



Exhibition graphics:  
**Great North Museum**  
Newcastle Upon Tyne,  
for Tyne & Wear Museums  
and Newcastle University,  
2009

## Project summary

The design (with Casson Mann) of the **Great North Museum**, Newcastle, 2009. A striking solution for a new visitor attraction that is smashing attendance records. We guided a client with no experience of a project of this scale through the process of interpretive content generation. Our design strategy doubled up as a detailed implementation plan that enabled the client team to develop appropriate content according to editorial constraints, on time and within strict access guidelines. The interpretation design draws together diverse subject matter spread across ten galleries into a unified visitor experience.

