Exhibition design, wayfinding and graphic interiors.

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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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## Wayfinding and signage

#### National Portrait Gallery, London

The design of a wayfinding strategy for the National Portrait Gallery. Our solution exposes the rationale governing the arrangement of displays throughout the museum. In the interest of accessibility, we reversed the information hierarchy to give precedence to the dates of historical periods over their era names. It is now clear that a procession up through the building is a journey back in time: from contemporary portraiture on the ground floor back through to 1485 (Tudors) up on the second. Current star exhibits are previewed using updatable slide-in details.

V

2 1485-1714 Tudors to Stuarts

> 1714-1837 Rebellion to Reform

1007 1

1 1837—1901 The Victorians

> 1901—1990 Twentieth Century

From 1990
Contemporary portraits

Main Hall in 1 & Portrait Explorer 1 & Shop and Café
Way out 1

















## Bodelwyddan Castle, North Wales National Portrait Gallery

The design of dual-language wayfinding and interpretation for National Portrait Gallery outpost Bodelwyddan Castle, North Wales. A sensitive solution that has drastically improved site orientation and visitor experience of the convoluted series of period rooms where NPG portraits are hung. Pink, a masculine colour in the 19th century, ensures good visibility without the signs appearing alien to their Victorian setting. Freestanding side tables carry wheelchair-accessible interpretation in each room – the design of these makes subtle reference to the crossed-foxes crest of the former lords of the manor.









Grace Darling 1815 – 1842
David Dumber 1792 - 1866
Arable bust, 1838
Transferred from the Tate Gallery, 1957

In 1838, Grace Darling, the daughter of a lighthousekeeper on the Farme Islands in Northumberland, rowed out through a storm in a small boat with her father to rescue five people from the wreck of the steamship Forforshire. For this act of heroism she won great national acclaim, and was celebrated by poets, including William Wordsworth.

#### Neuadd y Grisiau a'r Grisiau

5555 ·

Mae nifer o fanylion pensaerniol cynnar wedi goroesi yn y rhan yma o Gastell Bodelwyddan. Mae'r lle tân marmor hyfryd yn dyddio o tua 1720 ac mae'r cornis hefyd o'r un cyfnod. Mae'r ffenestri dull gothig yn rhan o'r newidiadau a wnaed yn ddiweddarach. 'Jacobeaidd' yw stell y grisiau, yn deillio o banel ar waelod y grisiau sy'n wreiddiol o'r ail ganrif ar bymtheg.

Gallwch gael rhagor o wybodaeth ar Portrait Explorer



#### Cyngor yr Arctig yn cynllunio i chwilio am Syr John Franklin

Stephen Pearce 1819-1904 Glew ar ganfas, 1851 Gadawyd mewn ewyllys gan John Barrow, 1859

Mae'r portread hwn yn dangos y morwyr a'r fforwyr a aeth ar nifer o deithiau i chwilio am y taithwyr a aeth ar goll yn yr Arctig gyda'u harweinydd Syr John Franklin. Danfonwyd Syr John Franklin a'i griw ar fordaith gan y Mortys ym mis Mai 1845, i geisio dod o hyd i Dramwyfa yn y Gogledd Orllewin o Fôr yr Iwerydd i'r Môr Tawel. Ym 1842 penderfynodd y Morlys, ar gyngor y morwyr a'r fforwyr a ddangosir yn y darlun, drefnu i chwilio am y teithwyr coll. Roedd yn 1854 pan ddarganfuwyd bod Syr John Franklin a'i griw wedi marw o newyn. Gwellir portread o Syr John Franklin (1786—1847) yn y neuadd hon.



William IV 1765 – 1837 Sir David Wilkle 1785 – 1841 Oleve or gantas, 1837

> Teyrnasodd William Ni o 1830 pan oedd yr ymgyrch i ddin ei anturth, a phasiwyd y b yn dyblu nifer yr etholwy b yn parhau yn ddi-bleidie anghyfreithion yn ei be â'r actores Dorothy lack o'i briodas â'r bywyso etifeddwyd y goron i











Caffi / Siop → Café / Shop →

Toiledau / Ffordd allan →
Toilets / Way out →







## Great North Museum Newcastle University and Tyne & Wear Museums

The design of a discreet wayfinding strategy for the Great North Museum, Newcastle. This is an example of signage that remains invisible until you need it. Multiple entrances to each gallery (a feature of the building redesigned by architects Farrells) meant we disposed of the many gallery titles that would have cluttered exhibit content if titles were to address every entrance. Instead, 80% of all signs are discreet directionals separated from displays by placement in the deep wall-returns of gallery entrance thresholds where all gallery to gallery traffic is routed.



← Galleries

#### Street Café →

- ← 🎛 Shop Lift to all floors including:
- ← Exit Special Exhibitions and Library 🛗 →



Natural History Society of Northumbria Office L2007



### Stanislavsky Factory, Moscow Horus

The design of a wayfinding strategy for the Stanislavsky Factory, Moscow. A striking visual identity for an office complex using signage and large scale graphic displays evocative of the site's history. Gold thread for religious and military uniforms was once made here with workers entertained with theatre directed by the owner Konstantin Stanislavski, originator of Method Acting.

Thread-etched ribbons of clear acrylic, carrying light from LEDs buried in the walls, guide visitors internally.



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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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