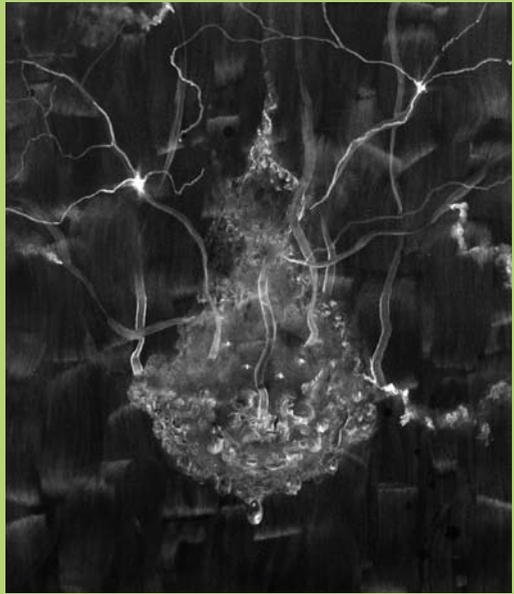


# Exchange

Spring 2011

Sharing the skills, knowledge and  
experience of working with exhibitions  
[www.teg.org.uk](http://www.teg.org.uk)



# Welcome to the Touring Exhibitions Group's *Exchange* publication.

*Exchange* is published twice yearly to keep TEG members and associates informed about forthcoming events, membership services and resources and the latest additions to our web site, including a list of titles of TEG members' newly available exhibitions for hire. In addition, each issue of *Exchange* features a review or case study to help TEG members to share ideas and practical tips on organising, touring and hosting exhibitions. We are keen to hear from any member who would like to contribute to *Exchange* – please email: [judith@teg.org.uk](mailto:judith@teg.org.uk).

Please note that views expressed in articles published in *Exchange* are those of the individual contributor and are not necessarily held by TEG.

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# TEG Marketplace 2011

**Monday 11 April, 1000-1600**

**British Museum, London**

**Accompanied by a seminar on  
Touring in the New Financial Climate**

**We are pleased to announce that the date for our 2011 Marketplace will be Monday 11 April at the British Museum.**

TEG's annual Marketplace is an ideal networking opportunity for everyone involved in touring or hiring exhibitions to make new contacts face to face, catch up on the latest developments in display and design and gain new information and ideas through attending the seminars.

2011 could well be one of the toughest years that cultural institutions have ever faced. Due to the current financial situation, pressure on funding is increasing and budgets are likely to be cut. Many cultural organisations will be asked to justify their programmes and think of ways to increase income whilst sustaining current service levels. In response to this, TEG has agreed the theme for the 2011 Marketplace seminar programme will be Touring in the New Financial Climate. It will feature a mixture of keynote speakers and seminars from cultural agencies and organisations examining how touring exhibitions can adapt and deliver in this new financial climate.

Any TEG members who would like to present a paper at the Marketplace recounting their experiences of reacting to the new financial climate and how they, or their organisation, are responding to it, should email Paddy McNulty via [seminars@teg.org.uk](mailto:seminars@teg.org.uk).

**For more details about this year's Marketplace programme and to book online, visit [www.teg.org.uk/marketplace](http://www.teg.org.uk/marketplace).**



**THE  
BRITISH  
MUSEUM**  
Partnership UK

# Exhibition case study



**Alien Invasion**  
exhibition  
on show at  
Portsmouth  
City Museum

## Alien Invasion

An IDEAS touring exhibition at Portsmouth City Museum,  
26 June 2010 – 23 January 2011

By Deborah Richards, Exhibitions and Access Officer,  
Portsmouth Museums and Records Service

### About the exhibition

Alien Invasion is a custom selection from several exhibitions available to hire by IDEAS based in Falkirk, Scotland. The IDEAS collection has impressive creatures, props, costumes and film posters from 'everyone's favourite sci-fi movies and TV shows', including exhibits from Alien®, Predator®, Star Wars®, X-Files®, Robocop®, Dr Who®, Mars Attacks® and many more.

### About Portsmouth City Museum

Portsmouth City Museum aims to be at the heart of family, community and city life and inclusive and relevant for people living in, working in, enjoying and connecting with the city and also visitors from within one hour's travelling time. Entry is free and the museum is open seven days a week. The temporary exhibition gallery is 110 sqm. There are up to two temporary exhibitions each year, aimed at a broad audience including families, young people and individuals, subjects ranging from popular culture to those of the traditional museum. The temporary exhibition programme comprises a combination of in-house and hired-in exhibitions with linked events.

## Why the museum chose the sci-fi exhibition

The main 'Invasion' elements of the exhibition were first seen in Portsmouth at the Spinnaker Tower attraction, very simply shown with the exhibits either within their acrylic-topped plinths or roped-off on the viewing decks of the Tower. It was clear that if shown within a museum gallery setting the collection would make an even more impressive display and had the potential to attract new audiences of a wide age range. The museum agreed to host the exhibition after an enthusiastic visit by the Exhibition Group members (formed from Front of House, Collections and Learning and Access teams). We agreed a hire of seven months from the end of June to include the summer season, attracting tourists and families and the autumn/winter season to appeal to schools, colleges and University students.

## Hosting the exhibition

Negotiations with Don Jack of IDEAS started in October 2008. Several weeks of discussion followed, by phone and exchange of email, in a process of customising the content to fit the gallery and budget. I found Don to be flexible in approach and helpful with innovative and fun ideas supported by an amazing number and variety of collections to choose from. We shared a mutual enthusiasm and tenacious drive for gaining maximum benefits out of the potential exhibition hire and this creative relationship certainly reaped rewards for us – a fantastic exhibition which has been hugely enjoyed by thousands of visitors of all ages.

A consideration for hirers is the exhibition transport which for us meant a 48-hour trip for two staff to Falkirk in a hired Luton van. This was the cheapest option. You may need to arrange two-way transport. Be certain that everything will fit in the vehicle – in our enthusiasm we added more exhibits than there was room for, leaving some plinths and a cryo-chamber behind in Falkirk.

Exhibit labels provided were reformatted by IDEAS on request into a larger font size. Excellent images were provided and a poster design is available. Due to another local exhibition known as 'Invasion' we renamed the exhibition 'Alien Invasion' so Don kindly redesigned the logo for us. The exhibits were easy to install and came with stands. Don was flexible regarding display modifications to fit our existing cases and plinths. He was easy to contact, always a bonus!



The museum exhibitions team designed and built a plinth system to allow the costumes and figures to be on open display without barriers and the IDEAS cases integrated. Two large circular plinths slowly rotate, one with the Alien Queen and the other Darth Vader and Yoda. Atmosphere is created by a sci-fi inspired soundtrack and coloured lighting accents walls, cases and plinths. Wall projected film clips were sourced in-house to complement the exhibits and some vintage TV shows displayed within an original 1950s TV cabinet.

Dr Lincoln Geraghty of the University of Portsmouth kindly wrote a series of contextual information panels tailored to the exhibition content. He assisted with the layout and theming of the exhibits. We also borrowed several star items from local sources including a Dalek, K9 and R2D2.

## The visitor response

Visitor numbers exceeded 62,000 by December 2010. We received 26,000 in August alone, which was a monthly record. The visitor figures for July and August were more than double the previous year. The decision to host the exhibition has been supported by very positive survey results in which 41.5% indicated that this was their first visit to the museum and 99% of visitors said they would recommend the museum to a friend.

Three visitor books have been filled with hundreds of happy comments as follows:

*'Words cannot express the awesomeness of this event'*

*'I want to live here now!'*

*'I have been to this exhibition nine times and I am going to keep on coming back!!'  
'SOO COOL!!!!!!!!!!!!!!:) F.A.N.T.A.S.T.I.C'*

*'A brilliant exhibition! For all ages. Clearly I shall be telling my geeky friends to come down. Excellent!'*

Alien Invasion exhibition on show at Portsmouth City Museum



## Special events and activities

In early July the NASA Space Shuttle astronauts visited Portsmouth and Don Jack kindly agreed to us taking the Mars Attacks Martian and Hero Spacesuit from Lost in Space out of the gallery and into the Portsmouth Football stadium where around 10,000 schoolchildren attended an event. Each child received a commemorative brochure in which an Alien Invasion exhibition advert was included for free. We also handed out fliers.

Some showcases were dedicated to local individuals' sci-fi toy collections. We also displayed clay sculptures and drawings made by a group of children on a Saturday workshop who were, according to the tutor, fully engaged and focussed and highly motivated at the prospect of having their works shown in the gallery. Dressing-up clothes were provided in the gallery and Portsmouth Library Service supplied themed books to browse. A word-search postcard with space to draw and write feedback proved popular. The Science and Technologies Facilities Council lent moon rock as a focus for autumn half-term events ([www.stfc.ac.uk/Public+and+Schools/2497.aspx](http://www.stfc.ac.uk/Public+and+Schools/2497.aspx)).

A programme of linked free lunchtime family events was held during August and a winter lecture series given by University of Portsmouth staff on sci-fi themes including the truth about science fiction, robotics, the sci-fi music scene, sexy cyborgs and lastly a workshop with the Bournemouth Symphony Orchestra.

## Publicity

In addition to our usual posters, fliers, website and listings, special promotions were arranged as follows:

- Huge vinyl graphics featuring aliens and robots by local designers were commissioned by the City Arts Service and placed on the side of the Civic offices. They proved highly effective in bringing in visitors from the city centre. These also inspired sci-fi graffiti made by local artists on hoardings around the city during the summer.
- Facebook and Twitter sites launched just prior to the exhibition.
- Free advertising on the British Association of Science and Sci-fi website ([news.ansible.co.uk/a281.html](http://news.ansible.co.uk/a281.html)) and other cosmology groups.
- Links to Star Wars fan sites and a summer Sci-fi fair.
- A series of adverts with editorial in the Portsmouth News.
- Vue Cinema monthly magazine advert for six months.
- Free advertising/article in Waitrose Weekend magazine.

**More information about hiring exhibitions from IDEAS can be found at [www.ideas.co.uk/exhibitions.html](http://www.ideas.co.uk/exhibitions.html)**

# New Exhibitions for Hire

The following new titles have been added to the Exhibitions search at [www.teg.org.uk](http://www.teg.org.uk) (Resources area) between August and December 2010.

TEG members can view full details and send booking enquiries via the web site. To search for exhibitions listed enter the title or select the organiser's name from the drop-down list on the Exhibitions webpage.

## Art Circuit Touring Exhibitions

- Water

## Barbican International Enterprises

- Uncanny: Surrealism and Graphic Design

## Bilston Craft Gallery

- Clothscapes
- Earth/Atmosphere

## Bradford Museums & Galleries

- Towards the Light by Pip Dickens

## British Postal Museum & Archive

- Designs on Delivery

## Chapel Gallery, West Lancashire

- The Fateful Fable of 13 – Matthew Roby

## Compton Verney

- Stanley Spencer and the English Garden

## Cornerhouse

- Unrealised Potential

## Cuming Museum

- Wallpaper

## Emma Warren

- The Games We Played: Childhood Board & Card Games
- Morning Campers! The British Holiday Camp

## Epping Forest District Museum

- Sporting Heroes

## Fashion & Textile Museum

- Catwalk to Cover

## Friends of Sharmanka

- Gothic Kinetic
- Gothic Circus

## Horniman Museum

- Journey Through Japan

## Ideas

- Doodles
- Sci-Fi Movie Costumes

## Japan Foundation

- Japan, Land of Characters

## Jonathan Ross

- Holograms 2

## mac

- We Stand Still

## Monnow Valley Arts

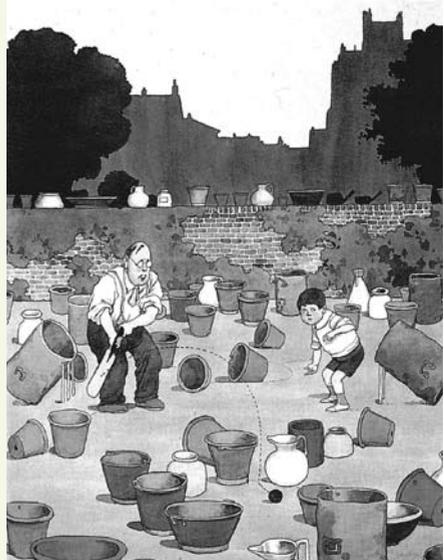
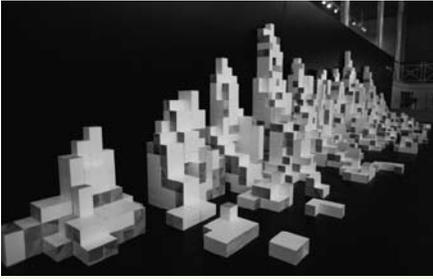
- Edward Ardizzone (1900-1979), Book Illustrator
- Edward Ardizzone (1900-1979), A Retrospective
- The History of Political Cartoons; The Jeffrey Archer Collection
- Edward Gordon Craig, 1972-1966, Avant-Garde Theatre Designer and Artist

## National Media Museum

- Drawings that Move: The Art of Joanna Quinn
- Simon Roberts: We English

## National Museums Liverpool

- Biodiversity



Clockwise from top left:

Colin Booth: Institute of Play, V&A Images

Postage & Packing Posters, Designs on Delivery, British Postal Museum & Archive

How to train yourself to avoid being caught in any part of the field, 1926, William Heath Robinson Trust

Japan, Land of Characters, Japan Foundation

Peacock Garden, Walter Crane, © Southwark Council, Wallpaper, Cuming Museum

Gala, 1936, Salvadore Dali, Minotaure no 8, Magazine cover, The Moravian Gallery in Brno, Photo: MG Archive, Uncanny: Surrealism and Graphic Design, Barbican International Enterprises

# New Exhibitions for Hire *continued*

## Natural History Museum

- Dinosaur Encounter
- Ice Station Antarctica
- T.rex: The Killer Question

## Pop-Up Exhibitions

- Warriors of the Ancient World

## Printmakers Council

- 8th British International Mini Print Exhibition

## Royal Geographical Society with IBG

- Seeing China: Community Reflections

## Royal Pavilion & Museums, Brighton & Hove

- Precious: Reclaiming Art and Craft

## Seven Stories, the Centre for Children's Books

- There's Nuffin Like a Puffin: 70 Years of Puffin Books

## V&A Museum of Childhood

- Colin Booth: Institute of Play

## Waterside Arts Centre

- Almost There by Joe Simpson

## William Heath Robinson Trust

- The Art of William Heath Robinson

## York Museums Trust

- Gordon Baldwin



### Clockwise from top left:

**Old Rotten Tom Sculpture & Illustration**, Matthew Roby, The Fateful Fable of 13, Chapel Gallery

**Liam Gillicks realised project Planta de Anodizado**, by Brian Reed and Len Horsey, in Cornerhouse Gallery 2, Photo: Brian Slater, Unrealised Potential, Cornerhouse

**There's Nuffin Like a Puffin**, Seven Stories, the Centre for Children's Books

# Temporary Exhibition at the MA Show

The Museums Association Show and Conference, held at the Manchester Conference Centre in October, featured a new attraction for the 1200 delegates this year.

TESS Demountable, with help from fellow TEG members Protean, Alexis Rago and Pop-Up Exhibitions, staged a high quality temporary exhibition in the most prominent position in the exhibition hall.

With cases supplied by TESS; walling and graphics by Protean; striking warriors and armoury from Pop-Up Exhibitions; and fabulous sculptures from Alexis Rago, the delegates were treated to a completely free and thought provoking exhibition staged in one of the most unlikely and difficult of locations.

The sculptures from Alexis Rago are part of his amazing exhibition entitled *An Artificial Natural History* ([www.alexisrago.com](http://www.alexisrago.com)). The warriors from Pop-Up Exhibitions are part of their stunning exhibition entitled *Way of the Warrior: Epic Movie Arms and Armour Exhibitions* ([www.pop-upexhibitions.com](http://www.pop-upexhibitions.com)).

A full feature on the logistics of setting up this exhibition can be found in the new edition of *Evolution*, the magazine from TESS Demountable.



TEG members' exhibition at the MA Show

# How to contact TEG

The Touring Exhibitions Group is an independent membership network of galleries, museums, libraries, art and science centres and other organisations and individuals committed to exchanging exhibitions as a means of sharing ideas, materials and resources. We aim to promote professional standards and consistent practice and to encourage exhibition touring as widely as possible in order to extend public awareness, knowledge and enjoyment of historical and contemporary culture. For full details about TEG membership benefits and to join online, please visit the Membership area of [www.teg.org.uk](http://www.teg.org.uk). For a complete list of TEG's Executive Committee members, see the Contacts webpage.

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Design [www.ninepoint.co.uk](http://www.ninepoint.co.uk)

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**Peacock Garden**, Walter Crane, © Southwark Council, Wallpaper, Cuming Museum

**How to train yourself to avoid being caught in any part of the field**, 1926, William Heath Robinson Trust

**To Mock the Invisible**, Pip Dickens, Towards the Light, Bradford Museum & Galleries

**Alien Invasion** exhibition on show at Portsmouth City Museum

**Canton After the Rain**, Ato Photographic Assoc, 1930-39, Seeing China, Royal Geographical Society

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