

## National Media Museum

*Live By The Lens Die By The Lens*  
Exhibition

### Background

The National Media Museum is part of the NMSI Museums Group (National Museum of Science and Industry) and covers seven floors of a city centre building in Bradford, West Yorkshire. The museum aims to engage, inspire and educate by promoting an understanding and appreciation of photography, film, television, radio and the internet; using a collection and knowledge to deliver a cultural programme accessibly and authoritatively.

### Challenge

We were invited to design an exhibition and identity for *Live By The Lens Die By The Lens - Film Stars and Photographers*, the National Media Museums' showcase event for Summer 2008. The exhibition comprised a unique collection of photographs and digital imagery, exploring the complex relationship between film stars and photographers from the early Hollywood studio images through to the emergence of paparazzi and ending with contemporary, web-based 'fan-sites'.

### Our solution

With over 150 framed photographic prints and magazines, with accompanying captions and seven audio-visual presentations, the design needed to convey a grandeur and opulence that complemented the iconic imagery within the collection. We created a design solution that provided a simple theatrical backdrop and allowed the images to shine.

We started with a colour scheme of black and gold and introduced bold Hollywood star symbols that worked across a range of media and materials – immersing the visitor in a slice of film star glamour. The result was a design that inspired and surprised with large photographic 'vistas' strategically placed throughout the gallery – Dietrich, Loren, Burton, Harlow and Grant engaging the visitor at every turn.





A temporary exhibition and identity design comprising project management, planning, design and implementation, production and fit-out.

Elements included a bespoke acrylic movie-magazine grid; floor and wall graphics; interpretive panels; audio-visual presentations; print and large-format photographic 'vistas'.

