**Nick
Bell
Design**

Exhibition graphics:
Gainsborough
for Tate Britain,
London, 2002

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**Project
summary**

The design (with Muf architecture/art) of **Gainsborough** at Tate Britain, 2002. An exhibition design that dealt successfully with high visitor numbers. All interpretation texts, normally on the wall, were screenprinted onto custom made furniture positioned centrally in each gallery. Visitors were less likely to obscure the paintings as they read. To give visitors a flavour of the cultural milieu in which Gainsborough painted, we researched contextual material for inclusion. This included re-printed 18th century newspapers, carrying reviews of the artist's work in amongst ads and gossip.