



Antenna | Science News Now
 Science Museum, London
 2010

Client: Science Museum, London
Brief: Create a permanent gallery to occupy the ground floor of the Wellcome Wing with fixed zones of regularly changing content (object display and digital media), a temporary exhibition space to change every six months and a flexible infrastructure and series of furniture pieces for live events.

The challenge was to design a dynamic digital exhibition space and a strong environment for displaying unknown future content. Flexible display spaces, interactive stations and digital signage were developed to respond to the high turnover rate of the content and keep the space fresh and dynamic.

The exhibition targeted an audience of young adults but since launching has been observed to reach out further, attracting all ages in group and independent visits.

The landscape of the exhibition is located within a busy central hub of the museum and it needed to stand out as a clear and focal point of activity. To achieve this we raised the floor, creating two inter-locking zones surrounded by integral seating, with platforms at different levels offering opportunities for unscripted observation and interaction, supporting the needs of the visitor while allowing them to define their own use of the space.

As a whole the environment was designed to be flexible and responsive to the changing content while both guiding and supporting the needs and behaviour of the visitor.

Branding, Graphics and Interactive design: a+b



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‘It’s easy to be consumed by the pressures of tight programme, budget and complex delivery of content, but all that falls into background noise when the audience respond in such a demonstrably positive way.’

Tim Molloy , *Head of Creative Direction, Science Museum, London*