

BOLSOVER CASTLE

English Heritage

2011-12 interpretation to provide an understanding of the lifestyle of William Cavendish and his family in the Castle's 17th-century heyday, specifically during a royal visit.



LACOCK ABBEY

National Trust

2013 Interpretation to provide an understanding of the Abbey as a nunnery under the leadership of Abbess Ela and the lives of the nuns.



KENSINGTON PALACE

Historic Royal Palaces

2012-13 interpretation to provide an understanding of the different royals who lived in Kensington Palace as a temporary exhibition during major renovation in other areas of the Palace.



Reflection on Practice



Selected Case Study Sites for Heritage Site Interpretation Design Practice Comparison with my interpretation design practice for Beaulieu Abbey.

BEAULIEU ABBEY

Beaulieu

2010-2012 interpretation to increase footfall to the Abbey by creating 3D reconstruction for visitors to understand its size and royal significance.

**LACOCK ABBEY
2013
INTERPRETATION
NATIONAL TRUST**



Overview

To provide an understanding of the Abbey as a nunnery under the leadership of Abbess Ela and the lives of the nuns. The 2013 interpretation outcome was access to the cellar and cloisters in answer to visitors' feedback to learn more about Abbess Ela's nunnery.

Similar to Beaulieu, where the main attraction is the National Motor Museum or Palace House, Lacock's main attraction is the Fox Talbot Museum and village. Lacock's history as a nunnery for 300 yrs would appear to be of lesser importance, yet was the most important for the community that once lived there.



Designers - Ice House

Brand and graphic designers, who also 'create exciting exhibition and museum experiences with engaging interpretation and coherent communications and wayfinding, both internally and externally, that inform, educate and often make you smile!'

National Trust

Opening of the Wine Cellar - The National Trust periodically review their properties and the Trust periodically reviews and re-presents rooms to 'refresh its attractiveness to visitors', (*Land Use Consultants, 2012*)

**BOLSOVER CASTLE
2011 - 2012
INTERPRETATION
ENGLISH HERITAGE**



Overview

To provide an understanding of the lifestyle of William Cavendish and his family in the Castle's 17th-century heyday, specifically during a royal visit. The new visitor experience interpretation to achieve this was in the form of a digital application.

Bolsover Castle was chosen primarily for the multimedia application as a design comparison to the Beaulieu Abbey kiosk interpretation. The storytelling of the Castle's heyday via the multimedia application, Cavendish's family and the exhibition were elements similar to Beaulieu Abbey's kiosk application.



Designers - ATS Heritage

Contracted to replace the existing audio guide with a multimedia guide and app for the site. They 'are passionate about enhancing experience' and 'always mindful of the end user and hope their experience will be improved.' (ATS Heritage, 2015, pp.15-16)

Leach Colour & Bivouac

Leach Colour for a 'dramatic exhibition within the Riding House Range introducing the visitor to the many passions in William Cavendish's life.' (Leach Color, 2014)
Bivouac for Graphic Interpretation, Management and Creative Direction for the interpretation design.

**KENSINGTON
PALACE
2012 - 2013
INTERPRETATION
HISTORIC ROYAL
PALACES**



Overview

To provide an understanding of the different royals who lived in Kensington Palace. The 'Enchanted Palace' and 'Welcome to Kensington Palace' interpretations were creatively produced specifically for the period of renovation work at the Palace.

Kensington Palace was chosen primarily because of the interpretation/renovation project that would transform the Palace to become an 'exciting, engaging and inspirational visitor experience' (*Historic Royal Palaces, 2009*). The specific similarities are the smaller teams involved and the flexibility/creativity of the brief.



Designers - Various

The range of artists, designers and exhibition companies involved in the Enchanted Palace and Welcome to Kensington Palace interpretations was extensive: Coney, Wildworks, Chris Levine, Joanna Scotcher, Jane Darke and Stitches in Time.

Enchanted Palace Concept

The Front of House staff felt strongly that visitors want to know more about the people who had lived at the Palace rather than make believe or fairy tale scenarios. The Curators went with their suggestion, and the Enchanted Palace was created (*Humphreys, 2012*).

OVERVIEW OF THE CASE STUDIES' HERITAGE ORGANISATIONS

BE

Beaulieu Enterprises Ltd

Beaulieu's aim was to increase footfall to the abbey for visitors to understand and recognise the historic significance of the site in addition to Palace House and National Motor Museum. Visitors have been exploring the ruins of Beaulieu Abbey since 1912. In 1952, Edward, Lord Montagu opened Palace House and Gardens to the public for the first time.



NT

National Trust

The National Trust forms a Statement of Significance from discussions with the local community and their research regarding key features and significant inhabitants. A time 'slice' is decided and the property is restored to replicate the events and spaces of that period. Founded in 1895 to 'look after and preserve' property and land for future generations.



HRP

The Historic Royal Palaces' charter's main focus is on the preservation of the properties under its care. Its secondary aim is to 'help everyone learn the wider story of how monarchs and people together have shaped society by providing public access' (HRP, 2014). HRP cares for 6 palaces, initially as an Executive Agency (1989), a self-funded charity from 1998.



Historic Royal Palaces

EH



The statutory role of English Heritage 'seeks to broaden public access to England's cultural heritage, increase people's understanding and appreciation of the past, and conserve and enhance the historic environment' (Gould, 2013, DCMS, 2013). Initially a government body (1913), changing to EH (1983), reformed as Historic England in 2015.

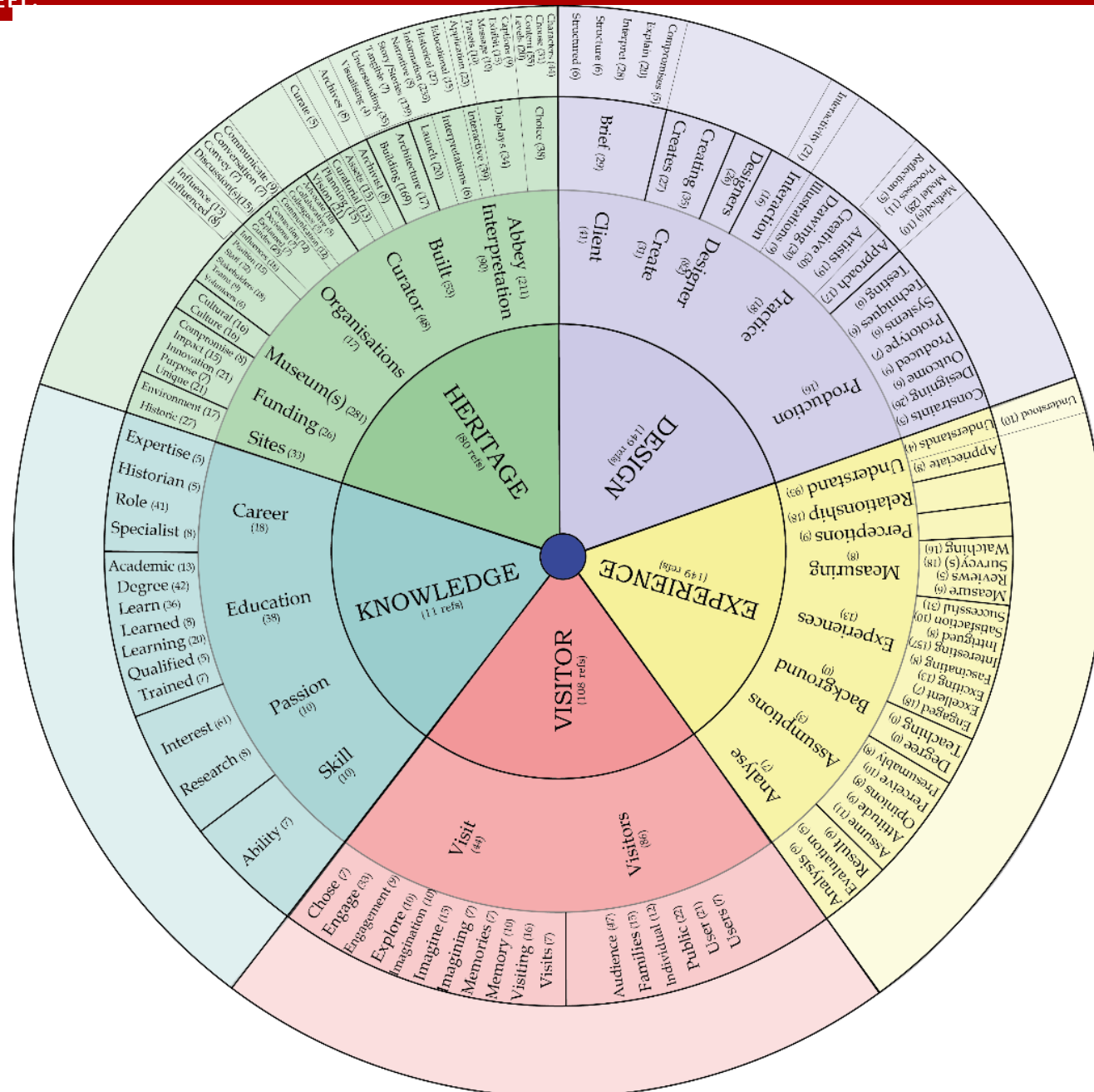
English Heritage

APPENDIX N: INITIAL ANALYSIS OF DATA SOURCES USING KEY WORD FREQUENCY IN NVIVO FORMING A DRAFT OF THE HERITAGE INTERPRETATION DESIGN WHEEL

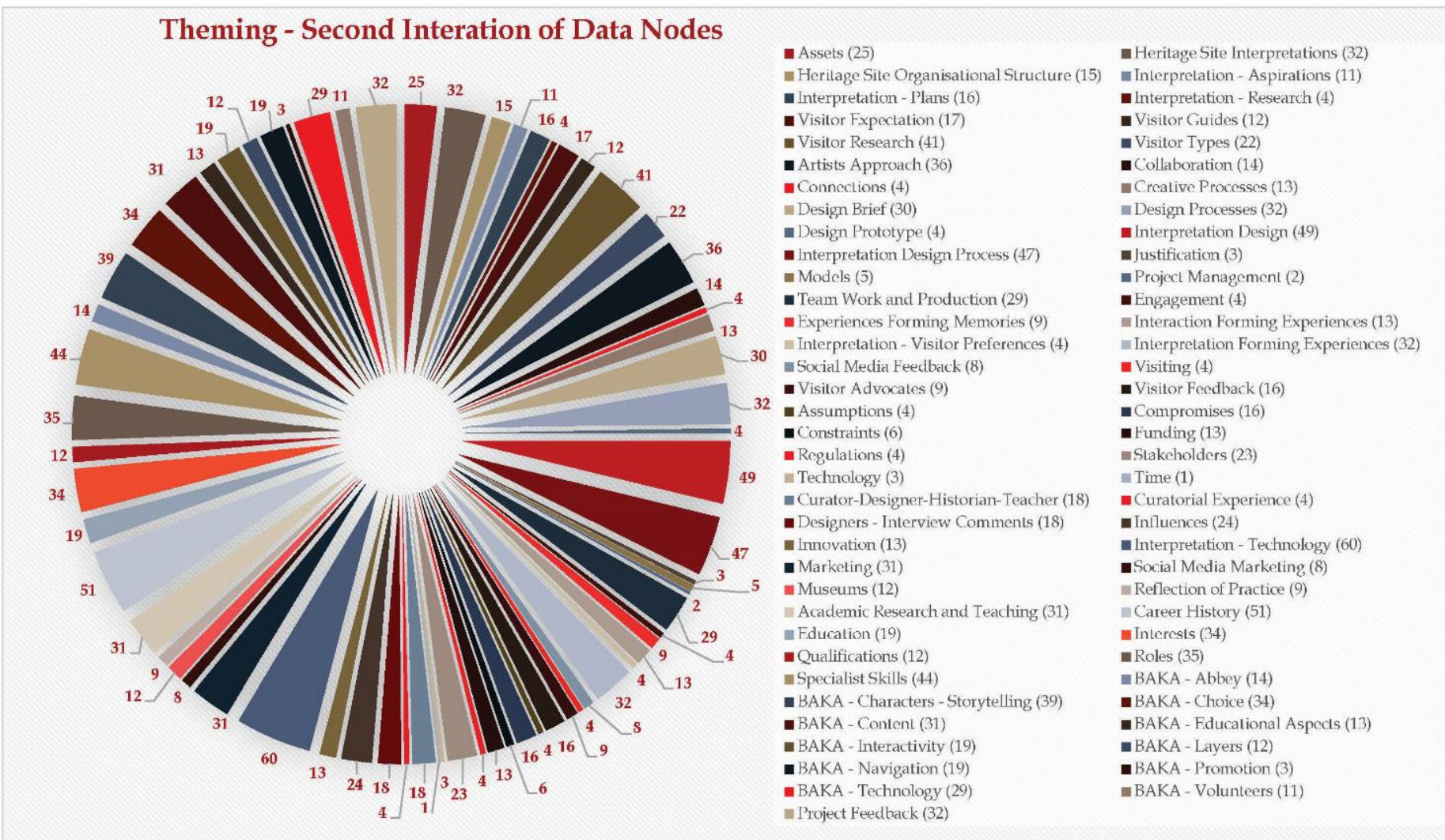
The 10 highest ranking words regarding reference frequency were:

1. Information (235)
2. Museum (234)
3. Abbey (211)
4. Building (169)
5. Interesting (157)
6. Experience (149)
7. Design (149)
8. Story (109)
9. Visitor (108)
10. Understand (93)

(colour coded to the initial draft Heritage Interpretation Design Wheel)



APPENDIX O: THEMING - SECOND ITERATION OF DATA NODES



APPENDIX P: FINAL ITERATION OF THEMED GROUPS AND HIERARCHIES, BASED ON THESIS CHAPTERS 2 & 3 AND INCORPORATING SUBJECT DISCIPLINES AND CATEGORIES.

