



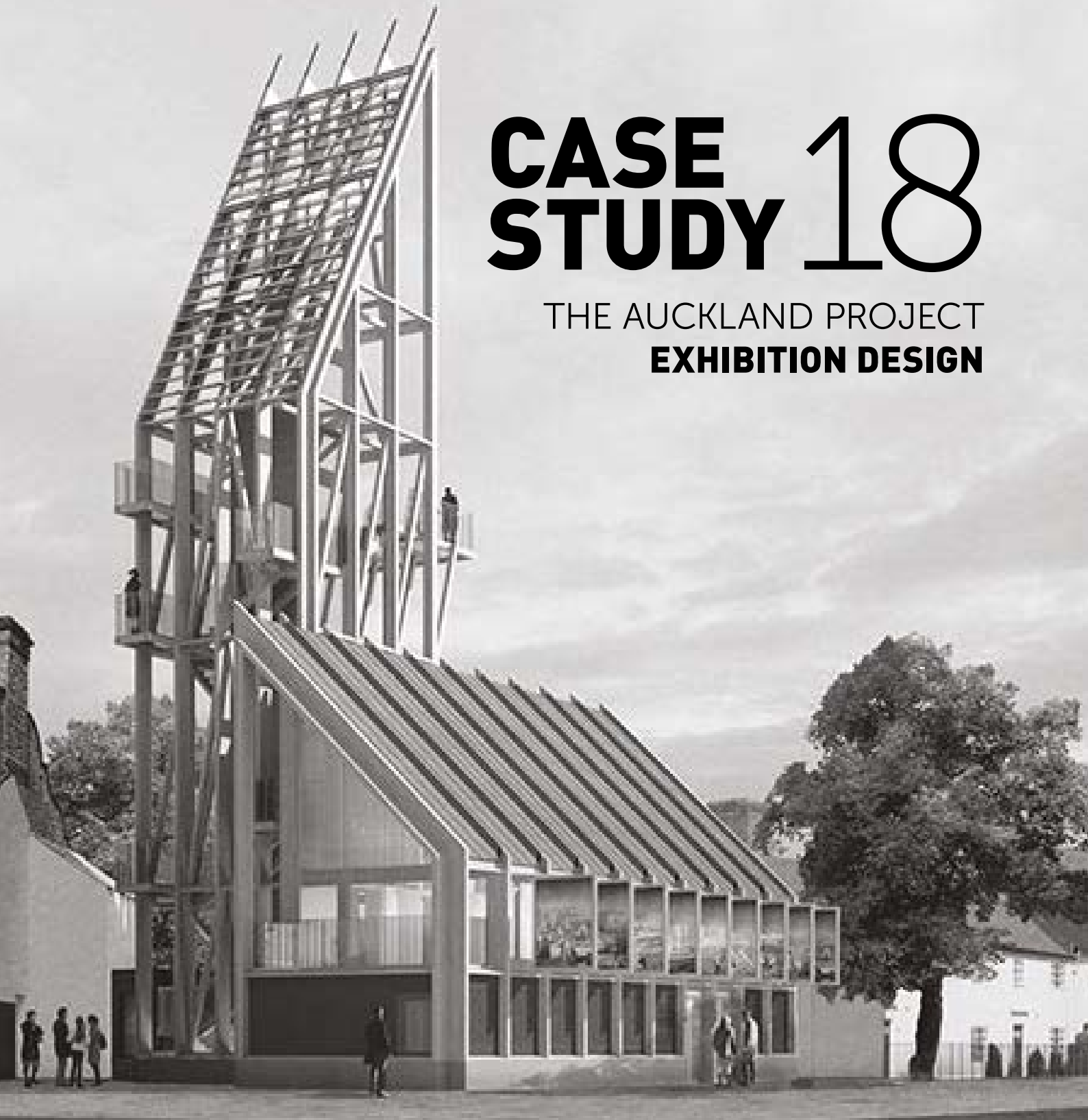
the hub

Heritage | Museums | Exhibitions | Arts | Culture

INGENIOUS

CASE STUDY 18

THE AUCKLAND PROJECT
EXHIBITION DESIGN



ABOUT THE CLIENT...



Auckland Tower (bottom) is located in the picturesque Market Place of Bishop Auckland, and will form the beginning of the The Auckland Project.

AUCKLAND CASTLE TRUST WAS SET UP IN 2012 WITH A VISION TO USE CULTURE AND HERITAGE AS A CATALYST FOR REGENERATION AND TO REVITALISE THE TOWN OF BISHOP AUCKLAND.

Now known publicly as The Auckland Project, central to their plan is the transformation of Auckland Castle - a 900-year-old bishop's palace - from an unknown private dwelling into a vibrant, world class, art, faith and heritage destination.

However, the word 'Project' reflects the long-term perspective of their regeneration ambitions. This mission, to work with the local community and other partners to raise aspirations and opportunities through arts, heritage and a culture of learning, continues to evolve.

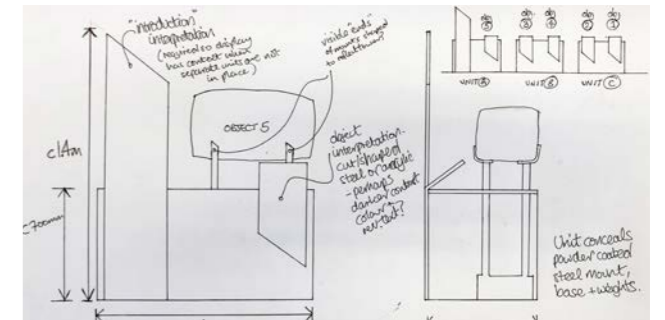
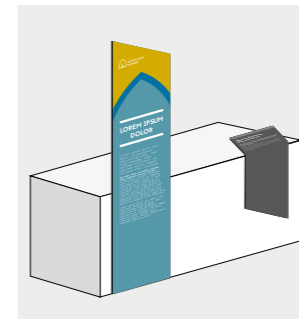
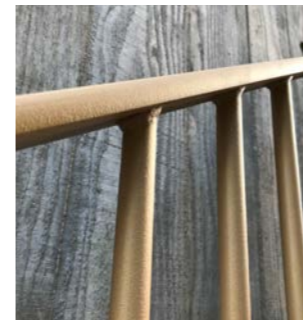
As a visitor attraction, The Auckland Project will comprise several related elements in and around the town, as well as the Castle itself. They include the creation of a Faith Museum, Spanish Gallery and Mining Art Gallery; a Walled Garden; a new Auckland Tower visitor centre; the Deer Park; a hotel and a number of restaurants. Their plans also extend to Binchester Roman Fort, a few miles outside Bishop Auckland itself.



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THE STARTING POINT...

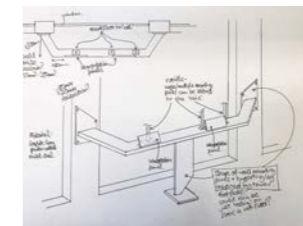


INGENIOUS WERE APPOINTED BY THE HUB, ONE OF THE UK'S LEADING SPECIALIST CULTURAL AND HERITAGE FITOUT CONTRACTORS, TO WORK ON THE 3D & GRAPHIC DESIGN FOR THE INTERIOR OF AUCKLAND TOWER.

As ever, the first step on the way to delivering a successful project was to conduct a site visit and understand the space in which we were going to be working. Even though the tower was still very much under construction, it was clear that our designs needed to harmonise with the proposed finish of the display area without overshadowing the content and key messages they would carry.

In this case, we were designing a series of standalone display units that provide an introduction to some of the themes central to the Bishop Auckland story, plus some interpretation to support the display of artefacts unearthed from the ongoing archaeological work that forms part of The Auckland Project. Our designs would also feature an interpretation for the tower's viewing platform.

Following our site visit, initial concept sketches were presented, and feedback from the ever knowledgeable and enthusiastic client team ensured swift progress towards a final set of designs was made.



Our initial creative concepts were produced once we had viewed the space in person during a site visit and also inspected the objects our designs were to display.

DEVELOPING THE CONCEPTS...

OUR DESIGNS WERE PARTLY INSPIRED BY THE ANGULAR NATURE OF THE TOWER ITSELF AND THE TALL CEILING HEIGHT IN WHICH WE WERE TO WORK.

It was important that our 3D designs were not 'lost' in such a space, but equally they were not large enough to potentially disrupt visitor flow when the tower was open.

From a graphic perspective, our designs employ large format images to the back of each unit, and are in line with The Auckland Project brand identity from a typographic and layout approach.

Working with a specialist contractor such as The Hub afforded us access to a wealth of knowledge and experience to help us develop our designs.

One of the many benefits of close collaboration between contractor and designer was the ability to quickly identify and avoid any elements of our design that might prove unnecessarily complex to either manufacture or install.

One example of this was the need to make the display units mobile, so they could be moved around the space as required. Rather than design a potentially complex and costly retractable wheel system, we simply approached the challenge from the opposite direction and ensured the plinths could be easily accessed and moved, without damage, by an off-the-shelf 'skate' unit.

With regard to the artefact display units, we worked closely with The Hub's mount maker to ensure visual language and materials embraced the clients' vision for the space.



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Freestanding Displays

Front

Back

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Working closely with both contractor and client team allowed us to quickly arrive at preferred concepts, at which point the detailed design phase commenced so 3D and graphics could be integrated.

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Stonework Displays

Object labels fixed to plinth with 60° 'wedge' finished in sprayed MDF.

Sprayed MDF finish
Colour Ref: Roman Stone 5

UNIT A UNIT B UNIT C

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AUCKLAND TOWER

WELCOME TO THE AUCKLAND PROJECT

In front of you is the estate of Auckland Castle, set in the rolling hills of County Durham. For over 500 years it was one of the favourite residences of the Bishops of Durham, who wielded vast influence and power, both in the north and across the kingdom. The castle complex and its lands have changed throughout the centuries as the site and powers of the bishops have shifted, creating a patchwork of buildings and landscapes.

Through archaeological excavation, historical research and exhibition The Auckland Project works to uncover the authentic history of the estate and its inhabitants, and discover the unknown stories of Auckland Castle.

AUCKLAND CASTLE

The castle complex and its lands have changed throughout the centuries as the site and powers of the bishops have shifted, creating a patchwork of buildings and landscapes.

COLLEGE BUILDINGS

The castle complex and its lands have changed throughout the centuries as the site and powers of the bishops have shifted, creating a patchwork of buildings and landscapes.

THE DEER PARK

The castle complex and its lands have changed throughout the centuries as the site and powers of the bishops have shifted, creating a patchwork of buildings and landscapes.

WALLED GARDEN

The castle complex and its lands have changed throughout the centuries as the site and powers of the bishops have shifted, creating a patchwork of buildings and landscapes.

THE CLOCK TOWER ARCH

The castle complex and its lands have changed throughout the centuries as the site and powers of the bishops have shifted, creating a patchwork of buildings and landscapes.

CASTLE LODGE

The castle complex and its lands have changed throughout the centuries as the site and powers of the bishops have shifted, creating a patchwork of buildings and landscapes.

MANUFACTURE AND INSTALLATION...



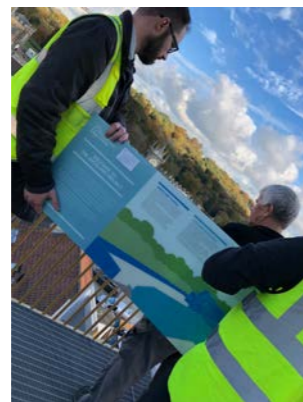
THE HUB'S ON-SITE TEAM INSTALLED THE FINAL DESIGNS AT AUCKLAND TOWER OVER A TWO-DAY PERIOD AT THE BEGINNING OF OCTOBER 2018

During this time the bespoke object mounts were installed into the display units, and the stone artefacts carefully sited into their cradles. Interpretation was installed both internally and externally, with the viewing platform graphic secured to the platform railings with some bespoke brackets, specially powder coated to match the gold of the metalwork throughout the tower.

The weatherproof viewing platform graphic shows the key buildings that make up the Castle estate, and is bonded to a marine plywood panel to ensure longevity. It also features a lockable display frame so The Auckland Project staff can update interpretation on a daily basis - particularly important as the project continues to evolve.

Auckland Tower was opened to the public on Saturday 20th October 2018. The tower is where visitors to Bishop Auckland can find all the information they need to explore the castle, grounds and local area, buy entry tickets, collect guidebooks and maps, get directions, and learn about special seasonal events and activities.

Ingenious Creative would like to thank both The Hub and The Auckland Project for entrusting us with such an important and interesting project.



Images show our designs both under construction at The Hub's premises in Redditch, and during installation at Auckland Tower.



WHAT THEY SAID...

“Thank you so much for all of your help!
It has been a huge eye-opener and insight
into the world of graphic artwork and all
of the hard work that goes into it. Great job
and looking forward to seeing them printed!”

PROJECT MANAGER, THE HUB

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