

EXHIBITION GUIDE 2015



5-6 NOVEMBER
OPENING TIMES:
THURSDAY 0930-1730
FRIDAY 0930-1630

**MUSEUMS
ASSOCIATION**



Visit us on
stand 32
at the
Museums
Association
Conference

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25 CELEBRATING
YEARS
1990-2015



This year's annual exhibition is the busiest one yet. With 30 MP workshops, over 90 stands to visit, and 11 on-stand demonstrations, it is an excellent opportunity for you to take away some practical ideas, meet colleagues and see some great products.

The MP workshop programme presents practical, case-study led sessions of some exciting projects that are currently taking place in museums, galleries and heritage sites. The shorter on-stand demos give you the chance to see a close-up demonstration of some of the innovative products and services on offer to the museum marketplace today. You will find the details of these and other fringe events and offers, as well as exhibitor listings and the floorplan, in this guide.

**1,000s
OF PRODUCTS**

**FREE
ENTRY**

**30 MP
WORKSHOPS**

**15 HOURS OF
INSPIRATION**

**FREE
WIFI**

#museums2015

**OPENING TIMES:
THURSDAY 0930-1730
FRIDAY 0930-1630**

WELCOME

The Museums Association Conference & Exhibition is kindly supported by:

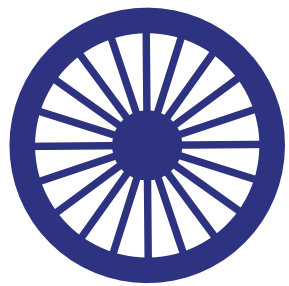


KNOWLEDGE

**90+
COMPANIES**

OVER THE TWO DAYS OF THE EXHIBITION THERE IS A PROGRAMME OF HALF-HOUR MP WORKSHOPS, AND SHORTER ON-STAND DEMONSTRATIONS. THE DEMOS ARE REPEATED; SEE FIRST LISTING FOR DETAILS.

THURSDAY 5 NOVEMBER



0930-1000

Room 1: Turning collections data into engaging digital experiences

This workshop introduces a community project that uses new technology to visualise how Birmingham fits into the history of everything. The speakers show the importance of consistent data capture and offer tips on sustainable content creation.

Speakers:

Ben Sullivan

General Manager Europe and the Middle East, Axiell

Linda Spurdle

Digital Development Manager, Birmingham Museums

Room 2: The economics of touring exhibitions: Models for practice

Following research undertaken by the Touring Exhibitions Group (TEG) into UK touring practice today, this workshop invites participants to consider the partnership and economic models for touring that would work for them.

Speakers:

Charlotte Dew

Researcher, Touring Exhibitions Group

Alice Lobb

Exhibitions Manager, Barbican

1030-1100

Room 1: Creating tours that connect with visitors during and after the visit

This interactive workshop presents an opportunity for delegates to work together to create visitor tours that provide a legacy to the museum experience.

Speakers:

Frits Polman

Owner, GuideID

Room 2: Maximising front-of-house income generation

This workshop draws on recent case studies and benchmarks to identify a range of front-of-house related income streams, some of which are overlooked, and suggests how their potential can be achieved.

Speakers:

Bryn Jones

Director, Bryn Jones Associates

Graham Stratfold

Head of Visitor Services, Museum of London Group

1100 DEMOS

ClickNetherfield Ltd, stand 12

Visit ClickNetherfield's stand to see how RENEWVITRINE glass treatment kit can eliminate haze and restore showcase glass back to an "as new" condition.

Genus, stand 53

Genus presents the SMA Versacan high resolution large format (A0 & 2 x A0) scanner including the revolutionary new V3D scanning system allowing digitisation of structured surfaces, such as wood, rubber and fabrics.

PatronBase, stand 60

A reliable CRM, Ticketing & EPOS software designed to increase revenue and understand your patrons. PatronBase provide the perfect tools for a sustainable organisation.

Testo Limited, stand 83

How to set-up and install Testo's new cloud based wi-fi climate monitoring system, Saveris 2, in less than 10 minutes.

theWholeStory, stand 50

A demonstration on easily applied techniques that create and develop memorable, engaging and adaptable content for interactions with visitors.

1130-1200

Room 1: Displaying sensitive stories and objects

The National Army Museum shares how it worked with different cultural groups and stakeholders to reflect different perspectives on sensitive subjects in its new galleries, and to develop a meaningful legacy through its public programme.

Speakers:

Robert Fleming

Information and Community Outreach Curator, National Army Museum

Jasdeep Singh

Indian Army Curator, National Army Museum

Room 2: One roaming turtle: Approaches to interpretation at collection storage sites

Collection sites can be used for much more than just storage, as Birmingham Museums explains in this practical workshop examining its approach to interpretation and running events.

Speakers:

Marie Fowler

Collections Team Leader, Birmingham Museums Trust

Emily Gough

Collections Support Officer, Birmingham Museums Trust

1210 DEMOS

Axiell ALM Ltd, stand 69

Axiell is experimenting with innovative technology. ChronoZoom is a way of presenting your collection data and connecting it to history.

PEEL Interactive, stand 44

Demonstrating augmented reality as a tool for engagement in the museum and heritage sector.

Testo Limited, stand 83

See Thursday 1100

The IMC Group, stand 10

Ground breaking Synergy Software for use with Hanwell environmental monitoring systems provides users with immediate access to critical environmental data.

University of Surrey, stand 59

Let's Explore uses augmented reality to open a world of information to your visitors while gaining you valuable visitor information.



MP WORKSHOP PROGRAMME & ON-STAND DEMONSTRATIONS



MP Workshop programme
sponsored by:

CLICKNETHERFIELD
Stand 12

1230-1300

Room 1: Non-traditional learning: Engaging with people with dementia and their carers

Using active participation and lessons from the Portals to the World course, this workshop shows museums how they can tailor existing educational resources and activities to engage with people with dementia.

Speakers:

Joanna Holland

Outreach and Access Officer, Fitzwilliam Museum

Edye Hoffmann

Director and Founder, dementiaCOMPASS

Room 2: How to run a successful crowdfunding campaign

Using 18 months of learning from the Art Fund's Art Happens crowdfunding platform and a recent case study, this workshop provides delegates with the tools to generate income and engage with audiences using crowdfunding.

Speakers:

Kerstin Glasow

Senior Marketing Manager, Art Fund

Miranda Rowlands

SHARED Enterprise Project Officer, Norfolk Museums Service

1310 DEMOS

Creative Europe Desk UK, stand 88

A demonstration focusing on Creative Europe's funding and opportunities.

Genus, stand 53

See Thursday 1100

PatronBase, stand 60

See Thursday 1100

theWholeStory, stand 50

See Thursday 1100

1330-1400

Room 1: iBeacon-based interpretation for historic buildings

Using an interactive mobile tour of Leicester Castle as a case study, this examines how iBeacon-based interpretation affects the visitor experience and offers advice on using this technology in practice.

Speakers:

Giasemi Vavoula

Lecturer, University of Leicester's School of Museum Studies

Sally Coleman

Heritage Manager, Leicester Arts and Museums Service

Room 2: Delivering memorable projects with community groups

This workshop shares the outcomes of two projects undertaken by Herefordshire County Council where members of the community were given key roles in undertaking research and developing resources.

Speakers:

Philip Songhurst

Project Manager, Imagemakers Design & Consulting

Rachel Lambert

Heritage and Volunteering Coordinator, Herefordshire County Council

1400 DEMOS

ClickNetherfield Ltd, stand 12

See Thursday 1100

Creative Europe Desk UK, stand 88

See Thursday 1310

PEEL Interactive, stand 44

See Thursday 1210

1430-1500

Room 1: Google Analytics demystified

This practical session provides tips on using Google Analytics more effectively, from setting goals and using campaign tagging to provide insight into digital marketing, to the most common mistakes museums make - and why those figures might not mean what you think they mean.

Speakers:

Katie Moffat

Head of Digital, Audience Agency

Daniel Bylo

Marketing Officer, the University of Manchester

Room 2: Using tablets to support schools' museum visits

Limited budgets don't have to be a barrier to developing innovative digital learning opportunities. This workshop discusses how tablets and off-the-shelf apps can support museum learning - and how museums can support teachers' use of digital technologies.

Speakers:

Helen Ward

Deputy Head of Education, Ashmolean Museum of Art and Archaeology

Adrian Brooks

Retired Art Education Officer, Oxford University Museums

1510 DEMOS

ClickNetherfield Ltd, stand 12

See Thursday 1100

Creative Europe Desk UK, stand 88

See Thursday 1310

PEEL Interactive, stand 44

See Thursday 1210

The IMC Group, stand 10

See Thursday 1210

University of Surrey, stand 59

See Thursday 1210

1530-1600

Room 1: Using LED lighting to enhance creative control

Lighting designer Raffael Pollak and Prolight Direct discuss how the latest LED technology can be used in museums and galleries to create enhanced visitor experiences.

Speakers:

Ossie Jung

Director, Prolight Direct

Raffael Pollak

Lighting Designer, Dedo Weigert Film

Room 2: Developing self-help museum support networks

Using the example of recently established networks of industrial heritage sites, this workshop looks at how other museums can work together to enable peer learning and facilitate opportunities for collaborative training, funding and marketing.

Speakers:

Ian Bapty

Industrial Heritage Support Officer, Ironbridge Gorge Museum Trust

1630-1700

Room 1: A clearer view: Tackling showcase glass hazing

Glass hazing on museum showcases is a huge, not to mention expensive, problem for museums and galleries worldwide. This practical workshop will examine our understanding of the causes of glass hazing, and explore what can be done to combat the problem with the launch of a new product RENEW vitrine.

Speaker:

Alistair Williams

Operations Director, ClickNetherfield

Room 2: Creating stimulating audience experiences in historic settings

This workshop includes practical tips on how to create atmosphere for visitors, covering everything from lighting technology to the width of floorboards.

Speakers:

Mark Hammond

Partner and Head of Cultural Sector, Purcell

Rhiannon Goddard

Palace Programme Sponsor, Historic Royal Palaces



MP WORKSHOP PROGRAMME & ON-STAND DEMONSTRATIONS

FRIDAY 6 NOVEMBER

0930-1000

Room 1: How to train your CMS system: Migrating data and implementing a new CMS at Birmingham Museums Trust

This workshop offers an honest look at the challenges of migrating data to a new CMS system - and how they can be overcome. Includes advice on the planning process and the work required after the initial migration is complete.

Speakers:

Lucy Blakeman
Documentation Registrar,
Birmingham Museums Trust

Misaho Washizu

Collections Support Officer,
Birmingham Museums Trust

Room 2: So, you want to work in museums...

Whether you are just starting a career in museums or want to move up the ladder, the Museums Association's professional development team helps you to identify what you could do differently to progress.

Speakers:

Charlotte Holmes
Museum Development Officer,
Museums Association

Jess Turtle

Project Coordinator,
Museums Association

1030-1100

Room 1: Evaluation doesn't have to be boring: Creative approaches to understanding audiences

This workshop looks at how the Wellcome Collection is experimenting with a range of creative, participatory and cheap techniques that enhance rather than detract from the visitor experience - and what they have revealed about visitors' attitudes and behaviour.

Speakers:

Maurice Davies
Senior Research Fellow,
King's College London

Clare Curtis

Visitor Experience Assistant,
Wellcome Collection

Room 2: Get fit for major grant fundraising

With competition for heritage funding at an all-time high, this workshop examines how museums can make themselves as attractive as possible to funders and avoid the pitfalls of major project planning. The workshop also offers a Q&A session and a chance to book a one-on-one consultation.

Speakers:

Sarah Dowd
Director, Tricolor

Helen Martinez

Museum Service Manager,
Erewash Museums
Association

1100 DEMOS

ClickNetherfield Ltd,
stand 12

See Thursday 1100

Genus, stand 53

See Thursday 1100

PatronBase, stand 60

See Thursday 1100

Testo Limited, stand 83

See Thursday 1100

theWholeStory, stand 50

See Thursday 1100

1130-1200

Room 1: Future Proof Museums: New ways of thinking about resilience

The Arts Marketing Association shares insights and learning outcomes from its Future Proof Museums programme, which is helping museums become more resilient, adaptable and relevant.

Speakers:

Andrew McIntyre
Director, Morris Hargreaves
McIntyre and a trainer on
Future Proof Museums

A leader from one of the
museums taking part in
Future Proof Museums

Room 2: An international perspective on developing exhibitions in museums

What can we learn from familiar processes when they take place in a different context? This workshop is an opportunity to see how an audience research project was used to create an interactive exhibition in Malawi.

Speakers:

Ruth McKew
Director, Headland Design

Tamara Chipasula

Senior Research
Administrator, Malawi
Liverpool Wellcome Trust
(via a pre-recorded video)

1210 DEMOS

Axiell ALM Ltd, stand 69

Axiell Collections is a web based interface to our Collection Management suite and enables access to the core solutions Adlib, Calm, EMu and Mimsy.

PEEL Interactive, stand 44

See Thursday 1210

Testo Limited, stand 83

See Thursday 1100

The IMC Group, stand 10

See Thursday 1210

University of Surrey,
stand 59

See Thursday 1210

1230-1300

Room 1: Creating virtual reality experiences in museums

A practical look at how virtual reality can be used in a museum's learning programme to enhance the visitor experience and engage a wider audience.

Speakers:

Iwan Peverett
Heritage Consultant, Soluis

Juno Rae

Education Manager: Samsung
Digital Learning Programme,
British Museum

Room 2: Transvengers: Exploring sexology and society with young trans people

Two partners in a recent co-production project with young trans people will share their reflections on creating safe spaces to discuss sensitive issues and the challenges and strengths of partnership working.

Speakers:

Eleanor Lanyon
Youth and Community
Engagement Officer,
Wellcome Collection

Jay Steward

Co-founder and Chairman,
Board of Directors of Gendered
Intelligence

1310 DEMOS

Creative Europe Desk UK,
stand 88

See Thursday 1310

Genus, stand 53

See Thursday 1100

PatronBase, stand 60

See Thursday 1100

theWholeStory, stand 50

See Thursday 1100

1330-1400

Room 1: 3D printing: Making culture touchable

3D printing is the next frontier of collection accessibility - but what do museums need to consider before embracing this technology? This workshop looks at the issues organisations need to consider in order to develop toolkits for sustainable projects.

Speaker:

Nikolaos Maniatis
Founder, Museotechniki

Room 2: How to ensure your museum is accessible for blind and partially-sighted audiences

This workshop will share some practical ways that museums, galleries or heritage sites can overcome the barriers facing blind and partially-sighted visitors, including a framework to assess accessibility and methods to engage with this diverse audience.

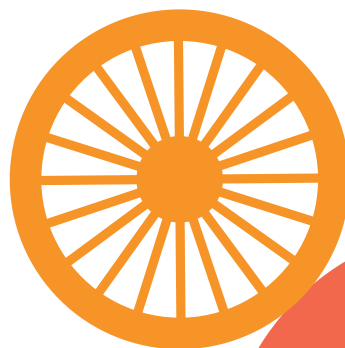
Speakers:

Matthew Cock
Chief Executive, VocalEyes

Simon Taylor

Head of Learning, Ikon Galley

MP WORKSHOP PROGRAMME & ON-STAND DEMONSTRATIONS



1400 DEMOS

ClickNetherfield Ltd, stand 12

See Thursday 1100

Creative Europe Desk UK, stand 88

See Thursday 13.10

PEEL Interactive, stand 44

See Thursday 1210

1430-1500

Room 1: Understanding your audience when developing new museum websites

User-centred web design is a buzz concept - but how can museums really get to know online users before embarking on a new web development? This workshop looks at how the approach taken with Brightonmuseums.org.uk has resulted in an inclusive website with increased levels of engagement.

Speakers:

Peter Pavement

Director, Surface Impression

Kevin Bacon

Digital Development Officer,
Royal Pavilion and Museums

Room 2: Collections as a catalyst for creative learning

Following Shakespeare Week 2015 earlier this year, this workshop looks at how museums can work collaboratively to produce cross-curricular creative learning resources from their collections.

Speakers:

Sarah Fisher

Children's and Families'
Education Officer,
Shakespeare Birthplace Trust

Laura Armitage

Learning and Visitor Services
Manager, Tatton Park

1510 DEMOS

ClickNetherfield Ltd, stand 12

See Thursday 1100

Creative Europe Desk UK, stand 88

See Thursday 1310

PEEL Interactive, stand 44

See Thursday 1210

The IMC Group, stand 10

See Thursday 1210

University of Surrey, stand 59

See Thursday 1210

1530-1600 Room 1: Using storytelling techniques to create a richer visitor experience

This workshop looks at how staff and volunteers were helped to engage with visitors and interact with visitors, setting in motion a continuous culture of improvement.

Speakers:

Josh Gaillem

Partner, theWholeStory

Graeme Clark

House and Collections
Manager, Erddig
(National Trust)

Room 2: Trust and transformation: Running community consultation for new displays

This workshop explores how to develop, manage and deliver community consultations for redevelopments and new displays, to create genuine participation and audience engagement.

Speakers:

Zara McKenzie

Project Designer, HKD

Keiko Higashi

Project Manager,
Powell-Cotton Museum

ClickNetherfield Ltd Stand 12

Win the ultimate RENEWVITRINE challenge! It's our quest to find and restore the world's grimmest showcase. Enter our challenge by telling our staff at the stand and agreeing to send us a minimum of three photographs to show us the extent of the problem faced with your showcase. Indicate to us whether the showcase is on display or in storage. Email all photos to marketing@clicknetherfield.com

Genus Stand 53

Come and see us to find out about our free digitisation consultancy. Our free consultancy offers you the opportunity to be visited by a digitisation specialist who can discuss your aims and objectives for the future.

Routledge, part of the Taylor and Francis Group Stand 96

20% discount and free shipping on all orders placed at the MA Conference & Exhibition.

Talented Stand 61a

10% off all orders placed at the show, over our minimum order value of £200.

Testo Limited Stand 83

Win one of two wireless Saveris 2, cloud based temperature/humidity data loggers.

The IMC Group Stand 10

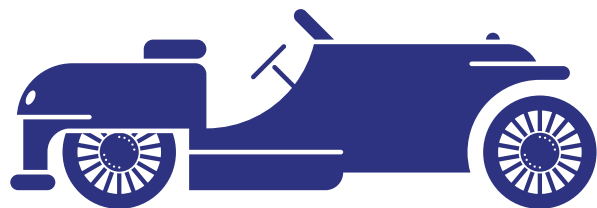
Visit our stand to enter a prize draw to win a Fortnum and Mason Piccadilly Hamper.

theWholeStory Stand 50

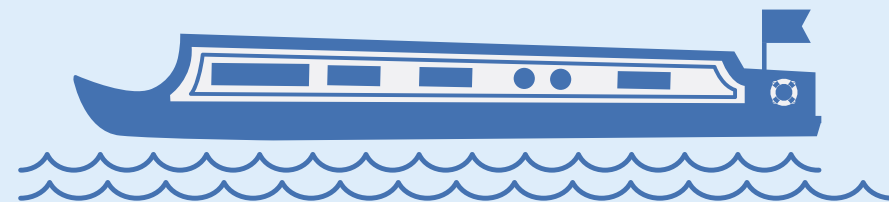
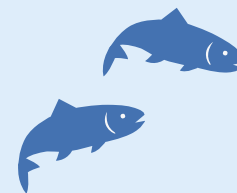
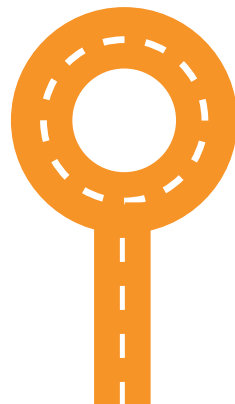
10% off any training booked in 2015 and delivered by April 2016.

Usborne Publishing Stand 41

5% discount for orders places at the show



MP WORKSHOP PROGRAMME & ON-STAND DEMONSTRATIONS



SPECIAL OFFERS



It's how you fill the spaces
that's important

Saxton Bampfylde was founded in 1986 and is a leading independent executive search firm. An employee-owned business with offices in London and Edinburgh, it has a dedicated Arts & Culture Practice that has worked on numerous senior appointments for regional, national and international museums and galleries. In over 20 years Saxton Bampfylde has achieved an unrivalled 100% success rate and has been involved in the placing some of the UK's most high-profile cultural leaders.

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THURSDAY FRIDAY

1300-1400 International reception hosted by UKTI

UKTI have a long-standing collaboration with the Museums Association in bringing an international business dimension to the conference. This year UKTI is hosting an informal lunchtime reception for any international attendees and anyone seeking to work internationally. With a particular focus on the USA and its dynamic museum sector, this reception highlights the business opportunities and looks towards building a strong UK presence at the American Alliance of Museums Annual Meeting in Washington D.C. next year. MA president David Fleming and director Sharon Heal will be in attendance.

Lunch served.
Limited places.



1545-1630 Exhibitor Awards Exhibition Hall

Join us for a glass of wine and coffee in the final break and see the Exhibitor Awards presented to the winners - as voted for by delegates and exhibition visitors.

THURSDAY & FRIDAY

POP-UP MUSEUMS

Migration Museum ICC foyer

Come and find out about plans for a new national Migration Museum. The team behind the project are showcasing two initiatives: 100 Images of Migration, a growing bank of digital images submitted by the public; and Keepsakes, a display of personal items that keep alive memories of migration and identity.

Museums Change Lives ICC foyer

Museums Change Lives is the Museums Association's vision for the increased social impact of museums. This pop-up brings together exhibits and activities from Worcester's Infirmary Museum that have supported positive social change and made a real difference to people's lives.

ESMÉE FAIRBAIRN COLLECTIONS FUND

Registration area

Hear about the impact of high-quality work with collections from participants in the Esmée Fairbairn Collections Fund. Through sessions, the Collections Fund at Conference pop up and application surgeries, learn how to make the case for collections work in museums today, and how to apply for support from the Fund.

NATIONAL ALLIANCE FOR MUSEUMS, HEALTH AND WELLBEING

Registration area

Join us for a glass of wine in the Edwardian Tea Room during the conference party to launch the National Alliance for Museums, Health and Wellbeing. Or visit the pop-up in the conference registration area to find out how the Alliance will support the museum sector's work around health and wellbeing, how you can get involved and where to find out more information about training, networking and sharing resources.

CPD SURGERIES

MA stand 58 Exhibition Hall

15 minute appointments can be booked at the MA stand for one-to-one careers advice.

EXHIBITOR
AWARDS
2015

Cast your vote for a chance to win one of the great prizes in our draw. Winners can choose from individual membership, a place at Conference 2016 in Glasgow, or a place at an MP Seminar. Votes can be cast in two categories. The **Best Product Award** will go to the product at the exhibition that best combines innovation, value for money and ease of use.

The **Best Looking Stand Award** will go to the stand that communicates the organisation well, has a strong, identifiable brand, and a clearly identifiable purpose.

Your voting card can be found in this guide.

OTHER EVENTS



Entries with this logo are Museums Association Corporate Members

Access Digital / University for the Creative Arts

Stand 95

Elaine Thomas Library
Falkner Road
Farnham, GU9 7DS

Lisa Chadwick
Digital Services Manager
T: 01252 892720
info@access-digital.co
www.access-digital.co

Experts in all things digital with a mission to create high quality, high impact digital resources. We digitise a range of material - fragile and rare special collections, artworks, archives, books, documents, photographs, slides, VHS, cassette and magnetic tapes. Creative visitor engagement solutions using digital technology.

Access Displays Ltd

Stand 84

Westmead Industrial Estate, Westmead
Swindon, SN5 7YT

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www.accessdisplays.co.uk/
museum-displays
@AccessDisplays

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American Alliance of Museums

Stand 94

2451 Crystal Drive
Suite 1005, Arlington
VA 22202, USA

Julie Hart
Senior Director of Museum Standards & Excellence Programs
T: 1 202 289 1818
jhart@aam-us.org
www.aam-us.org
@AAMers

The American Alliance of Museums has been championing museums and nurturing excellence across the entire museum field since 1906. Working on behalf of museums and museum professionals everywhere, the Alliance strengthens the global museum community by connecting peers, developing standards and best practices, providing professional resources and training, and advocating for the educational, economic, and social value of museums.

Association for Cultural Enterprises

Stand 20

26 Ratcliffe Road
Haydon Bridge, NE47 6ET

Jill Fenwick
Managing Director
T: 01434 684074
jill.fenwick@acenterprises.org.uk
www.acenterprises.org.uk
@ACenterprises

The Association for Cultural Enterprises helps museums, galleries and cultural heritage organisations across the UK to maximise their commercial potential, by sharing best practices and fostering links with other bodies in the sector. This is achieved through a programme of training and networking opportunities, events, study days, an AGM, and an intensive 2-day annual convention which offers workshops, seminars, presentations and a trade show.

Association of Independent Museums (AIM)

Stand 92

3 Chestnut Grove
Ludlow
Shropshire
SY8 1TJ

Sassy Hicks
Membership, Marketing and Project Manager
T: 01495 774127
sassy@aim-museums.co.uk
http://www.aim-museums.co.uk/
@Aimuseums

AIM is a national charitable organisation which connects, supports and represents independent museums, galleries and other organisations. AIM provides a thriving network for the independent sector, based on mutuality and sharing of expertise and speaks on behalf of a substantial and growing sector of the museums and heritage community.

Axiell ALMLtd

Stand 69

Nottingham One
120 Canal Street
Nottingham
NG1 7HG

Martin Helliwell
Sales Consultant
T: 0115 900 8000
alm.uk.sales@axiell.com
www.axiell-alm.com

Axiell is the world's Number One supplier of collections management systems to the museums, archives and special libraries sector, providing technically advanced and innovative solutions and services. In the UK, over 800 customers use our market leading SPECTRUM compliant Adlib, EMu, Calm and Mimsy XG products, including some of the largest museums, archives, academic institutions, local authorities and businesses.

BDM ArcScan

Stand 90

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MK8 0AD

Martyn Price
Managing Director
T: 01908 410414
enquiries@bdm-technology.com

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Blackbox-av

Stand 54

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Port Talbot
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Sales Director
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Bloomsbury Publishing

Stand 15

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Oxford, OX2 9PH

Sarah Broadway
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www.bloomsbury.com
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Bloomsbury Publishing is a leading independent publisher in adult trade fiction, trade and specialist non-fiction, children's, academic and professional with offices in London, Oxford, New York, Sydney and Delhi. Our bespoke publishing arm creates high-quality guidebooks, catalogues and histories for museums and heritage organisations, publishing under Shire, the well-respected history and heritage imprint.

Bruynzeel Storage Systems Ltd

Stand 48

Sheddingdean
Business Park, Marchants Way
Burgess Hill, West Sussex
RH15 8QY

Elaine Witchell
T: 0800 220989
enquiries@bruynzeel.co.uk
www.bruynzeel.co.uk

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Buttress

Stand 36

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Buttress has worked on a large, diverse range of inspiring museums. We offer expertise in conservation, new design, visitor experience and have a thorough understanding of museums. Our approach includes consideration of collections care, presentation and access, strategic planning for visitor experience, building function, spatial design and presentation of stories and experience.

Cadogan Tate Fine Art

Stand 5

Alpha House
Durnsford Road
London, SW19 8HQ

Wana Cherfaoui
Business Development Manager
T: 020 8735 3700
fineart@cadogantate.com

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Manchester, M3 4LZ

Hayley Walsh
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Creative Europe Desk UK helps the UK's cultural, creative and audiovisual sectors to access funding from Creative Europe, which is a European Union's support programme running from 2014-2020 with a budget of €1.46 billion. Based across the UK, Creative Europe Desk UK's team of specialists promotes awareness and understanding of Creative Europe, and provides free advice and support for UK applicants.

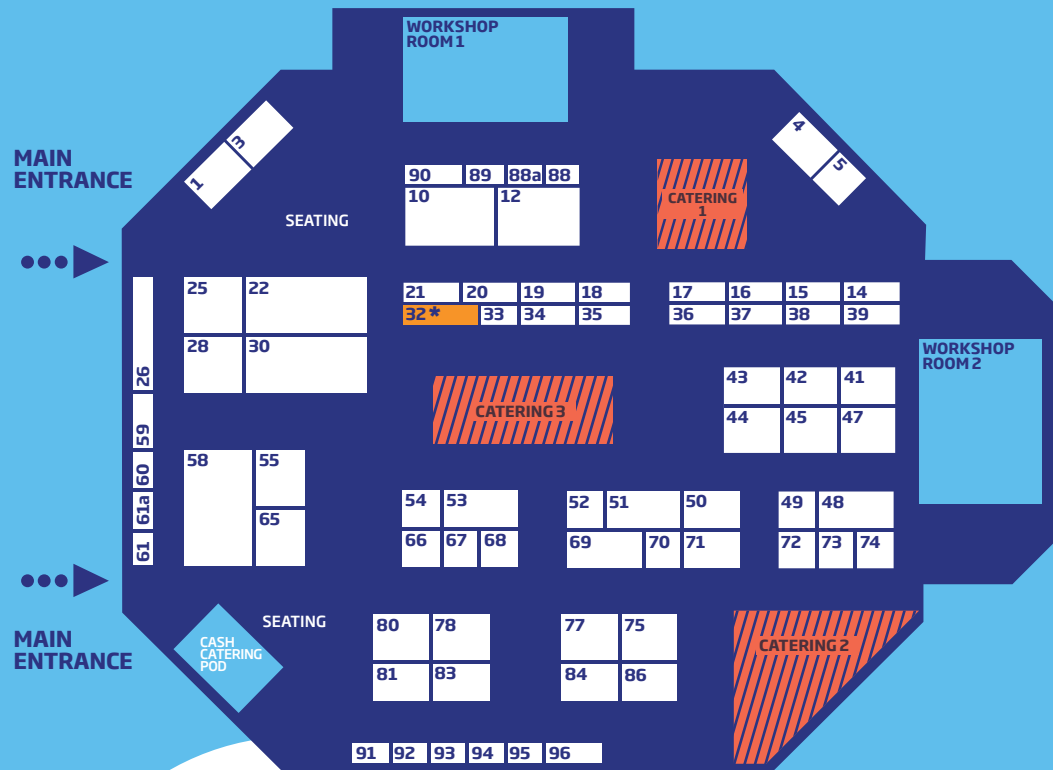
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- Teaches Biology at St. Mary's
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JESSICA:

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With over 25 years' experience in the interpretation and heritage sector. Far Post Design has a wealth of skills and knowledge to deliver any project on time and within budget. Our abilities range from museum planning, feasibility studies and assistance with grant applications to creating innovative affordable exhibitions that meet visitor expectations.

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Interpretation planning, design and delivery

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Cities, Museums and Soft Power

By Gail Lord and Ngaire Blankenberg



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Museum planners Gail Lord and Ngaire Blankenberg demonstrate how museums and cities are using their soft power to address some of the most important issues of our time. Soft power is the exercise of influence through attraction, persuasion and agenda-setting rather than military or economic coercion.

Fourteen of the world's leading museum and cultural experts from six continents explore the many facets of soft power in cities and museums: how it amplifies civic discourse, accelerates cultural change, and contributes to contextual intelligence among the great diversity of city dwellers, visitors and policy-makers. The authors urge city governments to embrace museums which so often are the signifiers of their cities, increasing real estate values while attracting investment, tourists and creative workers. Lord and Blankenberg propose 32 practical strategies for museums and cities to activate their soft power and create thriving and sustainable communities.

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