

Rupert Thomson – Chairman of Hogs Back Brewery Ltd, Director of New English Drinks Company, Senior Visiting Fellow at Winchester School of Art, University of Southampton & Launch Visitor

Friday 25th October 2013 11.30am, Hogs Back Brewery Ltd, Guildford.

The interview will relate to your experience of the Beaulieu Abbey application, the choice of content available through the application and if having choice enhanced your experience.

Questions relating to the clarity of the application – i.e. was it made clearer via demonstration at the museum, and was the event useful in understanding the way it could develop will be asked.

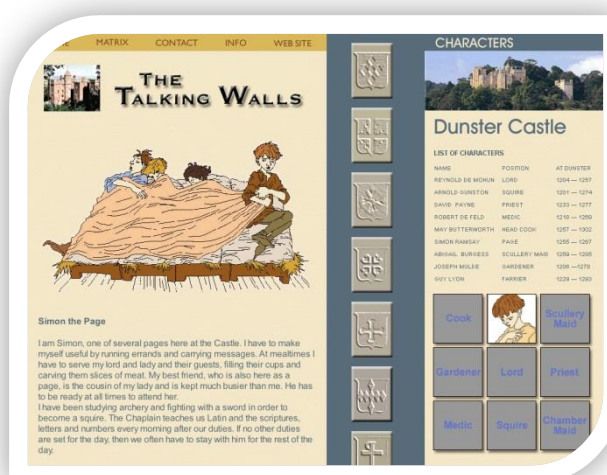
Discussion regarding the transposition of guide books to digital media, i.e. will digital replace or enhance traditional media, will be planned. Your knowledge of the importance of developing strong brand values and backing them up with powerful advertising and trade marketing programmes will be of value with regards to the launch event and application.

Background information:

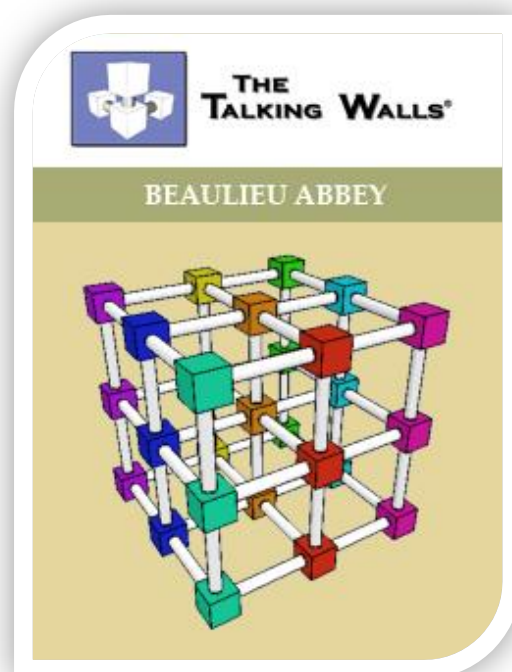
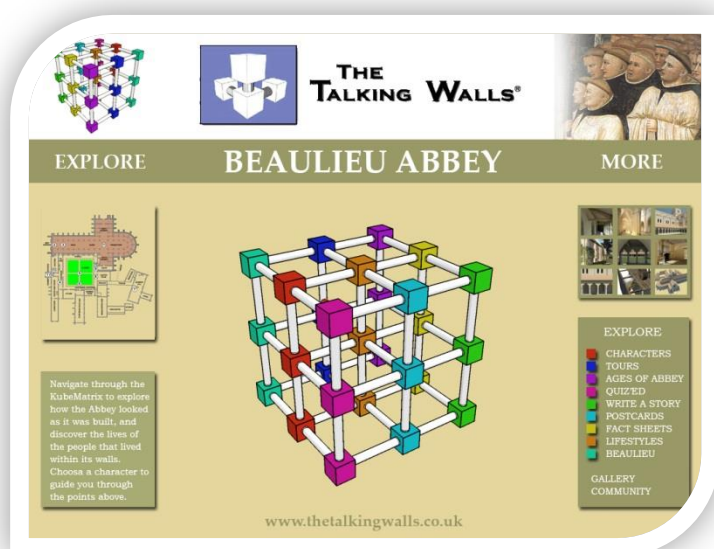
1. I would like to start by asking you about your position as chairman of the Hogs Back Brewery? What does this involve?
2. What led you to this position? (education / work)
3. Did you have a special personal interest in this type of work? (influence)
4. What led you to move to become a Senior Visiting Fellow at WSA, University of Southampton?
5. With the various roles you have now, which do you feel interests you the most?

Involvement with Beaulieu & Talking Walls:

1. Taking you back to when we first met through Set Squared, would you be able to tell me what you may remember about your initial impression of the Talking Walls' prototype?
2. What experience of visiting cultural heritage sites did you have at the time?
3. In our discussions at the time, what created your interest in the Talking Walls? (i.e. was it the concept of architectural time slices?)
4. With the technology available then, and your experience as a heritage visitor, do you feel there could have been a different way of presenting the same information?



5. How did the proposed project compare with heritage interpretation previously experienced?
6. The navigation was altered considerably for the Beaulieu Abbey app (see below) due to the perceived belief that visitors would not need to use the Matrix as a form of navigation of the physical space, only the content. Do you feel that this has made the Matrix less intuitive?



7. The new Matrix allowed for three levels of information for the Home page Matrix – Children, Adults, Professional (although only a mix of child / adult was developed for Beaulieu). Each cube then held 9 other elements within that category. Do you feel that if all the levels and cubes held information, this would give too much 'choice' for a heritage visitor? (your experience as a professional in advertising and marketing – user/consumer choice?)
8. With your knowledge of building brands through powerful advertising and marketing, how do you feel the launch fared in providing a memorable event for both Beaulieu Abbey and the Talking Walls application

Visitor Interpretation at Beaulieu:

1. The abbey is the foundation of Beaulieu, when visitors come to Beaulieu, the focus generally appears to be the motor museum and / or palace house. Would you normally visit Beaulieu to see the Motor museum, Palace House, Top Gear or the Abbey?
2. If the Abbey, what would be your vision of the perfect visitor interpretation for the Abbey?
3. And with limiting factors?

4. What do you think is the most important aspect of the abbey to portray in an interpretation for visitors? (building/space, people, lifestyle, community or combination of all?)
5. How would you (personally) plan to engage other visitors with this aspect?

Launch event at Beaulieu:

1. As an invited guest at the launch of the Kiosk application, you were already aware of some of the capabilities of the application from our own meetings and discussions prior to the event. Can you remember what your impressions of the final interpretation were?
2. Do you remember if the demonstration clearly conveyed information on how to use the application and what could be found using the application? i.e. were you able to leave knowing that you would be able to use the application again?
3. Was the launch event useful for understanding the way the kiosk application would be used at the museum i.e. in context with the site etc.?
4. Do you think that the kiosk application was a good addition / facility for visitors to the museum? (perhaps other platforms may have been better?)
5. Do you think there may have been a better way to launch the kiosk application?

Thank you.