Exhibition design, wayfinding and graphic interiors.

Unit F
Reliance
Wharf
2-10
Hertford
Road
London
N1 5EW

nick@ nickbell design. co.uk

www. nickbell design. co.uk We are visual communicators. We design for three-dimensional interactive environments.

We provide the following services: interpretation design, wayfinding and signage, graphic interior design, interaction design and design for audio/visual media.

We work with architects or interior designers or 3D designers to help design museums, galleries, exhibitions, visitor centres, cultural attractions, wayfinding systems, graphic installations.

We have specialised in this field for over 15 years. During that time, awards include a DBA Design Effectiveness Gold Award, three D&AD Yellow Pencils and three Design Week Winners.

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We have collaborated with the following interior design and architecture practices:

Casson Mann Hassell Abell Nepp John McAslan + Partners Nord Architecture Terry Farrell and Partners Nissen Richards Studio Metaphor Nick Coombe Architecture **Tony Fretton Architects ZMMA** Gustafson Porter Jo White Design Consultants **Urban Mesh** muf architecture/art **Azman Architects**

We would like to work with more.

We have collaborated on projects for the following institutions:

Barbican Centre British Council British Nuclear Fuels English Heritage Horus, Moscow Imperial War Museum Manchester Museum Museum of Islamic Art, Doha National Park Service, USA National Maritime Museum **National Portrait Gallery** National Trust Natural History Museum **Newcastle University** Science Museum **Tate Britain** Tyne & Wear Museums Victoria & Albert Museum Wellcome Trust Wellcome Trust Genome Campus

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Exhibition design

Permanent exhibition design

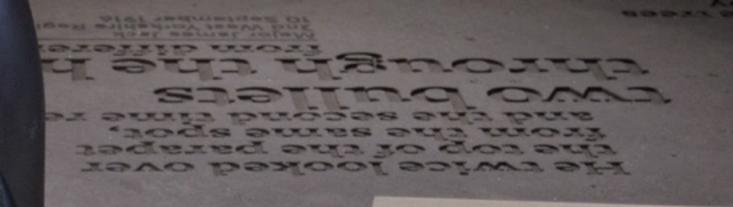
First World War Galleries Imperial War Museum

Graphic interpretation design that determines the graphic look and feel for the entire gallery. The exhibition tries to tell the story of the First World War through the testimonies of those that experienced it. The typographic shaping of these important voices, investing them with a physical status to compete with attention grabbing objects and images, was the crux of the challenge.

Part of IWM's regeneration plan. Opened on the hundredth anniversary of the outbreak of the First World War. A collaboration with Casson Mann.



Total War



A dozen men—all gassed their colours were black, green and blue,

tongues hanging out and eyes staring. Lance Sergeant

Elmer Cotton 5th Northumberland Fusiliers, 1915

To break the trench deadlock, the armies on the Western Front tried a new weapon, poison gas.

In April 1915 the Germans released a cloud of chlorine gas on Allied troops at Ypres. The Allies were horrified. Yet in September, at Loos, the British launched their own gas attack.

As the war went on, the use of gas intensified. Was poison gas effective? Soldiers feared gas. Chlorine and phose mustard an

They are here! Pitiful crowds... frightened looks, depressed posture... One woman is holding a child in her arms it died on the way. Virginie Loveling

Belgian writer 19 August 1914



If war was once a chivalrous duel, now dastardly slaughter. it is now For the first time, soldiers were exposed Austrian general For the first time, soldiers were exposed to the deadly power of modern weapons in a war that reached across Furnies September 1914 in a war that reached across Europe. The armies of 1914 counted on a quick Some still had colourful uniforms. but the and machine gun bullers and stillery shrapnel balls from massed, modern artillery and glorious campaign. But rifle and machine gun bullets and lances and swords.



I placed my soul and body in God's keeping, and I am going into battle with His name on my lips.

> Second Lieutenant John Sherwin Engall 30 June 1916

7.30am on Saturday 1 July 1916, mbered from their trenches dvance across no man's land itish troops ards the German lines.

ne attack was a disaster. were listed as wounded or missing. of them were killed and a few hours,

ish attack failed sectors of their front. ch attack was a major success. the British losses so terrible?

the British bombardment biggest yet, the shelling attered over too wide an area. not destroy German guns, ost of the front,

hrough dense barbed wire " dude' which did not explode. shauell-protected dugouts.

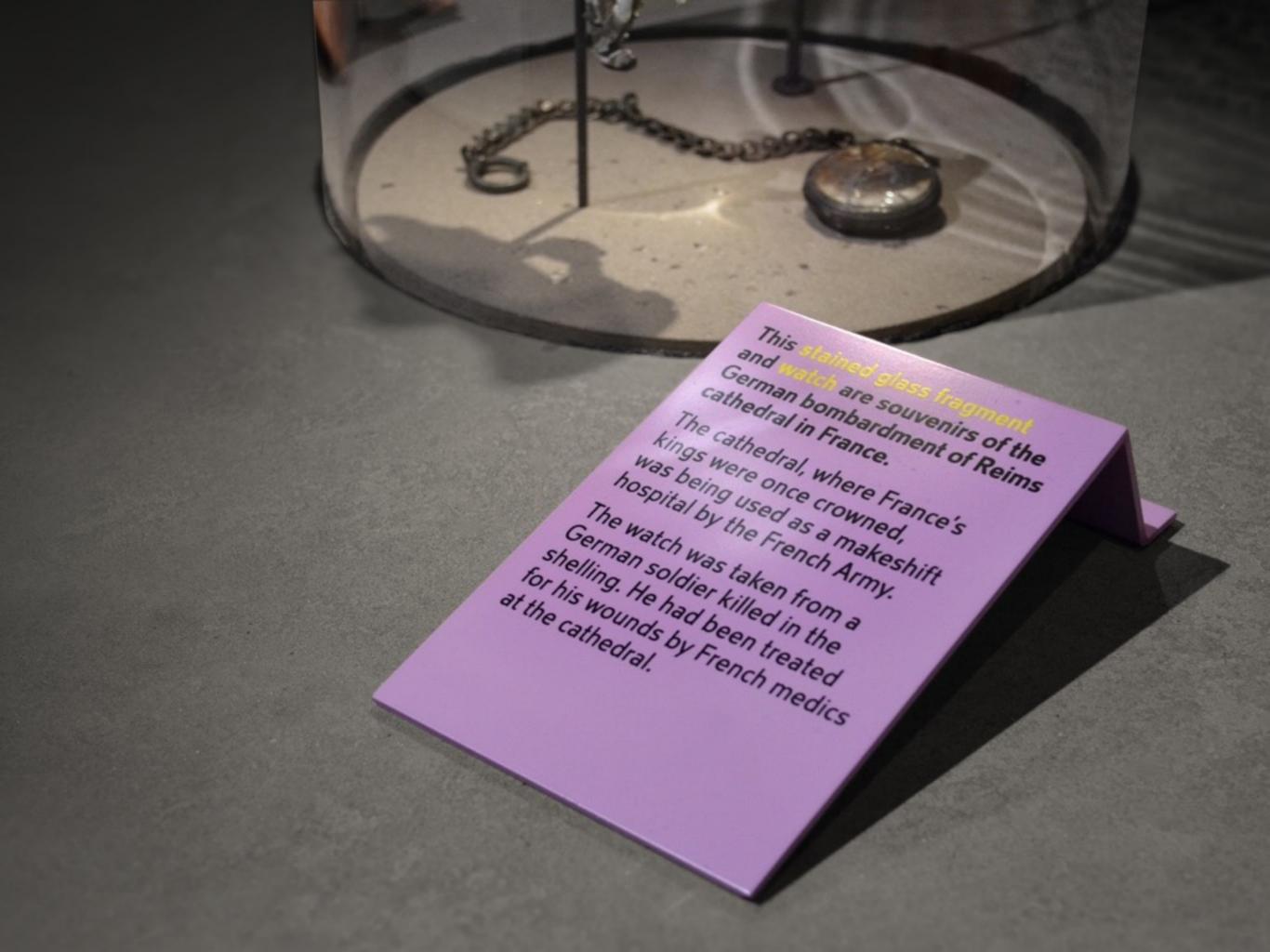
a monstrously big finger, Everywhere Lord Kitchener sternly points Mantsion exclaiming Michael MacDonagh journalist 3 January 1915

Machines against men

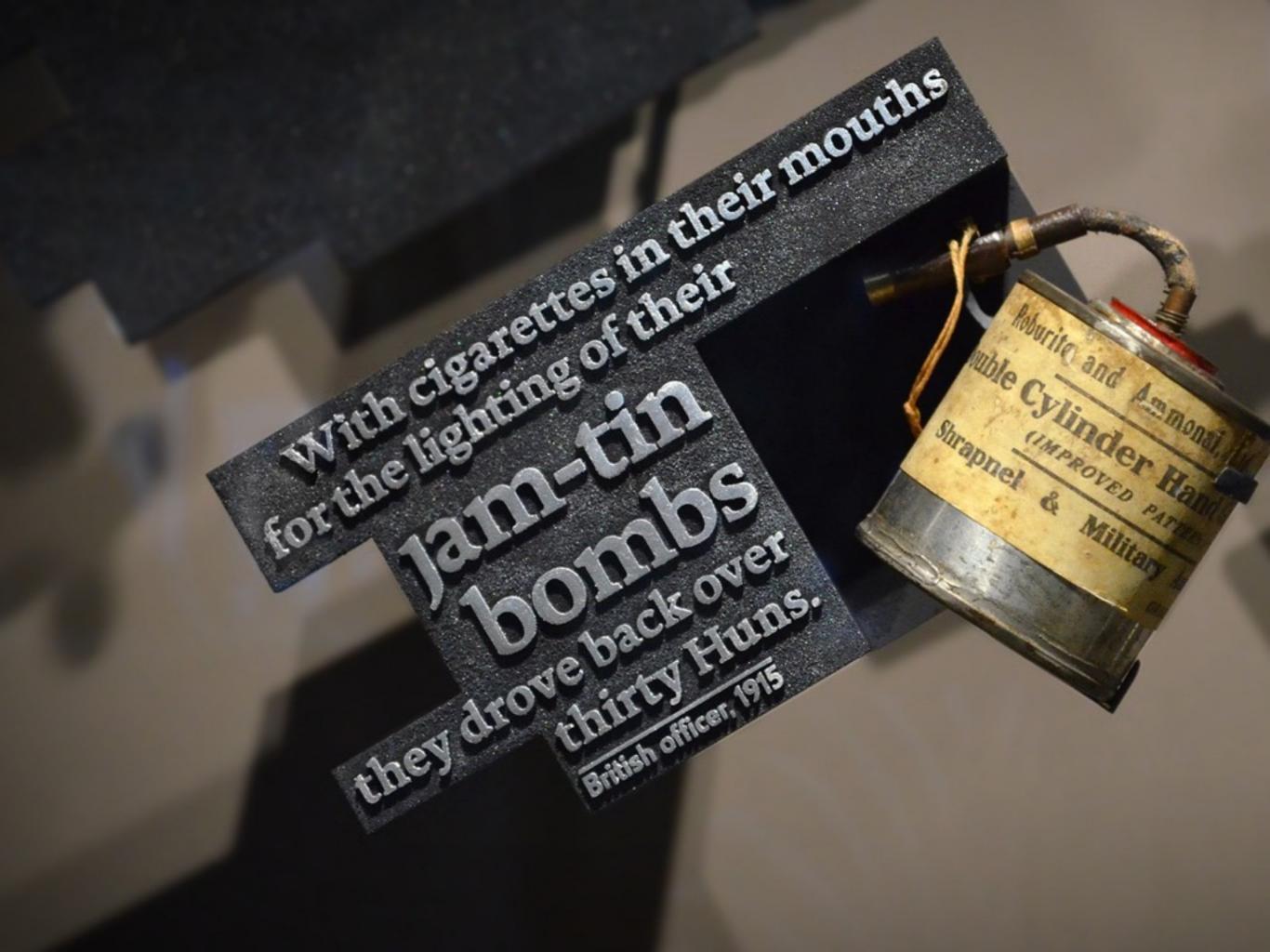
In 1917 Britain's army looked increasingly to machines to win the war. Britain developed new weapons. It found ways to make guns even more destructive. It taught closer teamwork between soldiers and the crews of guns, tanks and planes. Yet new ways of fighting did not bring victory.
War on the Western Front became even more costly and destructive. Soldiers fought in landscapes devastated by shellfire. A massive British offensive around Ypres became bogged down in mud. It was called off with the capture of a village called Passchendaele.

mounderous instrument we have the advantage with which is the big trench mortar. Karl Josenhans German soldier 9 November 1914

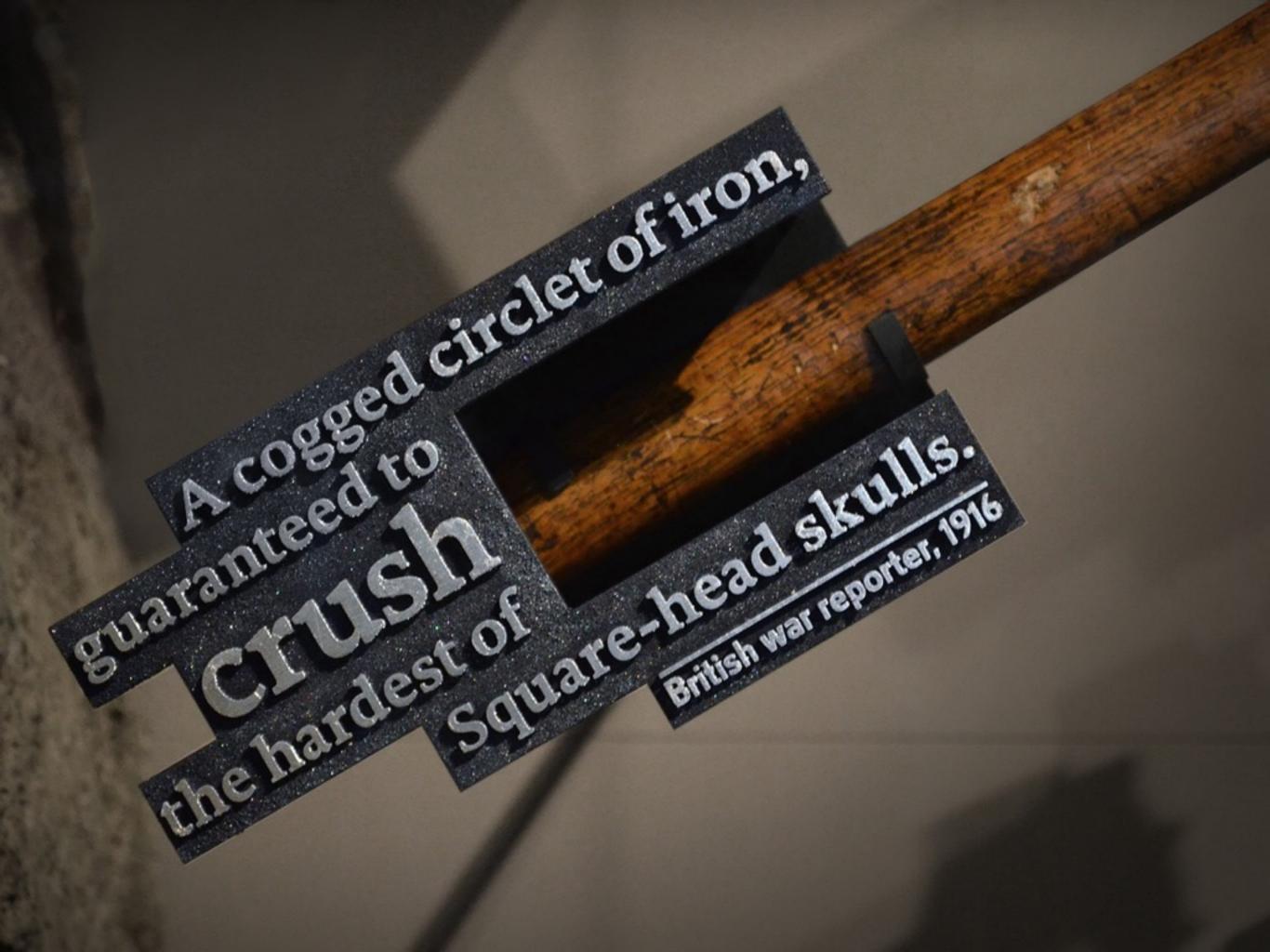












You've got a future now...

And so have I.
I wonder what we will do with it,
and what it will be like...

things are not going to be the same

as they were before.

Lieutenant Richard Nixon reporting comments made by his commanding officer 1918 Claude Friese-Greene's
'The Open Road', a series of short films, took cinema-goers on a journey through Britain.

This edit lasts for seven minutes. 'The Open Road' was completed in 1926. That year a nine-day General Strike gripped Britain. Cabinet minister Winston Churchill proposed using troops if 'the situation threatens to go out of control'.

But the revolutionary fervour the government so feared after the war never materialised.

Permanent exhibition design

Nelson, Navy, Nation National Maritime Museum

The gallery tells the story, from 1688-1815, of how the Royal Navy, with Nelson centre stage, shaped everyday lives, became a central part of society and cemented Britain's place in the world.

Period references, (port bottle label typography, maritime map illustration), given a modern graphic re-drafting, provide the graphic interpretation with a visual identity very much all its own born directly from its content. A look and feel that is a refreshing break from NMM's institutional voice that dominates the rest of the Museum – a visual specificity that adds to the sense of immersion in the gallery.

The graphic interpretation design sets a new standard in quality and accessible engagement at the Museum. A collaboration with Casson Mann.





The story of the Royal Navy and the British people, 1688–1815

Melson Talvy Nation.











100-gun ship of the line: 837 men

1% Commissioned &

Admiral Captain Lieutenarits

1% Warrant Officers

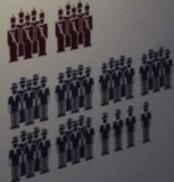


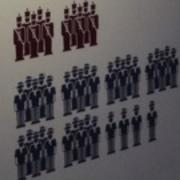
14%



9,500

64% The People October







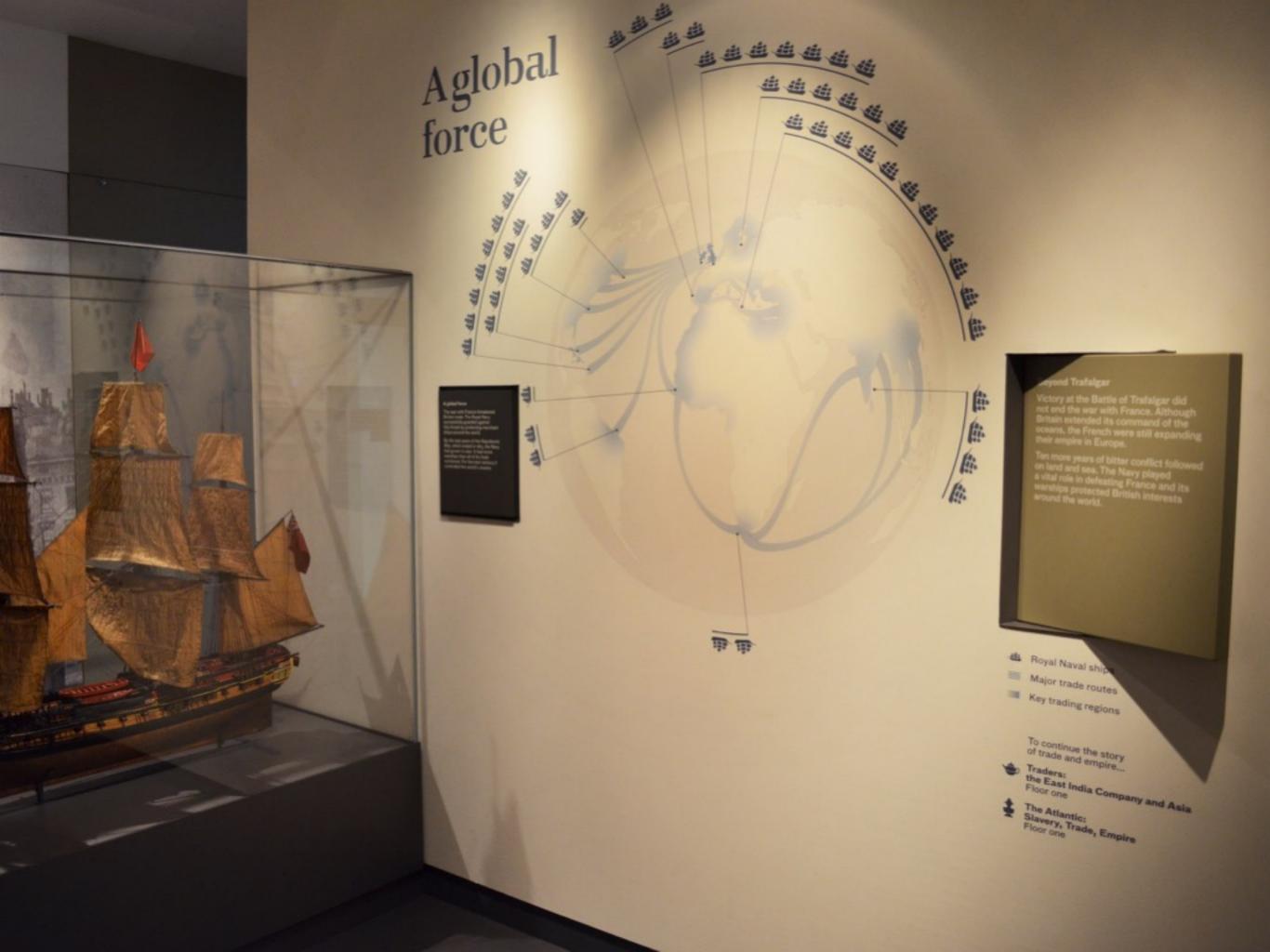












A hero mourned







The moment the car appear of which bore the body, you might have heard a pin fall.

'Show your true colours' Naval ships sometimes used foreign flags to disguise their identity at sea. Just before a battle ships would hoist their own flag and 'show their true colours' about 1805 wood, cotton, brass, copper, paint, varnish Naval ships Model of a frigate Frigates were the workhorses of the Navy. They escorted convoys, acted as scouts for the main fleet, carried information and attacked enemy trade. Although they were too small to take part in great set-piece to take part in great set-piece battles, their speed and durability made them ideal for the Navy's day-to-day work around the world. SLR0346



Museum design

Benjamin Franklin Museum, Philadelphia, PA, USA National Park Service

Graphic interpretation for the Benjamin Franklin Museum in Philadelphia. The creation of a brand new biographical museum of one of the most significant figureheads in American history.

The subterranean museum, beneath Venturi, Scott Brown's 'ghost house' in Franklin Court, is divided into five themes, each one presenting a different side of his character: family man; printer; citizen; scientist; and diplomat. The graphic interpretation design is a modern take on eighteenth century book and editorial design layouts, using bright colour highlights and a modern serif typeface that references historical printing types like Plantin. A collaboration with Casson Mann.







Franklin pursued several different trades before he decided on printing. Choosing a Trade Match the trade with the Product.





CURIOUS AND FULL OF WONDER

Athirst los and local Academy of the local and local and

My Manner of prosecuting that Study.

"A thirst for knowledge"

om the time he was a y to his very last days, anklin delighted in rning new things. attracted many friends o read, experimented, d debated the big entific questions of the v. He closely observed natural world, frequently aring his findings and sheer wonders of covery with others. His riosity and wonderment rrored the ideals of the lightenment.

Temporary exhibition design

Britain: One Million Years of the Human Story Natural History Museum

Graphic interpretation design for a temporary exhibition that told the epic story of the humans that occupied Britain for the past million years. Including artefacts drawn from the entire history of early humans in Britain brought together for the first time. Part of a research project that pushed back the known date of the earliest humans in Britain from around 500,000 years ago to 950,000 years ago.

Giant landscape images covering the zonal walls helped visitors comprehend the enormity of the scale of geological deep time by having a physical sense of how conditions varied for early human species during each different climactic stage. With the focal point set at head height these images appeared to invite visitors to step into them. A collaboration with Nissen Richards Studio.

















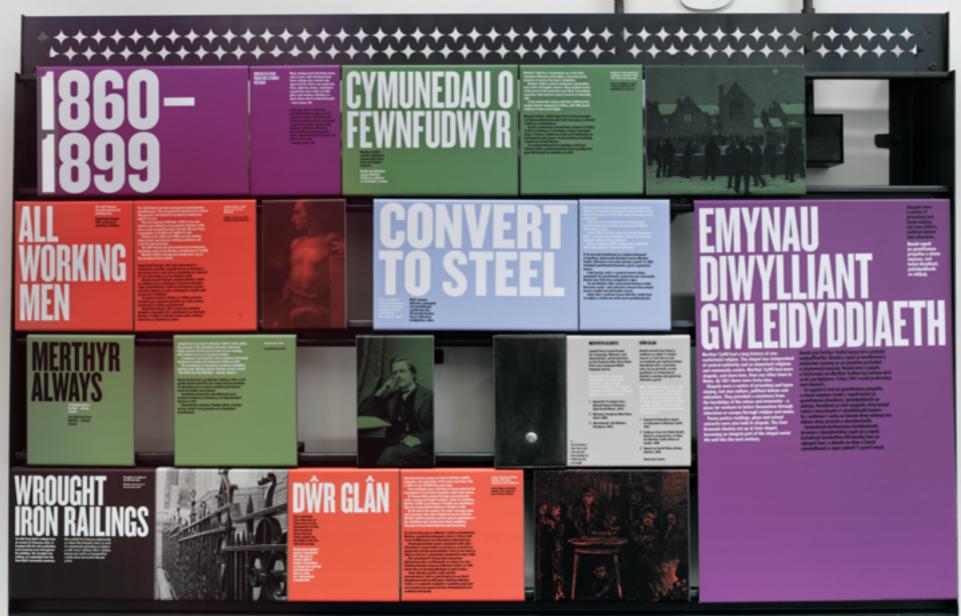
Changeable displays

Redhouse Old Town Hall Merthyr Tydfil Housing Association

Content development, 3D design and graphic interpretation design of an editable and updatable display system for Redhouse, a new arts centre born out of Merthyr Tydfil's former town hall. The system consists of 8 hanging staves fabricated in hot-rolled steel onto which slide movable steel panels. Each panel is wrapped in printed adhesive-backed vinyl enabling inexpensive and easy reskinning of content. Incorporating video and audio, the installation tells the story of Merthyr Tydfil.

Working closely with local history societies, libraries and organisations, we have researched and written over 100 stories in Welsh and English. Both personal and community histories since 1830 to the present day have been shared. A collaboration with Coombe Architecture and Kate Hulme.









Ca Within reach

































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nick@ nickbell design. co.uk

www. nickbell design. co.uk If you have a project that you would like to talk about please get in touch with us.

We look forward to the possibility of working with you.

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