

York Museums Trust

The Sixties
Exhibition

Background

York Museums Trust is an independent charitable trust which manages York Castle Museum, Yorkshire Museum and Gardens, York Art Gallery and York St Mary's. The Trust attracts over 465,000 visitors per year to its museums and galleries, and has established award-winning learning, events and activities programmes for schools and families.

Challenge

York Museums Trust proposed staging a major five year, 1960s themed exhibition at York Castle Museum. The exhibition would be housed within the existing Half Moon Court area of the museum – a mock-Edwardian street complete with shops, garage and public house facing onto the original castle wall. How do you capture the spirit and energy of a decade that brought unprecedented social, technological, political and cultural change on a global scale in a Grade I listed building?

Our solution

We were commissioned at an early stage to develop a 3-D environment, project manage and create concepts and key messages for the exhibition in collaboration with the client. We were asked to design and develop all elements including an identity and graphic styling based around the concept of *the iconic and the everyday*, using design cues from the 1960s with all text set in Compacta and Univers (classic 1960s typefaces) with vivid, primary colour-coded sections. Images and objects were sourced to bring life to the collection.

A seven metre high, freestanding structure was constructed to accommodate the large 'floating' interpretive panels as well as a three-metre wide translucent acrylic Concorde, Mini and Dansette record player, suspended from the ceiling. On-screen presentations and interactives were developed, bespoke museum grade display cases installed and a quintessential 60s soundtrack provided a suitable backdrop.



THE SIXTIES

Identity and graphic styling for a six figure exhibition fit-out at York Castle Museum.

A seven metre high 'ribbed' structure was installed to house the interpretive panels with large acrylic mobiles suspended from the ceiling.

The exhibition also included life-sized cut-out figures, bespoke museum-grade display cases, audio-visual presentations, an authentic Lambretta scooter, working jukebox and a replica Mercury space capsule.



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