

## Discovery Box Interpretation Design Brief

### Description of work

The Horniman Museum and Gardens is inviting quotes for the design and production of interpretation for Discovery Boxes. The designer will produce individual pre-written interpretation for twenty three Discovery Boxes: plastic boxes containing a selection of museum handling objects linked to a theme. The Discovery Boxes act like mini museums. They will be used in four main ways:

1. families will explore the contents together in an unfacilitated way in the Horniman's Hands On Base
2. volunteers will use the Discovery boxes in the new World Gallery to facilitate our visitors to touch and explore the objects
3. we will run facilitated sessions for community groups using the boxes
4. we will take the boxes out to hospitals and community settings to run sessions for people who cannot visit the museum

The designer will also provide a interpretation template that can be updated by the Horniman team.

The objects and themes for each box have been selected by our community partners. Each partner has responded to a set of standard questions to write interpretation the objects and theme of each box but the outcomes vary in detail depending on the nature of the group.

The Horniman project team will arrange meetings, provide content of evaluation, monitor the progress of the project, liaise with stakeholders and set project deadlines. The designer will work openly and collaboratively with Horniman Staff.

### Background

The Horniman Museum and Gardens is an inspiring, surprising, family-friendly, free attraction in South London's Forest Hill. The collection includes anthropology, musical instruments, natural history as well as an aquarium. Our vision statement is 'to use our worldwide collections and the Gardens to encourage a wider appreciation of the world, its peoples and their cultures, and its environments'. The Hands On Base contains over 3,500 objects from our Handling Collection which can be discovered through touching, wearing, playing or using them. Much of our Handling Collection is real objects, providing a special opportunity to investigate up close to collections similar to those in the other Horniman galleries.

Our current audience is primarily made up of families, particularly with children under 5. The major target for the redisplayed anthropology gallery is a diverse family audience with a particular focus on BAME and lower socio economic groups.

### Objectives

- The designer will develop high quality individual interpretation for 23 Discovery Boxes on single-sided A3 sheets which may include an activity, images of the group that made the box and a link to an online space to find out more (this information has already been collated).
- The reverse of the A3 sheets will contain photographs of objects in the Discovery Box, these will be provided by the Horniman.
- At the initial stage of the process, we would like the designer to produce samples of the suggested design, potentially for testing with our partners and key audiences.
- Discovery Box interpretation must be physically and intellectually accessible to all visitors including young children and disabled people.
- Discovery Box interpretation must conform to the Horniman's Style Guide and Access Guidelines

- Discovery Box interpretation must have a consistent form and style over the 23 sheets, look visually appealing to families with children under five years old without feeling alienating for adults using the boxes on outreach visits.
- Discovery Box interpretation must take into account the vision and wishes of the group that designed the box (this will be different for each box).
- The designer will provide a template that can be updated by the Horniman team to respond to replacement of objects or whole Discovery Boxes.
- The designer is expected to work with creativity, commitment to collaboration and flexibility.

### **Application Information**

#### Essential Requirements:

- Experience of producing high quality, accessible interpretation design, preferably for museum objects
- Experience of creating design solutions suitable for children under 5 and their families Creativity and ability to find innovative solutions to a brief
- Accuracy and great attention to detail
- Commitment to collaborative working
- The ability to work flexibly to tight deadlines

To apply please provide the following information:

- Fee proposal
- How you meet the above essential requirements
- Proposed approach (including approach on making design accessible to our audiences)
- Visual examples of similar projects worked on
- Draft programme of work (highlighting availability)
- Names and email contacts of two referees

Application submissions must be received by 9am on Friday 20<sup>th</sup> April 2018. Submissions should be made electronically to Julia Cort: [jcort@horniman.ac.uk](mailto:jcort@horniman.ac.uk)

Receipt of submissions will be acknowledged by email.

Clarification may be asked by email to Julia Cort ([jcort@horniman.ac.uk](mailto:jcort@horniman.ac.uk))

Tender responses will be evaluated by Julia Cort and team, and shortlisted candidates will be invited to site for an interview on Friday 27<sup>th</sup> April 2018.

### **Timeline**

The work involved in this contract represents an important part of the development of the new anthropology gallery.

**April 2018** – Discovery Box Interpretation Designer appointed

**May 2018** – Initial meetings and production of sample interpretation for testing

**End May 2018** – Finalisation of Discovery Box interpretation content by partners

**June 2018** – Design and production of Discovery Box interpretation

**25<sup>th</sup> June 2018** – Discovery Boxes ready for use in Hands On Base, World Gallery and on outreach visits