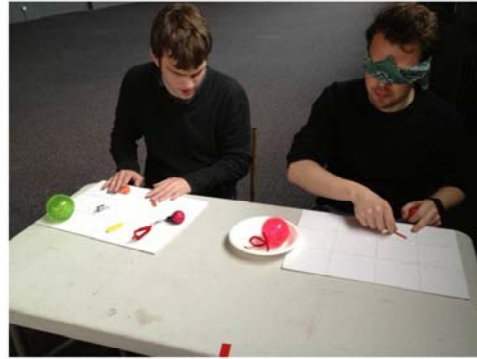
- Sharing personal stories
- Sharing knowledge
- Teamwork and experiential activities
- Identifying key common elements of experiences
- Generating ideas together



GPS interactive collaborative project

- Participants and designers working as creative team
- Interactive designers involved in planning creative sessions
- Finding the right balance of content information to share with the group for idea generation.

Experiential activities



Sharing experiences



Sharing knowledge



Sharing ideas



Challenges

- Sustaining joint development when group and designers are apart
- Relatively flexible parameters of project aims at the beginning
- Divergent development paths of exhibit and gallery needs
- Accommodation of new approach alongside existing processes
- How the relationship was impacted by an exclusive decision making process



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