

**CASE  
STUDIES 05**

**HELLO FROM INGENIOUS CREATIVE...**

**Our fifth case study mailer solely features our work for the Silk Heritage Trust, a collective of diverse and engaging museums situated in our hometown of Macclesfield**

# SILK HERITAGE TRUST 'MACCLESFIELD MUSEUMS' REBRAND

## Client Profile...

Macclesfield Museums play an important role in interpreting the town's history. This includes the fascinating silk story, from cocoon to loom, with the Silk Museum housed in an old Art School and with demonstrations using silk weaving jacquard looms at Paradise Mill. The Old Sunday School helps to interpret the wider history of the town including the story of this 200 year old building, with West Park being a purpose built museum to house the collections of the Victorian explorer and collector Marianne Brocklehurst and now displaying important collections of Egyptology.


## What We Did...

Taking the Silk Heritage Trust's brand as a starting point we streamlined the title of the collective to simply 'Macclesfield Museums' communicating the broad subject matter and collections of the four museums in the group which reaches far beyond just the silk story most commonly associated with the town. This was visually represented in the identities for each of the four museums, using building details and iconography to depict the particular element for each venue.

The supporting visual language, featuring vibrant, fresh colours and contemporary typography gives the group a striking new look and feel. Having established the foundations of the new brand identity, the first phase of implementation has begun. This includes revised literature and signage, plus a new exhibition celebrating the bicentenary of the Old Sunday School.




*"To lessen the sum of human wretchedness by diffusing religious knowledge and useful learning among the lower classes of society"*




The Macclesfield Sunday School was founded in 1796 and occupied a number of different rented buildings throughout the town. It provided the main opportunity for children to learn reading and writing, as well as scripture.

Many of the town's children would have been working in the silk mills from the age of 6 years and this would have been their only opportunity for education.


The Sunday School was established by John Whitaker, a local Alderman and Magistrate. His aim was to teach religious knowledge and learning to the 'lower classes of society'. 'To lessen the sum of human wretchedness'.




School numbers grew steadily and by 1812 they were meeting in five different locations. The management committee decided it was time to provide a purpose built Sunday School.



Left: Memorial to John Whitaker erected in the Large Room in 1821.




*"A building capable of containing all the children...to be erected in a central situation in the town"*



In 1813 a committee of 'Friends and Supporters' was formed with Whitaker as its secretary to plan and fund the erection of a purpose built school. Whitaker was insistent that the school should not be associated with any particular church. He encouraged in the town 'not in favour of granting education for poor children, but he was able to persuade people that it was in the interests of all'.

A site on Rose Street was chosen, sufficient money was raised by public subscription, and the building was opened on 19 April 1814. There were 1127 boys and 1324 girls on the register paying a subscription of 5d (penny) per week. The teachers were all unpaid.





**A New Chapter for the Sunday School**

In 1980 the Friends of Macclesfield Silk Heritage was formed with the intention of preserving the history of the town's silk trade. At this time the Trustees of the Sunday School applied to the Charity Commissioners to dissolve their Trust in favour of a new one to run the building which would be a partnership with the Friends and Macclesfield Borough Council.

Restoration work began and was sufficiently complete for a tea room, meeting rooms and a Victorian School Room to be brought into use in 1984. The auditorium opened in 1985 and the museum in 1987.

The Macclesfield Sunday School is listed Grade 2\* as the best preserved example of this type of historic building.



The Group of Friends of Macclesfield Silk Heritage under the Sunday School 1985. Middle: Sunday School Aurora exhibition. Left: Victorian School Room.

## FACTS & FIGURES...

The museum roundels have been designed with flexibility in mind, able to carry different messages in the centre. Our coloured 'ribbon' can be used as a wayfinding device as well as a means of distinction between museums. The coming months will see Ingenious embark on a wider programme of activity with the Silk Heritage Trust.



**The Old Sunday School**  
Heritage Centre - Roe Street - SK11 6UT  
Open: April-Oct. Mon-Sat, 10am-4pm

Housed within the Macclesfield Sunday School built in 1814, the museum explores the history of this building and the rich heritage of Macclesfield. The Heritage Centre also houses a fabulous shop, the Mulberry Tree Café and Cinema, a great venue to see the latest films.

**The Silk Museum**  
Park Lane - SK11 6JT  
Open: April-Oct. Mon-Sat, 10am-4pm

Housed in the former Art School, follow the journey of silk making, from cocoon to loom, with fascinating displays and lots of exciting hands-on exhibits.

**Paradise Mill** - Park Lane - SK11 6JT  
Open: April-Oct. Mon-Sat, Guided Tours at 11.45am, 1pm

Step back into a guided tour of Mill. See 26 re-loomed and woven by weavers their...

**Special Exhibitions**  
**Macclesfield Sunday School Bicentenary Exhibition**  
22 March-7 September 2014

Celebrating the 200th anniversary of the opening of the Roe Street Sunday School, this exhibition explores the history of this fantastic building. To commemorate this event, pupils from Bollingbrook Primary School have produced creative responses to different periods in the Sunday School's history and this work complements the display.

**Events**  
**The Costume Historian: 200 years of Silk Fashion**  
Saturday 5 April

Lucy Adlington from the History Wardrobe presents a selection of real and replica outfits exploring the stories of women who wove, sewed and wore silk.

Times, £10 and all other booking details will go here.

**Happy 200th Birthday!**  
Thursday 10 April

Text in here about the event. Text in here about the event. Text in here about the event.

Charge, time and booking details will go here.

**Northern Chamber Orchestra Concert**  
Saturday 12 April - 7.30pm

Celebrate 200 years of Macclesfield Heritage Centre with Steven Osborne.

£16/£13/£7  
To book call 0161 247 2220 or visit [www.ncorch.co.uk](http://www.ncorch.co.uk)

**Special Exhibitions**  
**Exhibition Title Required**  
3 May - 26 July 2014

ibus deliqui nis idebistrum volorep ellantet ommodis et ma am. in planimus etus elur? Udipsam. Is et quas conseqquo volupis. de ommissi musdamhusamus et sic lobatoc aboreperum. alique conspident et doles nis et estis eturio to occus, core prelus. Pos estis ro et occapee lestibus dolorum eni omnis il magni con.

**Events**  
**Spring-time Fun Holiday Workshop**  
Thursday 10 & Friday 11 April 10am-12noon

Text in here about the event. Text in here about the event. Text in here about the event.

£6 per child - 6-12 years  
Booking Essential  
Call 01625 612045/613210

**Silkscreen Printing Art Workshop**  
Thursday 10 April - 12.30-3.30pm

Text in here about the event. Text in here about the event. Text in here about the event.

£6 per person - 12-16 years  
Booking Essential  
Call 01625 612045/613210

**Be a Science Boffin!**  
Wednesday 28 & Saturday 31 May - 11.15-12.15 and 2-3pm

Put on your white coat to experiment in our museum laboratory! Explore with microscopes, mix and separate colours, be electrifying, magnetising and an all round science boffin!

£2.60 per person - Ages 8 years upwards - Booking Essential  
Call 01625 612045/613210

**Events**  
**Science in Paradise**  
Wednesday 28 & Saturday 31 May 2014 - 10-11am

Take a tour of the historic Paradise Mill and discover scientific concepts within this industrial setting by examining the weaving machinery used in making silk.

£2.60 per person  
Booking Essential  
Call 01625 612045/613210

**West Park Museum**  
Prestbury Road - SK10 4JG  
Open: April-Oct. Tues-Sun, 1.30-4.30pm

**Under the Microscope Holiday Workshop**  
Thursday 29 & Friday 30 May 10am-12noon

Text in here about the event. Text in here about the event. Text in here about the event.

£6 per child - 6-12 years  
Booking Essential  
Call 01625 612045/613210

**Fashion Design Art Workshop**  
Thursday 29 May 12.30-3.30pm

Text in here about the event. Text in here about the event. Text in here about the event.

£6 per person - 12-16 years  
Booking Essential  
Call 01625 612045/613210

Details of any special exhibitions or events at West Park Museum will be available online at [silkmacclesfield.org.uk](http://silkmacclesfield.org.uk)

**Macclesfield Museums**

**What's On?**  
April - July 2014

**HIGHLIGHTS INCLUDE**  
The Old Sunday School Bicentenary Exhibition  
The Barnaby Festival  
Cheshire Science Festival

[silkmacclesfield.org.uk](http://silkmacclesfield.org.uk)

**TESTIMONY...**

"Having 25 years experience of working in museums I have worked with lots of designers, and a number of things have particularly impressed me about working with Ingenious. First of all they 'get it' straight away, making a point of understanding the product and listening to the client - the resulting work, which we're absolutely thrilled with, totally reflects our vision for the future of the Trust."



**INGENIOUS**

**WE HOPE YOU LIKED LOOKING AT OUR WORK...**

**We'd love to talk to you about what we  
could do for you and your brand.**

**In the meantime, you can find us here...**

**T 01625 410228**

**E [info@ingeniouscreative.com](mailto:info@ingeniouscreative.com)**

**You can also follow us on  
[twitter@ingeniouscre8iv](https://twitter.com/ingeniouscre8iv)**

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