

## Blackpool Museum Project

### Visitor experience



*Museum entrance visual © Casson Mann*

#### 1.0 Introduction

Blackpool Council has set out to create a new Museum in Blackpool which celebrates Britain's love affair with the seaside holiday and Blackpool's contributions to British popular entertainment over the last 150 years. The Museum will be based in Blackpool's historic Winter Gardens.

The Museum will contain 1500m<sup>2</sup> of high quality semi-permanent accessible and imaginative displays. There will be a dedicated temporary exhibition gallery of approximately 200m<sup>2</sup> to ensure ongoing audience development and dedicated facilities and spaces for activities and performances.

#### 2.0 Vision

The vision is to create a brand new Museum that offers a unique and engaging experience for both traditional and non traditional museum audiences. This is no conventional museum – it will be a vibrant and celebratory space - a blend of museum, visitor attraction and theatre, filled with artefacts, film, music and performance. It will be immersive, participatory and inclusive. It will have a strong personality with a memorable and distinctive take which is true to the lively spirit of Blackpool. Blackpool Museum will be *a serious museum with a funny side*.



*Visual of 'Getting into character' interactive, part of It's show time! © Casson Mann*

### 3.0 Target audience

Blackpool Museum will attract visitors of all ages: families, older visitors and visitors with an interest in Blackpool and the entertainment business. It will target both tourists and locals and bring new visitors from higher socio-economic groups who do not normally view Blackpool as a destination.

### 4.0 Visitor experience

The Museum will offer a lively, immersive, multi-sensory, fun, informative and entertaining experience. Although there will be a suggested route round the Museum the stories can be visited in any order. The Museum will be arranged thematically. Each section will have a distinctive style and character as well as digital and graphic narrative threads that will help structure visits.

Text will be short, punchy and accessible. We are seeking a celebrity scriptwriter to give the Museum a strong and popular 'voice'. Information will be layered and touchscreen interactives will enable visitors to access collections and stories in depth.

The Museum will showcase over 800 objects from Blackpool collections, institutional and private loans, gifts and acquisitions. There will be semi-permanent displays with opportunities to refresh and renew content. A dedicated, temporary exhibition space offers the opportunity to host a mixture of in-house, touring and community exhibitions. The galleries will be animated by performers, character actors demonstrating circus skills, magic and dance, encouraging visitors to have a go.

## 5.0 Themes

### Beside the seaside: the great British seaside holiday

The story of how Blackpool became symbolic of the British seaside holiday both at home and abroad. Race your donkey against an elephant and a camel in a Donkey Derby, perform your very own Punch and Judy show, see the different beach fashions worn in Blackpool over the years and identify the smells of various food stuffs sold on the beach.



Visual of Museum Punch and Judy interactive © Casson Mann



Visual of Horseshoe looking towards Reach for the sky © Casson Mann

### Reach for the sky: The Blackpool Tower

Test your strength by hammering a rivet and watch the Tower be built in front of your eyes and learn some of the bonkers facts about the iconic building. Learn how Blackpool created one of Britain's most iconic landmarks and promoted it all across the world.

### How bizarre: fun, thrills and escapism

Capturing the sights and sounds from the Golden Mile; visit magic shops and learn a trick or two, interact with a 100 year old gazing ball and have your fortune told, see if you can squeeze into Houdini's milk churn, and sneak a peek at a bearded lady.



Visual of 'House of secrets', part of How bizarre © Casson Mann



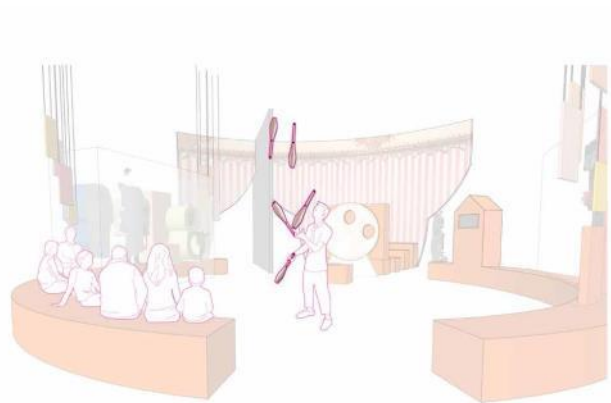
Visual of Let us entertain you © Casson Mann

**Let us entertain you:** the magnificent Winter Gardens

Explore a scale model of the Winter Gardens and unlock the hidden secrets of this vast building and marvel at the Wonder Wall, packed with curiosities including a Stone Roses poster, Little Tich's boots and a donkey puppet signed by Cilla Black.

**Roll up! Roll up!** A celebration of Blackpool's international role in circus

Roll up! Roll up! and enter the big top tent and join some of the international stars of circus, learn about the art of clowning, design your own clown face and see some of the beautiful posters, photographs and films from Blackpool Tower Circus.



Visual of Roll up! Roll up! with circus skills demonstration © Casson Mann



Visual of Everybody dance now © Casson Mann

**Everybody dance now:** the home of ballroom dancing

Step under the glitter ball onto the ballroom dancefloor and strut your stuff alongside some of the iconic Strictly Come Dancing costumes from the recent series, see Fred Astaire's dancing suit, meet dance band leaders and hear why Blackpool is the spiritual home of ballroom.



### **It's better with the lights on: the Blackpool Illuminations**

The shining light at the end of the Museum visit, learn why Blackpool is a pioneer in electric lighting, travel down the promenade through the Lights in an illuminated tram, create your own illumination and throw the switch to light up the displays.



*Visual of It's better with the lights on © Casson Mann*



*Visual of It's show time! with show taking place © Casson Mann*

### **It's show time! the great British talent show**

The climax of the Museum visit will be in the Pavilion with a show-stopping, jaw-dropping variety show on the stage, walls and ceiling. See the performers come to life before your eyes. Get up close to some of the most iconic items in entertainment history. See costumes and props, hear gags and songs, get into character with wigs and glasses and have a selfie with your favourite performers.