



**CV**

**Nick Bell**

**Creative Director / Interpretative Graphic Strategy Consultant**

Nick Bell is an experienced creative director specialising in interpretative graphic strategy for exhibition design.

Beginning as an editorial designer, he has since spent the last 20 years collaborating with architects and curators on exhibition design projects. During that time he has developed a visitor-centred editorial concern for the visual language and voice of interpretation and interactivity within social, media-rich, narrative environments.

Projects include:

- Great North Museum, Newcastle
- Britain: 1 Million Years of the Human Story, Natural History Museum
- Nature's Library, Manchester Museum
- First World War Galleries, Imperial War Museum, London
- Churchill Museum, Cabinet War Rooms
- Atmosphere: Climate Science gallery, Science Museum
- Benjamin Franklin Museum, Philadelphia
- Nelson Navy Nation gallery, National Maritime Museum

Mindful of every visitor's own personal connections to a place and their experiences of it, his practice aims to make it easier and more appealing to strengthen those bonds. Nick deploys museum interpretation narratives as visual identities that promote the building of emotional attachment. In concert with visitors, he has developed an accessible, user-centred approach to composing text for display in busy, highly distracting spaces. It aims to assist visitor efficiency at retaining meaning when ingesting quickly scanned information on the move between competing exhibits.

Nick is an experienced design educator. From 2013 to 2016 he was Chair Professor of Communication Design at University of the Arts London (UAL) where he co-founded Early Lab and partnered with fellow Chair Ezio Manzini on his Cultures of Resilience meta-project with UAL staff. Early Lab is a design for social innovation practice that has worked with NHS researchers in youth mental health. Inspired by this work and the notion of museums as an environment and practice for wellbeing, Nick is currently researching the use of participatory design methods in support of social group membership as part of a place-based strategy for mental health prevention at the Royal College of Art, London.

Nick is Special Consultant to Eye magazine, the international journal of graphic design and a member of AGI (Alliance Graphique Internationale).